Proposed FY 25-26 Metrics

Invest in Infrastructure

Proposed metrics for FY 25-26 for tracking and reporting to the City Council Infrastructure Committee:
- # Traffic calming projects installed
- Miles of bike lanes added
- Miles of repaving and sidewalks completed
- # Registered HOP (paratransit) users
- # of traffic fatalities and serious injuries
- Miles of water pipelines and sewer lines replaced annually
- Water quality

City Council feedback from the Presurvey:
- None

Strengthen Organizational Health
Proposed metrics for FY 25-26 for tracking and reporting to the City Council Budget & Finance Committee:
- % General Fund Reserve
- $ Grant Funds received
- New employee experience survey
- Employee turnover, hires, and promotions
- Employee demographics
- # Subscribers to and reach of the Stack Newsletter
- # Social Media impressions
- Customer service survey data

City Council feedback from the Presurvey:
- Be explicit about the City's general fund reserve policy targeting a 20% reserve
  - Staff Reply: This target will be explicitly stated in the next draft of the roadmap.
- Include employee satisfaction targets
- Add a current employee experience survey
  - Staff Reply to the two above: The employee engagement survey occurs every two years; as such, the data point will not move throughout the year next year. For this reason, staff has not included this metric in the past.

Enhance Community Safety

Proposed metrics for FY 25-26 for tracking and reporting to the City Council Public Safety Committee:
- Police incident numbers, types, and response time
- Fire incident numbers, types, and response times
- % of City of Hayward employees trained to FEMA standards as Disaster Service Workers
- # CERT members trained annually
- Number and types of HEART response calls
- Number of families served through Youth and Family Services Bureau
- Number of unique patients receiving preventative care treatment at the Firehouse Clinic
- Number of medical responses that result in treat and non-transports (diverted from the emergency room)

City Council feedback from the Presurvey:
- Add metrics on crime solve rates
    - Staff Reply: The Police Department tracks solve rates and can provide this information. However, the data is nuanced and there are many factors involved that are outside the City's control, including whether the victim chooses to press charges, witness cooperation, and availability of physical evidence. For this reason, staff does not recommend publicly posting a metric without context. Instead, staff will provide this information through informational memos to the City Council on a regular basis.
- Be clear on the targets for these metrics
    - Staff Reply: Over the coming year, staff is planning to work with the corresponding City Council committees to set appropriate targets for metrics. For these metrics, that discussion would occur at the Council Public Safety Committee.
- Would like to see a metric around emergency preparedness and disaster response drills
    - Staff Reply: Staff can research possible metrics and include recommendations in the next draff of the roadmap.

Grow the Economy

Proposed metrics for FY 25-26 for tracking and reporting to the City Council Economic Development Committee:
- # of businesses engaged through the concierge program
- # of businesses that received direct financial or technical support
- # of Hayward employers and participants at Job Fairs
- # of students hosted by the City through internships and career pathway programs

City Council feedback from the Presurvey:
- Maybe add a metric that tracks number of Hayward employers hiring local employees.

- o Staff Reply: Unfortunately, this data is not available at the local level and would take resources to hire a consultant to do a study.
- Add a metric for increases in tax revenue, broken down by business type/new businesses added
  - o Staff Reply: For sales tax revenue, the City's financial consultant can provide this information on a quarterly basis by high-level category. Data for specific companies is confidential.
- Add number of new businesses opened and closed within the year
  - o Staff Reply: Staff can report on new business licenses and non-renewals as a proxy for this metric.
- Would also like metrics around job growth in our city, or number of residents employed locally/unemployed/etc.
  - o Staff Reply: Businesses are asked to provide the number of employees as part of their business license. However, staff do not recommend publicly reporting this data point because it is not reliable since it is self-reported and infrequently collected.
- Add metrics on permit timing/businesses opening
  - o Staff Reply: Development Services tracks the time a project is under review. However, the data is nuanced and there are many factors involved that are outside the City's control, including market conditions and the timeline of the applicant. For this reason, staff does not recommend publicly posting a metric without context. Instead, staff will provide this information through informational memos to the City Council on a regular basis.

Cultivate Vibrant Neighborhoods

Proposed metrics for FY 25-26 for tracking and reporting to the full City Council through quarterly informational memos:
- % of Access Hayward illegal dumping, graffiti, unhoused abatement, and landscaping requests are responded to within
- Number of Code Enforcement complaints by type and response time
- # Event attendees at City-run and City-sponsored events
- # Grants awarded to arts and music and social services agencies
- # of volunteers who participated in a program or event
- # Households participating in Disposal Days
- # of home rehab grants for low-income homeowners
- # Number of library materials checked out
- # Participants using library cradle to senior programs, by type of program
- # Patrons accessing e-resources

City Council feedback from the Presurvey:
- The number of residents volunteering should be broken down by program so we can understand what programs warrant further engagement/development.

- o Staff Reply: Staff already collect this data in this format and can provide this detail.
  - Add to Code Enforcement 'resolved' time by issue type
    - o Staff Reply: Staff is seeking further clarification on this comment. Staff can provide the number of code enforcement complaints that result in enforcement. However, the time it takes for a property owner to resolve an issue includes many factors outside the City's control.

Preserve, Protect & Produce Housing for All

Proposed metrics for FY 25-26 for tracking and reporting to the City Council Housing Policy & Resource Committee:
- # Building Permits issues consistent with Regional Housing Needs Allocation (RHNA) targets
- # Rent review petitions received
- # Rental inspections completed
- # People served by foreclosure prevention and eviction prevention services
- # People receiving relocation assistance
- # Affordable homeownership opportunities supported
- # Existing affordable housing projects monitored/supported
- # People served through City homelessness reduction programs and % placed in permanent housing
- # People assisted through shallow rental subsidy
- # Agencies funded through Community Agency Funding Process providing housing related services

City Council feedback from the Presurvey:
- Add a code enforcement metric related to renters' housing conditions
  - o Staff Reply: Staff can provide data on the percentage of unit inspections that are deemed substandard, however there is a wide range of type of infractions within the category of substandard. However, this will not reflect the full picture of all units in Hayward.
- Data on why folks are evicted or have to relocate + how many evictions take place would be helpful too
  - o Staff Reply: Unfortunately, this data is not available at the local level and would take resources to hire a consultant to do a study.
- For CAF funded agencies: How many people served, how many new, how many "graduated" (no longer need the service)
  - o Staff Reply: The City Council has requested to see the number of people served by each agency and staff will be providing that at the CAP public hearing.

Champion Climate Resilience & Environmental Justice

Proposed metrics for FY 25-26 for tracking and reporting to the City Council Sustainability Committee:

- Communitywide greenhouse gas missions
- Pounds of waste diverted from the landfill
- # of participants in water conservation programs for residential, business, and municipal customers
- # of trees planted directly and in partnership with community groups (target = 1,500)

City Council feedback from the Presurvey:
- According to Inrix, a typical vehicle with a 3.0-liter internal-combustion engine generates two pounds of carbon dioxide (CO_2) emissions for every 10 minutes of idling.