



STAFF REPORT

Date: November 8, 2017

To: Community Services Commission

From: Dana Bailey, Community Services Manager

Subject: Council Strategic Initiatives

SUMMARY

For several years the Hayward City Council has identified four priorities that guide city action: Safe, Clean, Green, and Thrive. In November 2016, Council participated in a retreat with the intention of re-evaluating the stated priorities to determine if they continued to reflect the goals and objectives of the governing body. Together, Council identified three new initiatives that acknowledged the framework of the existing priorities while focusing on strategies to achieve them: Complete Streets/Traffic Safety; Complete Communities; and the Tennyson Corridor.

These strategic initiatives will help the Council, the community, and staff identify clear actions towards the accomplishment of the Council's priorities. In March 2017, the City Manager established an interdepartmental strategy team representing eight departments to develop a two-year action plan to further advance the strategic initiatives

The two-year action plans detail each strategic initiative's goals, objectives, and performance measures. Status updates will be routinely presented to the Council on a biannual basis and to the City Management Team on a quarterly basis, affording the City Council and Management Team to track progress and identify any issues hindering the implementation of these plans.

[Complete Streets Strategic Initiative](#)

The overarching purpose of this Complete Streets strategic initiative two-year action plan is to build streets that are safe, comfortable, and convenient for travel for everyone, regardless of age or ability, including motorists, pedestrians, bicyclists, and public transportation riders.

The three goals identified in the Complete Streets strategic initiative two-year action plan are:



1. prioritizing safety for all modes of travel;
2. providing complete streets that balance the diverse needs of users of the public right-of-way; and
3. maintaining sufficient funding to provide for existing and future transportation facility and service needs.

[Complete Communities Strategic Initiative](#)

The overarching purpose of the Complete Communities strategic initiative two-year action plan is to create and support structures, services, and amenities to provide inclusive and equitable access with the goal of becoming a thriving and promising place to live, work and play for all.

The three goals identified in the Complete Communities two-year action plan are:

1. Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods;
2. Provide a mix of housing stock for all Hayward residents and community members, including the expansion of affordable housing opportunities and resources; and
3. Develop a regulatory toolkit for policy makers.

[Tennyson Corridor](#)

The overarching purpose of the Tennyson Corridor two-year action plan is to develop an attractive, cohesive, thriving Tennyson Corridor through thoughtful engagement of residents, businesses, and community partnerships.

The five goals identified in the Tennyson Corridor two-year action plan are:

1. Create a community vision plan for the Tennyson Corridor and catalyst sites to serve as a foundation for long-term planning and policies;
2. Increase pedestrian and bicyclist safety;
3. Improve community appearance;
4. Foster a cohesive sense of place; and
5. Increase community resiliency