



Memorandum

Date: October 31, 2016

To: Honorable Mayor and Members of the City Council
Kelly McAadoo, City Manager

From: Julia D. Novak, Retreat Facilitator

Re: Retreat Preparation and Agenda

Thank you for taking the time to complete the survey and aiding in planning for the upcoming retreat. The purpose of this memorandum is:

- Clarify the goals and purpose of the retreat
- Identify what needs to be done to prepare for the retreat; and
- Share the agenda.

The retreat will be held on Saturday, November 5, 2016 from 9 AM to 2:00 PM.

Preparation

This I Believe...

Each member of the City Council will be given 5 to 7 minutes to share "what they believe" about the future of the City and generally use the following guidelines.

- This exercise is loosely based on the "This I Believe" 1950s radio program of the same name, hosted by acclaimed journalist Edward R. Murrow the This I Believe format was reinvented by National Public Radio who regularly ran contemporary essays from 2005 to 2009. In reviving This I Believe, executive producer Dan Gediman said, "The goal is not to persuade Americans to agree on the same beliefs. Rather, the hope is to encourage people to begin the much more difficult task of developing respect for beliefs different from their own." You are invited to share what you personally believe to be true about the future of the City.
 - Tell a story: Be specific. Take your belief from the events of your life that have shaped how you look at and experience "community".
 - Name your belief: Focus on a core belief - and talk about why it is true.
 - Be positive: This is what you DO believe, not what you DON'T believe - avoid speaking in the editorial "we" and make sure this is about what you believe - speak in the first person.
 - Be personal: Write in words and phrases that are comfortable for you to speak.

Individual Agendas and Priorities:

Each member of the City Council will be given ten minutes to share their **top three** priorities for the City. It is important to note that the City Council identified a number of priorities for the City Manager – those have been included. The three things that you wish to talk about

may be items on that list, or it is possible that you have new initiatives that fit in the City’s framework of: Safe, Clean, Green & Thrive.

- This is your chance to share your **BOLD** agenda with your colleagues and set the stage for accomplishing important initiatives during your tenure on the Council
- Remember to share not only “what” is important, but also “why” it is important to you and ultimately to the community.
- This discussion should also include each member’s vision and expectations for success on the four priorities. What would it look like if Hayward was a safe, clean, green and thriving community? What are the indicators that might help us measure this outcome?

City Manager’s Performance Objectives

Area	Key Focus Areas/Activities
Organizational Management/City Operations	<ul style="list-style-type: none"> • Police Department • Development processes • Lean Innovation (change culture of the organization) • Hayward Executive Airport • Inclusiveness of community in processes; encourage staff to reach out to community groups, attend events
Personnel Management	<ul style="list-style-type: none"> • Executive Recruitments • Employee engagement efforts • Diversity (to include workforce development, internships, increasing candidate pools) • Labor negotiations
Fiscal/Business Management	<ul style="list-style-type: none"> • Identify strategies for closing budget deficit in FY2017 and work to present balanced budget for FY2018 • Performance measures • Economic development
Communications	<ul style="list-style-type: none"> • Organization; • Council (includes ensuring good systems are in place for communications to Council); and • Community (includes interagency partnerships such as HARD)
Strategic and Organizational Vision/Alignment	<ul style="list-style-type: none"> • Executive Team off site • Council off site • Priority and work plan setting for FY2018 budget • Communication of priorities in organization • General Plan (implementation plan progress/status; Climate Action Plan)

Special Projects	<ul style="list-style-type: none"> • CalTrans 238 Property Disposition (including Vista Park development) • Eden Township Hospital District/LAFCO process • New Library Staffing and Operations Plan (including Measure C) • Downtown Specific Plan • Other projects: <ul style="list-style-type: none"> • Cal State litigation resolution • Energy plant litigation resolution (Russell City) • PLA • Hayward Police Department headquarters
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New Initiatives and Priorities

Strategic Outcome Area	Policy	Project	Adjustment
Safe			
Clean			
Green			
Thrive			

Agenda

Retreat Purpose:

- Identify Council's Goals and Priorities
- Further develop working relationships between and among members of the governing body and between the governing body and our staff.

Introductions

- Welcome and Introductions
- Agenda Review
- Norms and Expectations for the retreat

Agenda Item Outcome: Create a safe environment for honest exchange of ideas.

"This I Believe..."

- Each member of the governing body will be given an opportunity to share their perspective on the future of Hayward.

Agenda Item Outcome: Develop an understanding of how each member of the governing body imagines the future of Hayward.

Individual Agendas

- Each Councilmember will be given ten minutes to talk about the most important policies and initiatives (no more than three new initiatives) they wish to pursue to further the City's commitment to Safe, Clean, Green, and Thrive. This discussion should also include each member's vision and expectations for success on the four priorities. What would it look like if Hayward was a safe, clean, green and thriving community? What are the indicators that might help us measure this outcome?

Agenda Item Outcome: Understand one another's individual interests in advancing the City and clarify expectations for each of the Council's priorities.

Review of Council Handbook

- Review and reflect on information contained in the Council handbook. In the pre-retreat survey, the Council expressed an interest in reviewing the following chapters:
 - City Council
 - Policy Regarding City Council Expression
 - Meetings
 - Addressing the Council
 - Council Committees
 - Council Liaison
 - Boards and Commissions

Agenda Item Outcome: Agreement on how the group will work together in the coming year.

Closing/Next Steps