Approach for Dashboard Attachment IV

Pages 1-4 of this attachment show samples of the future Strategic Roadmap dashboard, which will go live in July 2024 with the start of the fiscal year. Note that these samples are intended to be draft examples and do not contain actual data or language. Pages 5-11 list staff's proposed approach for each of the projects and metrics in the FY25 Strategic Roadmap in relation to the dashboard.



















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Approach for Dashboard

This shows a sample objective page. This is a sample only and does not necessarily show actual or arcuate information.

Invest in Infrastructure > Invest in Multi-Modal Transportation

G Select Language | ▼

This priority objective corresponds to the Council Infrastructure and Airport Committee, which meets bimonthly. See meeting dates and past recordings here.

<< Return to Homepage

	% Complete	Start Date
Status Indicators: Complete Final Stages In progress No.	ot Started	
Main Street Complete Street Construction		
The proposed project will reduce the roadway from four to three lanes, add bulb-outs at intersections, add bike lanes, improve ADA access with new curb ramps, remove and replace sidewalks, create on-street parking opportunities that provide door zone protection for bicyclists, and restripe roadways.	30%	Q2-FY24
"A Bench for Every Stop" Installation		
The City has a total of 363 transit bus stops, of which only 63 have bus shelters and seating available. To improve access and comfort for transit riders, the City is implementing a pilot program of 12 locations for Simme Seats to be installed based on AC Transit's Accessibility Assessment.	60%	FY 2024
Program upgrades for Hayward Operated Paratransit (HOP)		
The HOP Program complements and supplements the East Bay Paratransit service when it is unable to provide service. Staff recently completed an assessment for the program to identify areas for improving services. In FY25, staff will begin these program upgrades.	0%	Q2-FY24
letrics and Description	Data	Timeframe
Tetrics and Description Status Indicators: ■ At or Above Target ■ Behind Target ■ Baseline Data –		Timeframe
		Timeframe
Status Indicators: At or Above Target Behind Target Baseline Data –		Timeframe
Number of Traffic Calming Projects Installed The Neighborhood Traffic Calming Program is intended to provide realistic and flexible solutions to speeding and cut-through traffic, and to enhance pedestrian and bicycle safety using tactics and strategies	Target not established	
Status Indicators: ■ At or Above Target ■ Behind Target ■ Baseline Data — Number of Traffic Calming Projects Installed The Neighborhood Traffic Calming Program is intended to provide realistic and flexible solutions to speeding and cut-through traffic, and to enhance pedestrian and bicycle safety using tactics and strategies that have broad neighborhood support.	Target not established	
Status Indicators: ■ At or Above Target ■ Behind Target ■ Baseline Data – Number of Traffic Calming Projects Installed The Neighborhood Traffic Calming Program is intended to provide realistic and flexible solutions to speeding and cut-through traffic, and to enhance pedestrian and bicycle safety using tactics and strategies that have broad neighborhood support. Miles Street of Repaving Completed Smooth, well-maintained roads are more than just a convenience; they are a cornerstone of our infrastructure that directly impacts our daily lives. Properly maintained roads reduce accidents, decrease	Target not established 10 projects	FY24







Approach for Dashboard

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Stack Center Construction

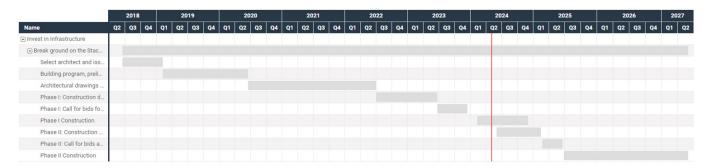
Project Description

Community members in South Hayward have long held the dream of building a new youth and family center on Tennyson Road. The Stack Center project represents the culmination of that vision. The Center will be a neighborhood anchor, cultural center, service hub, and economic catalyst. The Stack Center design is based on years of community-led input, surveys, and meetings. In addition, the design process integrated youth participation to collaboratively create the look and feel of the Center and prioritize program areas. For additional information, including renderings and videos, visit www.stackcenter.org.



June 30, 2024 Status Update (updated quarterly)

Council held a <u>work session</u> on the Stack Center on May 22, 2024. At that meeting, Council committed to using Measure C funding to close the funding gap on Phase II construction. Based on that direction, staff has begun the construction design with the goal of going to bid this fall. Council also approved funding work to create an updated business plan for the future Center. Staff released an RFP for this work in June.







Approach for Dashboard

This shows a sample metric page. This is a sample only and displays placeholder data, not actual data.

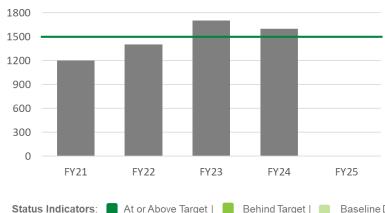


Return to Homepage >> Champion Climate Resilience & Environmental Justice >> Mitigate Climate Impacts





Number of trees planted directly and in partnership with community groups



Definition

The City plants trees directly in the public right of way. In addition, the City required developers to plant trees as part of new development. City Council has a goal of increasing the urban canopy each year. Previously the target was 1,000 trees annually. In FY24 Council updated the target to be 1,500 trees annually.

July 2024 Status Update (updated annually)

In FY24, the City exceeded its target, with 300 trees planted by maintenance crews and 1,250 trees planted by private developers through the City's requirements.

Baseline Data - Target not established



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Enhance Community Safety

Staff is proposing the following approach for the dashboard for each metric and project:

Objective 1: Provide first-rate emergency response services

#	Proposed Metrics	CC	СМ	DS	FD	FN	HR	ΙΤ	LB	MS	PD	PW	Approach for Dashboard
SM1	Police incident numbers and types	П			П	Т	П				х		Include - report quarterly
SM2	Police response time	П			П								Include - report quarterly
SM3	Fire incident numbers and types	П			П	Т	П						Include - report quarterly
SM4	Fire response time				х								Include - report quarterly
#	Proposed Special Projects	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
SP1	Expand physical Dispatch space	П			х	Т	П				х		Include in Dashboard
SP2	Implement Emergency Medical Dispatch	П			х	Т	П				х		Include in Dashboard
SP3	Fill vacant Dispatch positions				х						х		Report on under project SP2

Objective 2: Strengthen community resilience

	•												
#	Proposed Metric	CC	CM	DS	FD	FN	HF	≀IT	LE	MS	PD	PW	
SM5	% of City of Hayward employees trained to FEMA standards for emergency positions				х			П	Е				Include - report annually
SM6	Number of Community Emergency Response Team (CERT) members trained annually				х								Include - report annually
#	Proposed Special Projects	CC	CM	DS	FD	FN	HF	R IT	LE	MS	PD	PW	
SP4	Update and train staff on the Comprehensive Community Resilience Plan				х		П		П				Include in Dashboard
SP5	Provide a training on Council's role in an emergency				х	П	Т	Т	Т	Т	П		Report on under project SP4
SP6	Implement Community Emergency Response Team (CERT) program changes				х			Т					Include in Dashboard

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

#	Proposed Metrics	CC	CIV	1 DS	FD	FN	HR	IT	LB M	PD	PW	
SM7	Number and types of HEART response calls		х		х					х		Include - report annually
SM8	Number of unique patients receiving preventative care treatment at the Firehouse Clinic				х							Include - report annually
SM9	Number of medical responses that result in treat and non-transports (diverted from the emergency room)	Т	П	Т	х					Т		Include - report annually
SM10	Number of families served through Youth and Family Services Bureau	П	П	П						х		Include - report annually
#	Proposed Special Projects	CC	CM	1 DS	FD	FN	HR	IT	LB M	PD	PW	
SP7	Transition HEART program from pilot to permanent response program	Т	х	Т	х					х		Include in Dashboard
SP8	Transition to new County Emergency Medical Services (EMS) system				х							Include in Dashboard

Grow the Economy

Objective 1: Provide first-rate business support services

	Proposed Metrics	CC	CM	D	S F	D	FN	HR	IT	LB	MS	PD PW	Approach for Dashboard
EM1	# of businesses engaged through programs and outreach		х	П	Т	П							Include - report annually
EM2	# of concept plans reviewed for priority sites		х	Г	Т	П							Include - report annually
	Proposed Special Projects	CC	CM	D	S F	D	FN	HR	IT	LB	MS	PD PW	
EP1	Complete remaining ARPA programs including: "Restaurant Relaunch" and "Restore and Reopen" façade assistance				Т	П							
EPI	programs		Α.										Include in Dashboard
EP2	Explore partnerships to create an entrepreneurship hub and commercial kitchen incubator program		х	Г	Т	П							Include in Dashboard

Objective 2: Invest in plans and programs that create thriving commercial corridors, with an added focus on the Downtown

	Proposed Metric	CC	CM	DS	FD	FN	HR	IT	LB	MS	PD	PW	
EM3	# of businesses that received direct financial or technical support		х										Include - report annually
	Proposed Special Projects	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
EP3	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		x										Include in Dashboard
EP4	Implement a Downtown Working Group		х	х	х				х	х	х	х	Include in Dashboard
EP5	Provide a report on how midsized cities revitalized downtowns		х	х									Report on under project EP4
EP6	Provide a report on ordinances that may have adverse impacts on businesses												Third priority for FY25 - will add when there is capacity
EP7	Provide a report on allowing small businesses and popups in residential areas		х	х									Include in Dashboard

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

	Proposed Metrics	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
EM4	# of Hayward residents receiving Tuition Assistance Grants		х										Include - report annually
EM5	# of Hayward employers and participants at Job Fairs		х										Include - report annually
EM6	# of students hosted by the City through internships and career pathway programs		х		х			х	х				Include - report annually
	Proposed Special Projects	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
EP8	Develop recommendations for encouraging development of worker-cooperatives in Hayward	П	,										Fourth priority for FY25 - will add
EFO	Develop recommendations for encodinging development of worker-cooperatives in nayward	Ш											when there is capacity
EP9	Partner with HUSD and HARD on a job fair for teens		х						х				Report on under metric EM5

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

	Proposed Special Projects	CC	CM	DS	FD F	N HR	IT	LB	MS PD	PW	
EP10	Implement a property management strategy for Cinema Place		х								Include in Dashboard
EP11	Continue to work on Route 238 Corridor lands dispositions and development		х								Include in Dashboard
EP12	Release solicitation for City Center disposition and development		х								Include in Dashboard
EP13	Study the options for disposing of Successor Agency parcels on Mission Blvd		х								Include in Dashboard
EP14	Request for report at CEDC and then work session at Council to discuss options and strategy for Cinema Place	Т	х								Report on under project EP10

Preserve, Protect & Produce Housing for All

Objective 1: House and support people experiencing homelessness

	-	., , , , ,												
	#	Proposed Metrics	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	Approach for Dasi
Г	HM1	# people served through City programs and % placed in permanent housing		х										Include - report bi
Г	HM2	# people assisted through shallow rental subsidy		х										Include - report ar
Г	НМ3	# agencies funded through Community Agency Funding Process providing housing related services		х										Include - report ar
	#	Proposed Special Projects	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
Г	HP1	Support development of St. Regis Behavioral Health Campus		х										Include in Dashbo
	HP2	Implement State Homekey funding for Project Reclamation scattered site program		х										Include in Dashbo
Γ	HP3	Provide a update to Council on the City's Let's House Hayward efforts		х										Report on under r

ashboard

bi-annually annually annually

board board r metric HM1

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

#	Proposed Metric	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
HM4	Issue Building Permits Consistent with Regional Housing Needs Allocation (RHNA) targets			Х									Include - report an
HM5	# City actions taken in support of housing development (like grants, loans funded, development agreements, ordinance modification)			х									Include - report an
#	Proposed Special Projects	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
HP4	Explore Social Impact Bond Program to convert tax-defaulted or vacant and blighted properties into wealth building ownership opportunities			х									Exploration only - v dashboard until de
HP5	Evaluate available funding to issue a Notice of Funding Availability (NOFA) for the development of affordable housing	Т		х				П	Т	П			Report on under m
HP6	Zoning Ordinance Amendments Related to Shelters, Group Homes, Supportive & Transitional Housing	Т		х				П	Т	П			Include in Dashboa
HP7	Zoning Ordinance Amendments Related to Streamlining Housing Entitlements for Qualified Projects	Т		х				П	Т	П			Include in Dashboa
HP8	Adopt Universal Design Guidelines for Accessible Housing			х									Include in Dashboa

annually

annually

won't place on definitive action metric HM5 oard oard oard

Objective 3: Protect the stability and sustainability of existing housing

x Include - report bi-annually x Include - report annually
X Include - report annually
Tradicale assessment assessment
X Include - report annually
X Include - report annually
CC CM DS FD FN HR IT LB MS PD PW
cupancy x Include in Dashboard
ncy Relocation x Include in Dashboard
operties x Report on under metric HM
nc

oort on under metric HM9

Invest in Infrastructure

Objective 1: Invest in multi-modal transportation

- 10,00	tive 1. Hivest in mata-modul transportation											
	Proposed Metrics		СМ	DS	FD			LB			PW	Approach for Dashboard
FM1	# Traffic calming projects installed										х	Include - report annually
FM2	# Miles of bike lanes added										х	Include - report annually
FM3	# Miles of repaving completed										х	Include - report annually
FM4	# registered HOP users		х									Include - report annually
FM5	# One-way TNC rides provided		х									Include - report annually
FM6	# of traffic collisions									х	х	Include - report quarterly
	Proposed Special Projects	CC	СМ	DS	FD			LB	MS	PD	PW	
FP1	Implement recommended program improvements for Hayward Operated Paratransit (HOP) program to support seniors and adults with disabilities		х									Include in Dashboard
FP2	Complete construction of Mission Boulevard phase 3	П	П		Т	П	Т				х	Include in Dashboard
FP3	Evaluate safety enhancements for the Downtown Loop										х	Include in Dashboard
FP4	Complete implementation of "A Bench for Every Stop" project										х	Include in Dashboard
FP5	Complete Main Street complete street construction										х	Include in Dashboard

Objective 2: Invest in City-owned facilities & property

· · · ·												
Proposed Special Projects		СМ	DS	FD				LB	MS		PW	
Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25											х	Include in D
Begin construction of La Vista Park											х	Include in D
Complete Phase I of Weekes Library beautification			П	Т				х				Include in D
Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism										х	х	Include in D
Finish a preliminary feasibility report on a new Corporation Yard									х		х	Include in D
Complete security upgrades to Watkins Street garage									х			Include in D
	Proposed Special Projects Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism Finish a preliminary feasibility report on a new Corporation Yard Complete security upgrades to Watkins Street garage	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism Finish a preliminary feasibility report on a new Corporation Yard	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism Finish a preliminary feasibility report on a new Corporation Yard	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism Finish a preliminary feasibility report on a new Corporation Yard	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism Finish a preliminary feasibility report on a new Corporation Yard	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism Finish a preliminary feasibility report on a new Corporation Yard	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism Finish a preliminary feasibility report on a new Corporation Yard	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism Finish a preliminary feasibility report on a new Corporation Yard	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification x Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism Finish a preliminary feasibility report on a new Corporation Yard	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification x Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism Finish a preliminary feasibility report on a new Corporation Yard x	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification x Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism x Finish a preliminary feasibility report on a new Corporation Yard x	Complete Phase I construction of the Stack Center and continue fundraising, with the goal of beginning Phase II in FY25 Begin construction of La Vista Park Complete Phase I of Weekes Library beautification Finish a needs assessment/preliminary feasibility report on a new Police Building, including a funding mechanism x x x x x

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Objective 3: Enhance local water supplies and wastewater systems

	Proposed Metrics	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
FM7	Miles of water pipelines and sewer lines replaced annually (target = 2.5 miles)											х	Include - report annually
FM8	Water quality											х	Include - report annually
	Proposed Special Projects		CM	DS	FD	FN		IT	LB	MS	PD	PW	
FP12	Continue Water Pollution Control Facility Phase II upgrade											х	Include in Dashboard
FP13	Complete a Recycled Water Master Plan											х	Include in Dashboard
FP14	Implement Sustainable Groundwater Plan											х	Include in Dashboard

Champion Climate Resilience & Environmental Justice

Objective 1: Reduce greenhouse gases and dependency on fossil fuels

#	Proposed Metrics	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	Approach for Dashboard
CM1	Annual Communitywide GHG Emissions in MTCO2e (metric tons of carbon dioxide equivalent)											x	Include - report annually
#	Proposed Special Projects	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
CP1	Implement Year 1 Programs from the adopted GHG Roadmap	П										х	Include in Dashboard
CP2	Continue to collaborate with Ava Community Energy to provide public EV charging facilities											х	Include in Dashboard
CP3	Present a plan on EV charging for city facilities	П								х		х	Include in Dashboard
CP4	Continue to transition City facilities from natural gas to electric, with a focus on HVAC systems	П								х		х	Include in Dashboard
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											х	Include in Dashboard

Objective 2: Reduce waste by promoting a circular economy

#	Proposed Metric	CC	СМ	D	S F	D	FN	HR	IT	LB	MS	PD	PW	
CM2	Pounds of waste diverted from the landfill			Г									х	Include - report annually
#	Proposed Special Projects	CC	СМ	D	S F	D	FN	HR	IT	LB	MS	PD	PW	
CP6	Continue to identify opportunities for compost hubs and other distribution mechanisms for compost in Hayward												х	Include in Dashboard

Objective 3: Mitigate environmental and climate impacts, with an emphasis on vulnerable communities

#	Proposed Metrics	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
CM3	# of participants in water conservation programs for residential, business, and municipal customers											х	Include - report annually
CM4	# of trees planted directly and in partnership with community groups (target = 1,500)									х			Include - report annually
#	Proposed Special Projects	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD	PW	
CP7	Complete update to Tree Preservation Ordinance			х									
CP8	Prepare an ordinance to create smoke-free multifamily housing			х									Third priority for FY25 - will add when there is capacity
CP9	Implement Year 1 Programs from the adopted General Plan Environmental Justice Element, with a focus on mitigating the impact on frontline communities											x	Include in Dashboard
CP10	Continue to work with HASPA partners to seek grant funding to implement the Shoreline Master Plan			х								х	Include in Dashboard

Cultivate Vibrant Neighborhoods

Objective 1: Invest in cleanliness and blight reduction

	Proposed Metrics	CC	CM	DS	FD	FN	HR	ΙT	LB	MS	PD	PW	Approach for Dashboard
NM1	% of Access Hayward illegal dumping, graffiti, unhoused abatement, and landscaping requests are responded to within				П					х			Include - report quarterly
NM2	# Households participating in Disposal Days									х			Include - report annually
NM3	# of home rehab grants for low-income homeowners		х										Include - report annually
	Proposed Special Projects	CC	CM	DS	FD	FN	HR	ΙT	LB	MS	PD	PW	
NP1	Engage owners of vacant building properties to encourage activation, starting in the downtown, and enforce against owners of empty storefronts			х									Include in Dashboard
NP2	Expand litter collection services (like the Downtown Streets Team) to pick up litter through the City											х	Include in Dashboard
NP3	Formalize the working agreement with Caltrans to address blight at freeway exits					П				х			Report on under metric NM1

Objective 2: Provide community enrichment and educational programming

	Proposed Metric	CC	CM	DS	FD	FN	HR	IT L	.В М	/IS PE) PW	1
NM4	# Number of library materials checked out								x			
NM5	# Participants using library cradle to senior programs, by type of program								x			
NM6	# Patrons accessing e-resources								x			
NM7	# Grants awarded to arts and music and social services agencies		х									
NM8	# Meals delivered through SOS Meals on Wheels		х]

Include - report annually Include - report annually Include - report annually Include - report annually

Include - report annually

Objective 3: Beautify and activate public spaces

	Proposed Metrics	СС	СМ	DS	FD	FN	HR	IT	LB	MS	PD PW	
NM9	# Event attendees at City-run and City-sponsored events		х									Include - report annually
	Proposed Special Projects	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD PW	
NP4	Work with Council to determine funding priorities for City-run and City-sponsored events and implement new granting processes		x									Include in Dashboard
NP5	Work with partners to launch outdoor programming at the Stack Center Community Event Plaza by fall 2024		х									Include in Dashboard
NP6	Complete Jackson Corridor landscape beautification, including monument gateway sign on Jackson at Silva Avenue									х		Include in Dashboard
NP7	Create an analysis of the staffing and funding needs to create a public art program, including the possibility of an art		х									Include in Dashboard

Objective 4: Support volunteerism, civic leadership, and community-led initiatives

	Proposed Metrics	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD I	PW	
NM10	# of volunteers who participated in a program or event		х						Х				Include - report annually
NM11	# of students who participate in the mock City Council or other civics program		Х										Include - report annually
NM12	Number of reparative justice implementation plans approved by City Council		Х										Report as part of NP10
	Proposed Special Projects	CC	СМ	DS	FD	FN	HR	IT	LB	MS	PD I	PW	
NP8	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		х						х				Include in Dashboard
NP9	Complete interpretive signs and art in Heritage Plaza Art to Honor Indigenous and Russell City Heritage in partnership with community groups		х										Include in Dashboard
NP10	Allocate and develop resources to implement approved reparative justice actions resulting from community-led input on the Russell City Reparative Justice Project.		х										Include in Dashboard

Strengthen Organizational Health

Objective 1: Strengthen Fiscal Sustainability and Transparency

· · · · · · · · · · · · · · · · · · ·												
Proposed Metrics	CC	CM	DS	FD	FN	HR	IT	LB	MS	PD	PW	4
% General Fund Reserve					х							I
\$ Grant Funds received					х							ı
Proposed Special Projects	CC	CM	DS	FD	FN	HR	IT	LB	MS	PD	PW	
Continue to explore the potential early extension of the ½ cent local district sales tax		Х			х							I
Expand financial transparency through platforms like OpenGov					х							I
Report on the budget for the Hayward Economic Development Corporation					Х							F
Provide a report to Council on Public Banking					х							ı
	Proposed Metrics % General Fund Reserve \$ Grant Funds received Proposed Special Projects Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation Provide a report to Council on Public Banking	% General Fund Reserve \$ Grant Funds received Proposed Special Projects CC Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation	% General Fund Reserve \$ Grant Funds received Proposed Special Projects CC CM Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation	% General Fund Reserve \$ Grant Funds received Proposed Special Projects CC CM DS Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation	% General Fund Reserve \$ Grant Funds received Proposed Special Projects CC CM DS FD Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation	% General Fund Reserve \$ Grant Funds received \$ \$ Grant Funds received \$ \$ CC CM DS FD FN Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	% General Fund Reserve \$ Grant Funds received \$ Froposed Special Projects \$ CC CM DS FD FN HR Continue to explore the potential early extension of the ½ cent local district sales tax \$ Expand financial transparency through platforms like OpenGov \$ Report on the budget for the Hayward Economic Development Corporation \$ X X X X X X X X X X X X X X X X X X X	% General Fund Reserve \$ Grant Funds received Proposed Special Projects CC CM DS FD FN HR IT Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation X X X X X X X X X X X X X X X X X X X	% General Fund Reserve \$ Grant Funds received Proposed Special Projects CC CM DS FD FN HR IT LB Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation X X X X X X X X X X X X X X X X X X X	% General Fund Reserve \$ Grant Funds received Proposed Special Projects CC CM DS FD FN HR IT LB MS Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation X X X X X X X X X X X X X X X X X X X	% General Fund Reserve \$ Grant Funds received Proposed Special Projects CC CM DS FD FN HR IT LB MS PD Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation X X X X X X X X X X X X X X X X X X X	% General Fund Reserve \$ Grant Funds received \$ CC CM DS FD FN HR IT LB MS PD PW Continue to explore the potential early extension of the ½ cent local district sales tax Expand financial transparency through platforms like OpenGov Report on the budget for the Hayward Economic Development Corporation **Expand financial transparency through platforms like OpenGov **Expand financial transparency through platforms like OpenGov **Expand financial transparency through platforms like OpenGov **Expand financial transparency through platforms like OpenGov

Approach for Dashboard

Include - report annually
Include - report annually

Not included - ballot measure Include in Dashboard Report on under project EP10 Exploration only - won't place on dashboard until definitive action

Objective 2: Strengthen and Streamline Customer Service

	Proposed Metric	CC	CM	DS	FD	FN	HR	IT	LB	MS	PD PW
RM3	# Subscribers to and reach of the Stack Newsletter		х								
RM4	# Social Media impressions		х								
RM5	# of City of Hayward departments with departmental language access plans completed by June 30, 2025		х								
	Proposed Special Projects	CC	CM	DS	FD	FN	HR	IT	LB	MS	PD PW
RP5	Develop and resource departmental language access plans which clarify baseline translation and interpretation practices for language access		х								
RP6	Conduct an interdepartmental assessment of Access Hayward and implement updates to streamline customer responses		х								
RP7	Assess additional meeting locations with hybrid capacity for Council and Commission meetings	х	х					х			

Include - report annually Include - report annually Report on as part of RP5

Include in Dashboard
Include in Dashboard
Report on under project NP8

Objective 3: Strengthen Employee Engagement, Development, and Retention

	Proposed Metrics	CC	CM	DS	FD	FN	HR	IT	LB	MS	PD	PW
RM6	New employee experience survey						х					
RM7	Employee turnover, hires, and promotions						х					
RM8	Employee engagement survey data						х					
RM9	Employee demographics and employee retention by demographics		х				х					
	Proposed Special Projects	CC	CM	DS	FD	FN	HR	IT	LB	MS	PD	PW
RP8	Interdepartmentally collaborate to formalize, expand, and promote the onboarding program to improve new employee experience.						х					
RP9	Audit existing policies and HR processes for compliance including areas for revision and general enhancement						х					
RP10	Develop a citywide compensation philosophy with internal benchmarks in alignment with the comparator marketplace						x					

Will provide a report to Council Include - report annually Will provide a report to Council Include - report annually

Not included - internal project Not included - internal project

Not included - internal project

Objective 4: Optimize Access to Workforce Technology

	Proposed Metrics	CC	CM	DS	FD	FN	HR	IT	LB	MS	PD	PW
RM10	New Technology Investments processed through IT Governance							х				
	Proposed Special Projects	CC	CM	DS	FD	FN	HR	IT	LB	MS	PD	PW
RP11	Continue to implement an IT Governance workgroup to ensure business alignment with technology solutions							х				
RP12	Implement the Strategic Roadmap project management software and dashboard and create linked performance dashboards for other plans		х									

Not included - internal metric

Not included - internal project

Not included - internal project