



MINUTES OF THE SPECIAL CITY COUNCIL MEETING
Conference Room 2A
777 B Street, Hayward, CA 94541
Monday, October 7, 2019, 5:30 p.m.

The special meeting of the City Council was called to order by Mayor Halliday at 5:30 p.m., followed by the Pledge of Allegiance led by Council Member Salinas.

ROLL CALL

Present: COUNCIL MEMBERS Mendall, Márquez, Zermeño, Wahab, Lamnin, Salinas
MAYOR Halliday
Absent: None

Council Member Márquez arrived at 5:35 p.m.

CLOSED SESSION ANNOUNCEMENT

There was no closed session announcement.

PUBLIC COMMENTS

Council Member Zermeño asked staff to provide a progress update regarding fruit vendors that are around town on street corners.

City Manager McAdoo alerted the City Council about PG&E plans for a public safety power shutoff due to the upcoming red flag warning and the partially activated Emergency Operations Center.

WORK SESSION

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

City Manager McAdoo announced the workshop and introduced Mr. Jim Rettew, CivicMakers Consultant, who along with Mr. Lawrence Grodeska, CivicMaker's Chief Executive Officer, facilitated the Citywide Strategic Planning Workshop.

Discussion ensued among members of the City Council, staff and CivicMakers staff about committing to follow a strategic roadmap realizing that there will be some trade-offs, visioning for the City and top priorities and five recommendations.

The following were identified as the draft five top priorities: housing for all/homelessness; combat climate change; grow local economy; upgrade infrastructure (Complete Streets, Complete Communities); and improve operations - organizational health.

The City Council took a recess at 6:55 p.m. and reconvened the meeting at 7:12 p.m.

Discussion ensued among members of the City Council and City Manager McAdoo about strategic priorities, projects and daily operations.

Members of the City Council and Executive Team were asked to self-select into five groups to identify projects for the five priorities that were identified; were asked to look over the project ranking from the survey about their chosen priority; and were asked to create a new ranking of no more than eight projects to focus on for the next three years and that are crucial to achieving the priority considering funding and staff capacity.

The following were projects identified for the “Preserve, Protect and Produce Housing for All” Priority: implement housing incentives and production work plan (within 1-2 years implement phase I); revise the affordable housing ordinance; create targeted approach for RHNA goals for every project/develop policies to achieve target; issue a notice of funding availability to identify moderate, low, very low-income projects and increase home ownership; revamp the rent stabilization ordinance; find sustainable funding for the navigation center (identify long-term revenue stream); research and implement mobile shower/laundry service; identify and implement safe parking lots; and create a homeless reduction strategic plan.

The projects identified for the “Combat Climate Change” Priority were as follows: create 2030 GHG (Green House Gas) reduction goal and roadmap (2020); ban single use plastics, especially at restaurants (2020); transition city operations to 100% renewable electricity (2020/2021); plant 1,000 new trees per year (2020/21); transition citywide energy use to 100% GHG-free electricity (2021/22); ban natural gas in all new buildings (2022); complete Shoreline Master Plan & EIR (2022); and transition 15% of city fleet to all electric (2022).

The projects identified for the “Internal Operations - Organizational Health” Priority were: maintain and expand fiscal sustainability; increase professional development training and succession planning; develop a Justice Equity Diversity and Inclusion (JEDI) plan for the purpose of exceptional customer service; increase employee home ownership; find technological/software solutions to create efficiencies/improve communications; perform a resources allocation/staffing analysis; and use data to facilitate cross department collaboration and improve transparency.

The projects identified for the “Upgrade Our Infrastructure” Priority were: provide traffic mitigation and management (reduce traffic congestion in downtown, consolidate traffic management systems, implement traffic calming initiatives, develop and implement a traffic impact fee); create technology improvements (enhance city’s cybersecurity, implement AMI); improving water/sewer infrastructure; find partners for upgrades (BART and ferry service) and identify funding; and provide multi-modal community enhancements (create more pathways to the shoreline, closing streets in shopping areas, add seven miles of bike lanes each year, beautify corridors and finish Jackson Street, maintain pavement PCI score of 70.



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The projects identified for the "Grow the Local Economy" Priority were as follows: update the marketing plan (Summer 2020); create development attractions for opportunity and promise zones; create policy to get rid of bad commercial landlords (Spring 2020); strengthen and create cradle to career pipelines (workforce development) (Summer 2020); and create business incubator including economic incentives; and create a community bank (Fall 2022).

Mr. Jim Rettew went over next steps which included: having department heads and managers review the projects list; communicating to staff/community the process and soliciting feedback; and scheduling a meeting with the City Council on December 3, 2019, to review the revised projects list. It was also agreed to have staff draft metrics for the projects.

ADJOURNMENT

Mayor Halliday adjourned the meeting at 8:28 p.m.

APPROVED

A handwritten signature in cursive script, appearing to read "Barbara Halliday", is written over a horizontal line.

Barbara Halliday
Mayor, City of Hayward

ATTEST:

A handwritten signature in cursive script, appearing to read "Miriam Lens", is written over a horizontal line.

Miriam Lens
City Clerk, City of Hayward