

Attachment II Council Feedback and Staff Comments

Enhance Community Safety

Grey = Council comments at 2/10/24 Retreat
(projects will be renumbered for the final version)

Objective 1: Provide first-rate emergency response services

#	Proposed Metrics	Comments	Division
SM1	Police response numbers, time (dispatch to on-scene), and incident types	Staff is prepared to report quarterly	Police
SM2	Fire response numbers, time (dispatch to on-scene), and incident types	Staff is prepared to report quarterly	Fire
SM3	Request to include recruitment efforts as a project or metrics	PD and HR report on recruitment metrics annually as it is part of the CALEA Accreditation Process. Staff can will send this data to Council. The PD website also has a link to the final CALEA report with these metrics included.	Police

#	Proposed Special Projects	Comments	Division
SP1	Expand physical dispatch space	This project is on staff's work plan	Police & Fire
SP2	Implement Emergency Medical Dispatch	This project is on staff's work plan	Police & Fire
SP3	Fill vacant Dispatch positions	This project is on staff's work plan	Police & Fire
SP4	Discussion about wage theft and white-collar crime	Wage theft is not within the purview of Police Department. Staff can provide data on white collar crime statistics can be provided routinely at the Public Safety Committee.	Police
SP5	Request to continue catalytic converter program with EAROP	Staff recommends revisiting this request at midyear. The planning, coordination, and execution of this item requires staff time from the District Command Unit, who is also tasked with a variety of other community concerns (e.g. homelessness, long term neighborhood issues, crime prevention, etc.).	Police
SP6	Request for a report on insurance – why are businesses losing it and how can we support them?	Staff has brought up this issue with State representatives in the most recent meetings and has added it to the City's legislative program for the City's lobbyist firms. Unfortunately, this is not something that can be addressed at the local level.	City Manager Administration

SP7	Request for a briefing on vandalism and property damage issues at the Public Safety Committee	Police can provide updates on this issue at a future Public Safety Committee meeting. Staff does not recommend adding this as a stand alone project.	Police
SP8	Request for a report on the Cadette/Explorer program	Police can provide a memo to Council on the Explorer Program as well as internship partnerships through HUSD and CSUEB. There is no formal, paid Cadet Program although it has been discussed and would require PD and HR staff time to develop. Staff does not recommend adding this as a stand alone project at this time, due to competing priorities.	Police

Objective 2: Strengthen Community Resilience

#	Proposed Metric	Comments	Division
SM4	% of City of Hayward employees trained to FEMA standards for appropriate position qualifications	Staff is prepared to report annually	Fire
SM5	Number of CERT members trained annually	Staff is prepared to report annually	Fire

#	Proposed Special Projects	Comments	Division
SP9	Complete update to the comprehensive Emergency Management Plan	This project is on staff's work plan	Fire
SP10	Provide a training on Council's role in an emergency	This project is on staff's work plan	Fire
SP11	Implement Community Emergency Response Team (CERT) program changes	This project is on staff's work plan	Fire

Objective 3: Enhance community access to mental and physical health services through strategic partnerships

#	Proposed Metrics	Comments	Division
SM6	Number and type of HEART response calls and points of contact;	Staff is prepared to report quarterly	CSD
SM7	Number of unique patients receiving preventative care treatment at the Firehouse Clinic	Staff is prepared to report biannually	Fire

SM8	Number of medical responses that result in treat and non-transport (diverted from the emergency room)	Staff is prepared to report biannually	Fire
SM9	Number of families served through Youth and Family Services Bureau	Staff is prepared to report biannually	PD

#	Proposed Special Projects	Comments	Division
SP12	Transition HEART program from pilot to permanent response program, including identifying a permanent local funding source and leveraged grants	This project is on staff's work plan	CSD
SP13	Transition to new County Emergency Medical Services (EMS) system	This project is on staff's work plan	Fire

Grow the Economy

Grey = Council comments at 2/10/24 Retreat
(projects will be renumbered for the final version)

Objective 1: Provide first-rate business support services

	Proposed Metrics	Staff Comments	Division
EM1	# of businesses engaged through programs and outreach	Staff is prepared to report quarterly	Economic Development
EM2	# of concept plans reviewed for priority sites	Staff is prepared to report annually	Economic Development

	Proposed Special Projects	Comments	Division
EP1	Complete remaining ARPA programs including: "Restaurant Relaunch" and "Restore and Reopen" façade assistance programs	This project is on staff's work plan	Economic Development
EP2	Explore partnerships for the Stack Center to create an entrepreneurship hub and commercial kitchen incubator program	This project is on staff's work plan	City Manager Administration
EP3	Request to relook at Cannabis to see if we have streamlined processes as much as possible	Staff does not recommend taking action on this item in FY25 due to competing priorities. The cannabis application process was streamlined significantly in 2020 with the adoption of updated processes and regulations. To date, the City has not experienced significant interest from operators wanting to expand in Hayward due to the City's tax rate and the State's permitting and regulatory framework.	Economic Development and Planning
EP4	Question about what type of development checklists we have for small businesses interested in coming to Hayward	Staff is taking action on this item, but does not recommend adding it as a stand alone project. As part of the Downtown Working Group, ED is producing a quick start guide for entrepreneurs starting their first business in Hayward. ED will share this with Council. DSD already provides checklists for businesses who need use or building permits.	Economic Development and Planning

Objective 2: Invest in plans and programs that create thriving commercial corridors,

	Proposed Metric	Comments	Division
EM3	# of businesses that received direct financial or technical support	Staff is prepared to report quarterly	Economic Development

	Proposed Special Projects	Comments	Division
EP5	Continue to roll out ARPA-funded Hayward Open for Business program to aid businesses in activating interior and exteriors with points of interest and harness social media to attract customers	This project is on staff's work plan	Economic Development
EP6	Provide an informational report to Council on older ordinances that may have an adverse impact on our local economy (such as the Cabaret Ordinance and Conditions of Approval for alcohol and entertainment uses), and offer recommendations to update them	Staff is seeking feedback from Council on FY25 priorities for this and other ED projects.	Economic Development and Planning
EP7	Create and implement a Foothill Action Plan (Downtown Working Group)	Staff has added this project to their work plan. This project will take significant staff time in the first half of FY25, particularly for the Economic Development Division.	Several
EP8	Request for staff to bring forward a proposal to address the plywood on windows and how to support businesses suffering from multiple window breaks	Staff has reached out to cities that have tried this type of program. All have expressed that the funding is quickly depleted and the problem has persisted. Staff will begin tracking the incidents of broken windows downtown and brainstorm solutions as part of the Downtown Working Group. Staff does not recommend adding this as a stand alone project.	Economic Development
EP10	Request to revisit (or provide a report on) the vacancy ordinance and why it is/isn't working	This project is similar to project NP3 (see the Vibrant Neighborhoods priority). Code provided an update on the vacancy ordinance activity to CEDC in October 2023. An update can be scheduled in 2024 pending Code staff availability.	Code Enforcement

EP15	Request to see an enforcement strategy around street vendors, with a focus on limiting open flames/smoke	Staff is seeking feedback form Council on FY25 priorities for this and other Code Enforcement project, due to limited staff capacity. Staff has created a cross-departmental staff committee to coordinate and implement enforcement strategies. Staff will prepare a memo for Council describing these efforts.	Code Enforcement
EP9	Request to provide a summary of past discussions on the industrial area for new Council members– branding and bringing amenities	Staff is seeking feedback from Council on FY25 priorities for this and other ED projects. ED staff can resend the previous report on marketing and branding to the CEDC. This project would require effort from Maintenance and Public Works on sign placement and design. There is not currently a funding source for this effort.	Economic Development
EP11	Request to look at zoning changes to better allow popup and small businesses in residential areas (like coffee shops)	Staff is seeking feedback from Council on FY25 priorities for this and other ED projects. Planning Division and Economic Development can will begin evaluating the land use framework in late 2024, early 2025 to determine what land use and entitlement changes are necessary and reasonable. This would take staff time away from other projects.	Economic Development and Planning
EP12	Request to provide a report on if/how other midsized cities around the nation have revitalized their downtowns	Staff is seeking feedback from Council on FY25 priorities for this and other ED projects. ED staff would need to bring on a subject matter expert/consultant on this to provide information and lead a discussion. There is not currently a funding source for this effort.	Economic Development and Planning

EP13	Question about if we could contract out weekend enforcement to alleviate overtime stress on HPD staff (mostly related to broken windows)	Police is currently operating on a mandatory overtime schedule to staff Patrol and maintain current operational capacity. Overtime is routinely posted for downtown, but Officers consistently get pulled to fill beat vacancies. Several private security firms have been explored, but none have been a viable long-term option. Staff will continue to evaluate security options as part of the Downtown Working Group.	Police
EP14	Discussion about how to celebrate the success of the Tennyson commercial corridor while also wanting the City to invest there as well as downtown	Staff in Public Works and Maintenance Services have noted the desire for Council to consider Tennyson for improvements, alongside the downtown. Staff recommends using the Stack Center construction as a catalyst for a longer term visioning of upgrades to Tennyson Road. However, staff recommends revisiting this item at midyear, due to low capacity over the next six months.	Economic Development

Objective 3: Grow educational pathways and workforce pipelines for residents of all backgrounds

	Proposed Metrics	Comments	Division
EM4	# of Hayward residents receiving Tuition Assistance Grants	Staff is prepared to report annually	Economic Development
EM5	# of Hayward employers participating in Job Fairs	Staff is prepared to report annually	Economic Development
EM6	# of students hosted by the City through internships and career pathway programs	Staff is prepared to report annually	Several

	Proposed Special Projects	Comments	Division
EP16	Develop recommendations for encouraging development of worker-cooperatives in Hayward	Staff is seeking feedback from Council on FY25 priorities for this and other ED projects. ED staff would need to bring on a subject matter expert/consultant on this to provide information and lead a discussion. There is not currently a funding source for this effort.	Economic Development and Planning
EP17	Request to partner with HUSD and HARD on a job fair for teens	Staff is planning to organize and facilitate two job fairs as part of the Tuition Assistance Program. Staff will add this as a project to the Roadmap.	Economic Development and Library

Objective 4: Strategically manage or dispose of City property to support economic goals

	Proposed Special Projects	Comments	Division
EP18	Implement a property management strategy for Cinema Place	This project is on staff's work plan	City Manager Administration
EP19	Continue to work on Route 238 Corridor lands dispositions and development	This project is on staff's work plan	City Manager Administration
EP20	Release solicitation for City Center disposition and development	This project is on staff's work plan	City Manager Administration
EP21	Study the options for disposing of Successor Agency parcels on Mission Blvd	This project is on staff's work plan	City Manager Administration
EP22	Request for report at CEDC and then work session at Council to discuss options and strategy for Cinema Place	The discussion at CEDC is happening on April 29, which can be followed by a work session to full Council. Staff is adding this as a project.	City Manager Administration

Preserve, Protect & Produce Housing for All

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Objective 1: House and support people experiencing homelessness

#	Proposed Metrics	Comments	Division
HM1	# people served at the Navigating Center and % placed in permanent housing	Staff is prepared to report on this quarterly	Community Services
HM2	# people assisted through shallow rental subsidy	Staff is prepared to report on this annually	Community Services
HM3	# agencies funded through Community Agency Funding Process providing direct and supportive services	Staff is prepared to report on this annually	Community Services

#	Proposed Special Projects	Comments	Division
HP1	Support development of St. Regis Behavioral Health Campus to provide health and housing services to people experiencing homelessness and mental health crises	This project is on staff's work plan	Community Services
HP2	Implement State Homekey funding for Project Reclamation scattered site program	This project is on staff's work plan	Community Services
HP3	Provide a update to Council on the City's homelessness efforts	This project is on staff's work plan	Community Services
HP4	Discussion about St. Regis – wanting to ensure the impact on the neighborhood is minimal.	This will be combined with project HP1. Staff proposes doing an update on St. Regis as part of a broader update to Council on the City's homelessness efforts. This should be aligned with the release of PIT Count data and can include updates on St Regis, HNC, shallow subsidy program, HEART, state of emergency/potentially Housing Element updates related to homelessness (in conjunction with Planning). We anticipate data being released over the summer, so would recommend bringing this item Fall 2024.	Community Services

Objective 2: Encourage the production of housing for all by creating incentives and removing development barrier

#	Proposed Metric	Comments	Division
HM4	Issue Building Permits Consistent with Regional Housing Needs Allocation (RHNA) targets	Staff is prepared to report on this biannually	Housing
HM5	# City actions taken in support of housing development (like grants, loans funded, development agreements, ordinance modification)	Staff is prepared to report on this annually	Housing

#	Proposed Special Projects	Comments	Division
HP5	Explore Social Impact Bond Program to convert tax-defaulted or vacant and blighted properties into wealth building ownership opportunities	This project is on staff's work plan	Housing
HP6	Evaluate available funding to issue a Notice of Funding Availability (NOFA) for the development of affordable housing	This project is on staff's work plan	Housing
HP7	Zoning Ordinance Amendments Related to Shelters, Group Homes, Supportive & Transitional Housing	This project is on staff's work plan	Planning
HP8	Zoning Ordinance Amendments Related to Streamlining Housing Entitlements for Qualified Projects	This project is on staff's work plan	Planning
HP9	Adopt Universal Design Guidelines for Accessible Housing	This project is on staff's work plan	Planning

Objective 3: Protect the stability and sustainability of existing housing

#	Proposed Metrics	Comments	Division
HM6	# rent review petitions received	Staff is prepared to report on this quarterly	Housing
HM7	# of people served by foreclosure prevention and eviction prevention services	Staff is prepared to report on this annually	Housing
HM8	# of people receiving relocation assistance	Staff is prepared to report on this quarterly	Housing
HM9	# of affordable homeownership opportunities supported	Staff is prepared to report on this annually	Housing
HM10	# of existing affordable housing projects monitored/supported	Staff is prepared to report on this annually	Housing

#	Proposed Special Projects	Comments	Division
HP10	Evaluate the option of creating a rent registry to obtain better data on rent increase, evictions, and occupancy	This project is on staff's work plan	Housing
HP11	Simplify the Relocation Assistance Ordinance to improve compliance and increase funding for Emergency Relocation Assistance	This project is on staff's work plan	Housing
HP12	Provide creative financing like down payment assistance to help more buyers get unrestricted-deed properties	This project is on staff's work plan	Housing
HP13	Request for a "housing rights" pamphlet that could be shared with families through schools	Staff currently works with HUSD to communitate options to partents. Staff will review the materials and approach in FY25, but dos not recommend adding this as a new project. On this topic, it is best practice for City staff to talk to adults through certified translators, rather than rely on children as interpreters or liasons for family members. Staff recommends continuing to target outreach materials to adults and ensuring the City has the resources to translate materials and interpret verbal communications in multiple languages.	Housing
HP14	Request for a report on a possible rental registry – What is happening in other bay area cities? What is the resource request associated with this?	This will be combined with project HP10. This is a reasonable project with current staffing levels. The report will include information about the required staffing levels and budget to implement such a project for Council's consideration.	Housing

Invest in Infrastructure

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Objective 1: Invest in multi-modal transportation

	Proposed Metrics	Comments	Division
FM1	# Traffic calming projects installed	Staff is prepared to report annually	Transportation
FM2	# Miles of bike lanes added	Staff is prepared to report annually	Transportation
FM3	# Miles of repaving completed	Staff is prepared to report annually	Transportation
FM4	# registered HOP users	Staff is prepared to report quarterly	Community Services
FM5	# One-way TNC rides provided	Staff is prepared to report quarterly	Community Services
FM6	Request to add traffic collision statistics	Staff is prepared to report quarterly	Police and Transportation
FM7	Request to add a metric to quantify the number of requests for and actions on traffic calming projects	Combine with RM1	Transportation

	Proposed Special Projects	Comments	Division
FP1	Implement recommended program improvements for Hayward Operated Paratransit (HOP) program to support seniors and adults with disabilities	This project is on staff's work plan	Community Services
FP2	Complete construction of Mission Boulevard phase 3	This project is on staff's work plan	Engineering
FP3	Evaluate safety enhancements for the Downtown Loop	This is on staff's work plan: Staff received a Federal grant to fund planning and design of safety improvements on seven corridors, including the Downtown Loop	Transportation
FP4	Complete implementation of "A Bench for Every Stop" project	Staff is making progress on a pilot project, which will continue in FY25	Transportation
FP5	Main Street complete street construction	This project is on staff's work plan	Engineering
FP6	Question about if we can "sponsor" an AC transit bus by wrapping it in green and adding an H, so people know it is a Hayward route	PW staff will explore, but does not believe this would be straightforward given how bus operations work. Staff recommends that the City's ILC member could bring it up at the quarterly meeting, and does not recommend adding this as a new project.	Transportation
FP7	Discussion about what is being done to help people understand how to use busses and pay for bus fare	PW staff will reach out to AC Transit to understand what they are doing and provide a brief memo to CIC. Staff does not recommend adding this as a stand alone project.	Transportation

Objective 2: Invest in City-owned facilities & property

	Proposed Special Projects	Comments	Division
FP7	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25	This project is on staff's work plan	Engineering
FP8	Begin construction of La Vista Park	This project is on staff's work plan	Engineering
FP9	Complete Phase I of Weekes Library beautification	This project is on staff's work plan	Library
FP11	Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism	This project is on staff's work plan	Public Works, Police
FP12	Finish a preliminary feasibility report on a new Corporation Yard	This project is on staff's work plan	Public Works, Maintenance
FP13	Complete security upgrades to Watkins Street garage	Staff will return to Council with a proposal in early FY25	Maintenance

Objective 3: Enhance local water supplies and wastewater systems

	Proposed Metrics	Comments	Division
FM8	Miles of water pipelines and sewer lines replaced annually (target = 2.5 miles)	Staff is prepared to report annually	Utilities
FM9	Request to add metric on water quality	Staff is prepared to report annually	Utilities

	Proposed Special Projects	Comments	Division
FP14	Continue Water Pollution Control Facility Phase II upgrade	This project is on staff's work plan	Utilities
FP15	Complete a Recycled Water Master Plan	This project is on staff's work plan	Utilities
FP16	Implement Sustainable Groundwater Plan	This project is on staff's work plan	Utilities

Champion Climate Resilience & Environmental Justice

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Objective 1: Reduce Greenhouse Gases and Dependency on Fossil Fuels

#	Proposed Metrics	Comments	Division
CM1	Annual Communitywide GHG Emissions in MTCO2e (metric tons of carbon dioxide equivalent)	Staff is prepared to report annually	Environmental Services

#	Proposed Special Projects	Comments	
CP1	Implement Year 1 Programs from the adopted GHG Roadmap	This is reliant on outcome of proposed position requests for FY25	Environmental Services
CP2	Continue to collaborate with Ava Community Energy to provide public EV charging facilities	This project is on staff's work plan	Environmental Services
CP3	Present a plan on EV charging for city facilities	This was presented to CSC in January. Staff will take this to the full Council in FY25 and is currently applying for a grant to implement the plan.	Maintenance Services, Environmental Services
CP4	Continue to transition City facilities from natural gas to electric, with a focus on HVAC systems	Staff is working with a vendor to complete a package of energy efficiency improvements, which will continue into FY25	Maintenance Services, Environmental Services
CP5	Improve e-bike adoption through the creation of an e-bike rebate program and ensuring that electric transit infrastructure such as EV chargers also serve e-bike and not just electric cars	The City just received a grant from CARB for this three-year project. Implementation will begin this summer.	Environmental Services
CP6	Request for report on options to provide EV chargers and public transit options for multifamily	Staff can provide a memo to Council with information about options to provide EV chargers for multifamily residents. Staff does not currently have the capacity to investigate public transit options for multifamily and recommends that this request be directed to the Alameda County Transportation Committee liason. Staff does not recommend adding this as a stand alone project.	Environmental Services

CP7	Request for a community bike event/race with a category for e-bikes	Staff has concerns with hosting a bike race and does not recommend adding this as a project at this time. If Council is interested in pursuing this, staff can reach out to Bike East Bay to get their take on bike racing events on city streets. Hosting a community fun ride may be something that Bike East Bay can coordinate for Hayward.	Environmental Services
CP8	Request for an analysis of bike parking and to add more of the simple U-shaped ones, particularly on Foothill	This will be combined with CP5. An analysis of bike parking needs will be completed as part of the work to be funded by the CARB grant that was recently awarded to the City. Regarding Foothill, there are currently no bike lanes but there are bike racks, which are almost totally unused.	Environmental Services

Objective 2: Reduce waste by promoting a circular economy

#	Proposed Metric	Comments	
CM2	Pounds of waste diverted from the landfill	Staff is prepared to report annually	Environmental Services

#	Proposed Special Projects	Comments	
CP9	Continue to identify opportunities for compost hubs and other distribution mechanisms for compost in Hayward	This project is on staff's work plan	Environmental Services
CP10	Continue to partner with Alameda County All In Eats to encourage food recovery	All In Eats has been paused as an Alameda County initiative, so as of now, there is no direct action in FY25. Staff recommends removing this for project for now and revisiting next year.	

Objective 3: Mitigate environmental and climate impacts, with an

#	Proposed Metrics	Comments	
CM3	# of participants in water conservation programs for residential, business, and municipal customers	Staff is prepared to report annually	Utilities

CM4	# of trees planted directly and in partnership with community groups (target = 1,500)	Staff is prepared to report annually	Maintenance Services
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#	Proposed Special Projects	Comments	
CP11	Complete update to Tree Preservation Ordinance	Staff is working on this and a draft will be presented in FY25.	Planning
CP12	Prepare an ordinance to create smoke-free multifamily housing	This project is on staff's work plan. Staff is seeking feedback from Council on FY25 priorities for this and other Code Enforcement project, due to limited staff capacity.	Code Enforcement
CP13	Implement Year 1 Programs from the adopted General Plan Environmental Justice Element, with a focus on mitigating the impact on frontline communities	Reliant on outcome of proposed position requests for FY25	Environmental Services
CP14	Continue to work with HASPA partners to seek grant funding to implement the Shoreline Master Plan	This project is on staff's work plan - The City received a grant to take the next step with the Shoreline Master Plan, which will be rolled out in FY25.	Planning & Environmental Services
CP15	Request for a report on the best strategies around bay area for tackling particulate matter pollution and exposure	Due to competing priorities, staff does not recommend adding this as a project this year, and recommends revisiting this in FY26.	Environmental Services

Cultivate Vibrant Neighborhoods

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Objective 1: Invest in Cleanliness and Blight Reduction

	Proposed Metrics	Comments	Division
NM1	% of Access Hayward illegal dumping, graffiti, unlicensed abatement, and landscaping requests are responded to within (target = 98% in 48 hours)	Staff is prepared to report annually	Maintenance Services
NM2	# Households participating in Disposal Days	Staff is prepared to report annually	Maintenance Services
NM3	# of home rehab grants for low-income homeowners	Staff is prepared to report annually	Community Services

	Proposed Special Projects	Comments	Division
NP1	Engage owners of vacant building properties to encourage activation, starting in the downtown, and enforce against owners of empty storefronts	This project is on staff's work plan. Staff is also seeking feedback from Council on FY25 priorities for this and other Code Enforcement project, due to limited staff capacity and competing priorities.	Code Enforcement
NP3	Expand litter collection services (like the Downtown Streets Team) to pick up litter through the City	This project is on staff's work plan	Environmental Services
NP4	Request for more response to dog poop – more waste stations, signs, etc.	Staff can offer dog waste bag dispensers to Adopt-a-Block sponsors. However, staff does not recommend adding this as stand alone project. The purchase/installation cost is roughly \$2K per station and about \$400/month for maintenance per general location. Existing stations at City sites, like City Hall or Library Plaza, are currently maintained by Facilities staff. Facility staff does not have capacity to service waste stations on city streets.	Maintenance Services
NP5	Request to work more actively with Caltrans to address blight, trees, etc. at freeway exits	Staff can formalize the current working agreement with Caltrans to support a proactive approach to on/off-ramp abatements and provide updates to Council.	Maintenance Services

Objective 2: Provide Community Enrichment and Educational Programming

	Proposed Metric	Comments	Division
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NM4	# Number of library materials checked out	Staff is prepared to report annually	Library
NM5	# Participants using library cradle to senior programs, by type of program	Staff is prepared to report annually	Library
NM6	# Patrons accessing e-resources	Staff is prepared to report annually	Library
NM7	# Grants awarded to arts and music and social services agencies through Community Agency Funding Process	Staff is prepared to report annually	Community Services
NM8	# Meals delivered through SOS Meals on Wheels	Staff is prepared to report annually	Community Services

Objective 3: Beautify and Activate Public Spaces

	Proposed Metrics	Comments	Division
NM9	# Event attendees at City-run and City-sponsored events	Staff is prepared to report annually	Community & Media Relations

	Proposed Special Projects	Comments	Division
NP6	Work with Council to determine funding priorities for City-run and City-sponsored events and implement new granting processes	Staff will provide a work session on August 20 and will implement based on Council direction	Community & Media Relations
NP7	Work with partners to launch outdoor programming at the Stack Center Community Event Plaza by fall 2024	This project is on staff's work plan	City Manager Administration
NP8	Complete Jackson Corridor landscape beautification, including monument gateway sign on Jackson at Silva Avenue	This project is in progress. Staff will be bringing a proposal to Council for the moment in early FY25.	Maintenance Services
NP9	Create an analysis of the staffing and funding needs to create a public art program, including the possibility of an art impact fee	Staff will provide a work session November and will implement based on Council direction	Community & Media Relations
NP10	Request to expand the efforts to beautify Tennyson Rd to include streetscape improvements so it feels more walkable and inviting, like the downtown	Staff recommends using the Stack Center construction as a catalyst for a longer term visioning of upgrades to Tennyson Road. However, staff recommends revisiting this item at midyear, due to low capacity over the next six months. Staff in Public Works and Maintenance Services have noted the desire for Council to consider Tennyson for improvements, alongside the downtown.	Public Works, Maintenance Services

NP11	Request to add tree lighting (and other lighting) to Tennyson Rd	As mentioned above, staff recommends these types of improvements be considered holistically as part of a vision for Tennyson Rd with the Stack Center as a catalyst. Wrapping trees with lighting will be costly in installation and long-term maintenance. Staff's preference would be uplighting of median trees and sidewalks.	Public Works, Maintenance Services
NP12	Request for large H sculptures throughout Hayward to mark "districts"	Staff can include this concept as part of the November work session on public art	Community & Media Relations
NP13	Request to explore more green gateway arches around the City to indicate Hayward pride	Staff can also include this concept as part of the November work session on public art. New street improvement projects, such as Mission Blvd Phase 3, will include decorative Welcome to Hayward" signage. Due to budget constraints, they do not currently include the expensive "gateway arches."	Several
NP14	Request to look at decorative fences (like at the former Holiday Bowl site) for Foothill Blvd to create a barrier between the sidewalk and road	This idea will be considered as part of the Downtown Working Group - See Grow the Economy, EP7	Engineering, Maintenance Services
NP15	Request to work more actively with BART to try to activate their parking lots	Staff is working with community partners to launch a pilot farmers market in the South Hayward BART parking lot. In addition, BART's TOD work plan update was presented to staff and Downtown Hayward was prioritized for the next few years. Staff will continue to track that effort, but does not have capacity to take additional actions due to competing priorities.	City Manager Administration

Objective 4: Support Volunteerism, Civic Leadership, and Community-Led Initiatives

	Proposed Metrics	Comments	Division
NM10	# of volunteers who participated in a program or event	Staff is prepared to report annually	Library and others
NM11	# of students who participate in the mock City Council program	Staff is prepared to report annually	Community & Media Relations

NM12	Number of reparative justice implementation plans approved by City Council	Staff is prepared to report annually	Office of Racial Equity
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	Proposed Special Projects	Comments	Division
NM16	Increase the access to community meeting rooms and facilities across the city by collaborating with HUSD and HARD to have 2-3 spaces open for public use	Staff will provide an update on community meeting spaces and event spaces as part of the August 20 work session on special events	Several
NM17	Complete interpretive signs and art in Heritage Plaza Art to Honor Indigenous and Russell City Heritage in partnership with community groups	This project is on staff's work plan	City Manager Administration
NM18	Allocate and develop resources to implement approved reparative justice actions resulting from community-led input on the Russell City Reparative Justice Project.	Identification of short-term fiscal resources are needed to both deliver on priority recommendations, and continue the analytical and engagement work needed in the implementation phase.	Office of Racial Equity
NM23	Request to look at City run/sponsored events to provide more support to events like Juneteenth	Staff will include this in the August 20 work session on special events	Community & Media Relations
NM24	Request for a report on continuing the People's Budget program and resources needed to do that sustainability	Staff provided a report to the CBFC on April 17	City Manager Administration
NM25	Request for an annual event in March on Hayward's Birthday (Hayward Day)	Staff will include this in the August 20 work session on special events	Community & Media Relations
NM26	Request to expand teen civic engagement programs, like the mock city council meetings	Staff will report on the participation of this in NM11. Unfortunately staff does not have capacity to expand these efforts due to competing priorities.	Community & Media Relations

Strengthen Organizational Health

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Objective 1: Strengthen Fiscal Sustainability and Transparency

	Proposed Metrics	Comments	Division
RM1	% General Fund Reserve	Staff is prepared to report annually	Finance
RM2	\$ Grant Funds received	Staff is prepared to report quarterly	Finance

	Proposed Special Projects	Comments	Division
RP1	Continue to explore the potential early extension of the ½ cent local district sales tax	This project is on staff's work plan	Finance
RP2	Expand financial transparency and data sharing through platforms like OpenGov and ClearPoint	This project is on staff's work plan	Finance, City Manager Administration
RP3	Establish and report on the budget for the Hayward Economic Development Corporation	This project is on staff's work plan. Staff can provide reports twice a year.	Finance
RP4	Requesting for communications strategy to advertise all the grants we get and other ways we save money	Staff recommends combining this request with RM2. Staff can provide Council regular reporting on grants received, which Council can share through their networks.	Finance, City Manager Administration
RP5	Request to include the financial forecast model (or other tools) when discussing large budget asks at Council	Staff supports this request and incorporate this moving forward. Staff does not recommend adding this as a stand alone project.	Finance
RP6	Request to reinstate the spreadsheet to track Council referrals and regularly communicate on this to Council	Staff supports this request and incorporate this moving forward. Staff does not recommend adding this as a stand alone project.	City Manager Administration
RP7	Request to continue attending meetings on Public Banking and add that back into the roadmap as a project	Staff is participating in monthly meetings with the public bank working group, and will give an update to the CBFC on the tentative business plan model in May 2024. Staff can also give an update to the full Council.	Finance

Objective 2: Strengthen and Streamline Customer Service

	Proposed Metric	Comments	Division
RM3	# Subscribers to and reach of the Stack Newsletter	Staff is prepared to report quarterly	Community & Media Relations

RM4	# Social Media impressions	Staff is prepared to report quarterly	Community & Media Relations
RM6	# of City of Hayward departments with departmental language access plans completed by June 30, 2025	Staff is prepared to report annually	Office of Racial Equity

	Proposed Special Projects	Comments	Division
RP8	Develop and resource departmental language access plans which clarify baseline translation and interpretation practices for language access.	This project is on staff's work plan	Office of Racial Equity
RP9	Conduct an interdepartmental assessment of Access Hayward and implement updates to streamline customer responses	This project is on staff's work plan	City Manager Administration
RP10	Assess additional meeting locations with hybrid capacity for Council and Commission meetings	Staff can commit to supporting one meeting outside of City Hall in FY25. Once Stack Center Phase II is complete, meetings can be held there regularly.	City Clerks Office, Community & Media Relations, Information Technology
RP11	Request to add QR code to encourage people to sign up for the Stack newsletter when tabling at street fairs, etc.	Staff will be doing this moving forward.	Community & Media Relations
RP12	Request to update Access Hayward to make it easier to use and add languages	Combine with RP9	
RP13	Request to have Council meetings in other parts of the City	Combine with RP10	

Objective 3: Strengthen Employee Engagement, Development, and Retention

	Proposed Metrics	Comments	Division
RM7	New employee experience survey	Staff is prepared to report biannually	Human Resources
RM9	Request to add metrics on employee retention and internal promotions	Staff is prepared to report biannually	Human Resources
RM10	Request to add metrics from employee engagement survey	Staff is prepared to report every other year (when the survey is done)	Human Resources
RM11	Request to add metrics on employee demographics and how long people stay by demographics	Staff is prepared to report biannually	Human Resources, Equity Office

	Proposed Special Projects	Comments	Division
RP14	Interdepartmentally collaborate to formalize, expand, and promote the onboarding program to improve new employee experience.	This project is on staff's work plan	Human Resources
RP15	Audit existing policies and HR processes for compliance including areas for revision and general enhancement	This project is on staff's work plan	Human Resources
RP16	Develop a citywide compensation philosophy with internal benchmarks in alignment with the comparator marketplace	This project is on staff's work plan	Human Resources
RP17	Request to create a discount program for Hayward staff to encourage them to eat in Hayward, and to thank staff	Staff supports this idea, but does not recommend adding it in FY2025 due to competing priorities in Economic Development and Human Resources.	

Objective 4: Optimize Access to Workforce Technology

	Proposed Metrics	Comments	Division
RM12	100% of New Technology Investments processed through IT Governance	Staff is prepared to report annually	Information Technology
RM13	Request to add metric about savings generated through tech or consolidating tech	Savings is a difficult item to measure and would require staff capacity to track and calculate. Staff can periodically provide updates to Council about the benefits of recent technology improvements, but does not recommend adding this as a metric.	

	Proposed Special Projects	Comments	Division
RP18	Continue to implement an IT Governance workgroup to ensure business alignment with technology solutions	This project is on staff's work plan	Information Technology
RP19	Implement the Strategic Roadmap project management software and dashboard and create linked performance dashboards for other plans, like the Housing Element and Climate Action plan	This project is on staff's work plan	City Manager Administration

RP20	Request for a report on how we can harness AI	Staff can provide a memo to Council on this, but does not recommend adding this as a stand alone project.	Information Technology
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