

MAYOR & CITY COUNCIL DEPARTMENT

MISSION STATEMENT

The mission of the Mayor and City Council is to represent the priorities and concerns of Hayward residents by providing relevant and timely policy direction to its appointed officers for the development of programs and services that address the needs of the residents, businesses, and visitors of Hayward, while exercising transparent and ethical governance of the community.

DEPARTMENT OVERVIEW

The Mayor and City Council provide overall policy leadership and guidance to appointed staff members who in turn implement this direction. The Mayor and Council appoint the City Manager, City Attorney, and City Clerk and adopt an overall City budget that provides the framework and resources within which the municipal corporation operates. Each year, the City Council adopts priorities that guide the work of City staff consistent with the above mission statement.

FY 2024 KEY ACTIVITIES AND ACCOMPLISHMENTS

1. Provided legislative and policy direction for the City Manager in support of the community's priorities and Strategic Roadmap projects.
2. Continued to implement programs funded through Hayward's \$38 million allotment of American Rescue Plan Act (ARPA) funds, including year programs to support homeless reduction, rental assistance, and economic recovery initiatives.
3. Provided crucial community and organization leadership and stability during the cybersecurity emergency and end of the emergency declaration.
4. Adopted a resolution declaring a State of Emergency on Homelessness.
5. Worked collaboratively with the City's bargaining units and staff team to adopt Memorandums of Understanding with the Hayward Police Officers Association and the International Association of Firefighters, AFL-CIO, Local 1909.
6. Launched the Hayward Economic Development Corporation and purchased the lease for Cinema Place.
7. Provided leadership and direction during the input process about the future use and revenue of a half-cent sales tax.
8. Established the Council Public Safety Committee.
9. Provided leadership to support Bay Area Community Services' opening of the St. Regis Retirement Center.
10. Received recommendations on the Russell City Reparative Justice Project.
11. Adopted an ordinance with new regulations and guidelines for sidewalk vending in the City including the establishment of a new permitting program for sidewalk vendors.
12. Amended the Hayward 2040 General Plan to Include the Updated Climate Action Plan, an Amended Hazards Element, and a New Environmental Justice Element.
13. Adopted Hayward Residential Design Study in January to streamline and support the development of housing.

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14. Oversaw the swearing in of Hayward's 16th Chief of Police
15. Passed legislation making it unlawful to attend sideshows as a spectator.
16. Broke ground on Mission Paradise, a 76-unit apartment complex for low-income seniors, and Pimentel Place, a 57-unit apartment complex restricted to very-low and low-income households.
17. Awarded construction contracts for key public projects, including Phase I of the Stack Center and the Main Street Complete Street Project.
18. Approved key development projects throughout Hayward, including a new six-story, 30-unit mixed use project at B and Main Street, a new 10-unit tiny homes rental project at S. Hayward Parrish that will provide supportive housing for very-low income residents, a new 10-unit for-sale townhouse development for low-income homebuyers on A Street by Habitat for Humanity, and a new outdoor restaurant and beer garden for Arthur Mac's Big Snack in downtown Hayward.
19. Launched the first-time homebuyer program for employees.
20. Approved funding to completed Safe Routes for school infrastructure at Cesar Chavez and Safe Route for Seniors in downtown.
21. Reviewed updates to the Tree Preservation Ordinance.
22. Participated in the 2024 Point-in-Time Count of sheltered and unsheltered people experiencing homelessness.
23. Celebrated the implementation of nine People's Budget projects, including the Night Market, Stack Fest, Sun Gallery Grand Opening, Teen Mental Health Camp, Cumbia Day of Bonanza, and Skate Fest.
24. Held a joint work session with the Hayward Area Recreation and Park District to discuss shared vision and priority projects.
25. Appointed a new Poet Laureate.
26. Completed the annual performance evaluations for Council-appointed officers.
27. Represented the City on regional committees and agencies.

SIGNIFICANT RESOURCE CHANGES PLANNED FOR FY 2025

- Add \$12,750 to the supplies and services budget to account for the increase to the Council Members' discretionary funds per the Council handbook revisions made in November of 2023.
- Add \$13,500 to the supplies and services budget to reinstate the City's membership in Conference of US Mayors.