



**MINUTES OF THE SPECIAL CITY COUNCIL WORK SESSION MEETING**  
**Conference Room 2A**  
**777 B Street, Hayward, CA 94541**  
**Tuesday, December 17, 2019, 6:00 p.m.**

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The Special City Council Work Session meeting was called to order by Mayor Halliday at 6:00 p.m., followed by the Pledge of Allegiance led by Council Member Salinas.

**ROLL CALL**

Present: COUNCIL MEMBERS Zermeño, Mendall, Lamnin, Wahab, Salinas  
MAYOR Halliday  
Absent: COUNCIL MEMBER Márquez

**PUBLIC COMMENTS**

There were none.

**WORK SESSION**

1. Work Session on City of Hayward Three-Year Strategic Roadmap (Fiscal Year 2021 - Fiscal Year 2023) (Report from City Manager McAdoo)

Staff report submitted by Deputy City Manager Ott, dated December 17, 2019, was filed.

City Manager McAdoo announced the report and introduced Mr. Jim Rettew and Ms. Cristelle Blackford with CivicMakers who provided an overview of findings from community and staff engagement regarding the proposed vision, priorities and projects, and provided a progress update on the revised project lists for the draft priorities (1. Preserve, Protect and Produce Housing; 2. Grow the Economy; 3. Combat Climate Change; 4. Improve Infrastructure; and 5. Improve Organizational Health). CivicMakers consultants noted that in response to overwhelming feedback from City employees, staff recommended creating a sixth priority called, "Support Quality of Life" which would focus on projects performed by operational departments.

The following comments were provided by Council Members regarding the revised vision: consider removing reference to Silicon Valley; consider swapping "CSUEB" with "education institutions"; consider switching "employees feel aligned to citywide priorities" with "employees feel work is aligned to citywide priorities"; consider changing "culturally responsive services" with "culturally informed services"; evaluate comparing the proposed vision against statements of other local agencies; and consider shortening the proposed vision.

There was some support for adding the sixth priority, "Support Quality of Life" and there was some reservation about the project list under this priority.

The following were comments regarding the list of projects: consider reviewing and compacting the timeline for projects that might be listed over Y1, Y2, Y3 and Y3+; specific tasks provided by Council were turned into non-specific goals; consider incorporating initiatives that are already underway and support the proposed priorities; ponder opportunity areas that can be integrated across departments; consider changing the title “Combat Climate Change” to be more comprehensive and include broader environment and sustainability goals; consider revising reference to “encouraging full-service restaurant”; honor the investment on the strategic roadmap and be mindful of additional work; add to the project list the partnership with other institutional agencies that are moving forward with efforts related to climate change; consider a stronger word than “explore” for the project “explore a public art program”; evaluate removing tasks that are unnecessary to free up time for other tasks; concern that some items are standard core services that do not belong with projects in the strategic roadmap; and concern there is no room for emerging priorities.

Due to the limited time to offer additional comments, Council Members were invited to provide further comments to City Manager McAdoo until January 5, 2020. Additional comments would be incorporated into a supplemental memorandum to be made available to the City Council on January 10, 2020.

#### **ADJOURNMENT**

Mayor Halliday adjourned the special meeting at 6:48 p.m.

#### **APPROVED**

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Barbara Halliday  
Mayor, City of Hayward

#### **ATTEST:**

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Miriam Lens  
City Clerk, City of Hayward