



**SPECIAL CITY COUNCIL MEETING/2022 PRIORITY SETTING/STRATEGIC
ROADMAP RETREAT**
Virtual Platform – Zoom
<https://hayward.zoom.us/j/81817271822?pwd=SkVmc2pERHNnMWVwQVBacU9JSjdvdz09>
Saturday, January 29, 2022, 8:30 a.m.

The Special City Council Meeting/2022 Priority Setting/Strategic Roadmap Retreat was called to order by Mayor Halliday around 8:30 a.m. The City Council held the virtual meeting with teleconference participation by members of the City Council, staff and public.

Pledge of Allegiance: Council Member Márquez

ROLL CALL

Present: COUNCIL MEMBERS Andrews, Lamnin, Márquez, Salinas, Wahab, Zermeño
MAYOR Halliday

Absent: None

PUBLIC COMMENTS

Ms. Marian Johnson, former resident and descendant of Russell City, urged the Council to fund Project Q25 (*Work with the survivors and descendants of Russell City to determine appropriate restitution*) to start investigating the forced displacement of Russell City residents and any restitution; and wished to be a part of the process.

Ms. Velda Goe, descendant of Russell City, urged the Council to fund Project Q25 and asked to be added to the list of interested residents who receive Council agendas on a regular basis and related to the City budget.

Mr. Arti Garg, Hayward resident and Vice Chair of the Community Services Commission, spoke in support of projects the Community Services Commission voted to recommend which were provided in Attachment IV to the cover memo and particularly highlighted Project Q25.

Mr. Michael Johnson, former resident and descendant of Russell City, appreciated the apology the City put forward and expressed interest in learning more about next steps and participating in the process.

SPECIAL WORK SESSION

1. Strategic Roadmap Update (Report from City Manager McAdoo)

City Manager McAdoo began the meeting by indicating the purpose of the retreat was to discuss how the proposed Racial Equity framework is being applied to select projects, review changes to the Strategic Roadmap 2020 – 2023 and Priorities, and prioritize new projects based on input from members of the City Council and Year 3 of the Strategic Roadmap.

City Manager McAdoo introduced CivicMakers consultants Ms. Cristelle Blackford and Mr. Lawrence Grodeska, who facilitated the retreat.

Management Analyst Thomas and Community Services Manager Davis provided an overview of the Incorporating a Racial Equity Lens section of the presentation which included results of the 2020 Census Data and 2019 American Community Survey Data (Income, Household Size, Language) which aimed at highlighting demographic trends and neighborhood needs.

Maintenance Services Director Rullman provided an overview of a Diversity, Equity, and Inclusion (DEI) Case Study: Illegal Dumping Pilot, he has been working on in partnership with the Government Alliance for Racial Equity (GARE) staff, with a goal to test a different model for helping residents dispose of unwanted items.

Deputy Development Services Director Buizer provided an overview of a Diversity, Equity, and Inclusion (DEI) Case Study: Housing Element Pilot, she has been working on in partnership with GARE staff, with a goal of engaging underrepresented communities in conversations about housing, land use, and race.

Library Director Addleman provided an overview of a DEI Case Study: Bookmobile Pilot, she has been working on in partnership with GARE staff team, with the goal to serve residents who may not be able to visit the library or to afford internet access.

Community Services Manager Davis provided an overview of the recommended approach for Racial Equity Focus projects and incorporating Community Services Commission recommended work plan as provided in Attachment IV of the staff cover memo.

Mr. Lawrence Grodeska shared Council survey responses around Racial Equity indicating there was overall support for the Racial Equity framework and projects as proposed by City staff.

Discussion ensued among members of the City Council, City staff, and consultant team about Racial Equity focus projects and members of the Council offered the following suggestions: regarding the Illegal Dumping Pilot, consider incorporating public art in areas that are frequently dumped; regarding the Housing Element Pilot, Hayward Promise Neighborhood can help with galleries to inform the community; regarding the Russell City project, reach out to Chabot College, CSUEB, and HUSD to include them in conversations about reparations, examples of reparations might be in the form of scholarships, waiving school fees, and home ownership assistance, and ensure how the City lets people know how they can participate from an interest list and outreach practice; ensure that City staff and the community are emotionally equipped to take on the project on top of COVID and other work demands; ensure the Bookmobile is in every neighborhood, school and every church to reach community members; consider adding a DEI section in staff reports; and seek State grants aimed at repairing racial inequalities.

The City Council took a brief recess at 10:00 a.m. and reconvened the retreat at 10:10 a.m.



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Mr. Lawrence Grodeska provided an overview of Council survey results related to the Strategic Roadmap Priorities - Year 2 reflections and Year 3 hopes, indicating the City Council agreed with the progress made during last year. It was noted that the Council generally agreed with the proposed revised Roadmap Priority names as follows: from *Quality of Life* to *Enhance Community Safety and Quality of Life*; from *Climate* to *Confront Climate Crisis*; from *Organizational Health* to *Strengthen Organizational Health*; and from *Infrastructure* to *Invest in Infrastructure*.

During the retreat, most members of the City Council generally agreed with the proposed priority name change and there was discussion around the Climate Priority and Infrastructure Priority names. Regarding the Climate Priority name, members offered the following options: “climate justice”, “champion environmental justice”, “climate crisis”, and “confronting climate crisis”. Regarding the Infrastructure Priority name, members offered the following suggestions: “Infrastructure”, add climate piece, consider adding “equitable” to the title, and adding “Hayward” in the name.

Ms. Cristelle Blackford provided an overview of the Council survey results related to Enhance Community Safety and Quality of Life projects and indicated there was agreement with the draft revised project list and members of Council added projects related to reducing crime by design and the gun buyback program. City staff and the consultant team provided a review of Year 3 Proposed Work Plan and Council survey responses for each priority areas: Quality of Life, Preserve Protect and Produce Housing for All, Climate, Infrastructure, Grow the Economy and Organizational Health. Members of the City Council had an opportunity to discuss work plans for each priority area.

The City Council was asked to participate in a prioritization exercise via a SurveyMonkey survey during the break. The survey’s purpose was to review the proposed project list for each priority area which included staff proposed projects and Council proposed new projects; and individually select their top priorities.

The City Council took a working lunch break at 12:20 p.m. and reconvened the retreat at 1:20 p.m.

Mr. Lawrence Grodeska provided the results of the project prioritization survey for each priority area that members of the City Council completed over the lunch break. Members of the Council had an opportunity to reflect on the outcome of the project prioritization and offered comments to City staff.

In response to a request for clarification on whether projects that received less than fifty percent points would be dropped from the work plan, City Manager McAdoo noted that all

projects already included will stay on the work plan and Council added projects could be presented to Council via work sessions. City Manager McAdoo further noted that City staff would take feedback from the retreat, revise the project lists, and return to Council with an updated draft Year 3 Strategic Roadmap for Council review at a future Council meeting and City staff would base FY 2022/23 budget requests on achieving the revised project lists.

Mayor Halliday and Council Members expressed appreciation for the good work done by City staff and CivicMakers team.

ADJOURNMENT

Mayor Halliday adjourned the special meeting/retreat at 2:05 p.m.

APPROVED

Barbara Halliday
Mayor, City of Hayward

ATTEST:

Miriam Lens
City Clerk, City of Hayward