

MAYOR & CITY COUNCIL DEPARTMENT

MISSION STATEMENT

The mission of the Mayor and City Council is to represent the priorities and concerns of Hayward residents by providing relevant and timely policy direction to its appointed officers for the development of programs and services that address the needs of the residents, businesses, and visitors of Hayward; and exercising transparent and ethical governance of the community.

DEPARTMENT OVERVIEW

The Mayor and City Council provide overall policy leadership and guidance to appointed staff members who in turn implement this direction. The Mayor and Council appoint the City Manager, City Attorney, and City Clerk and adopt an overall City budget that provides the framework and resources within which the municipal corporation operates. Each year, the City Council adopts priorities that guide the work of City staff consistent with the above mission statement.

FY 2017 KEY PERFORMANCE/ACCOMPLISHMENTS

1. Provided legislative and policy development for the City Manager in support of the community's priorities: Safe, Clean, Green and Thriving.
2. Allocated and approved City financial resources and labor contracts in support of achieving long-term financial stability for the City.
3. Approved development projects at identified catalyst sites (significant projects planned and designed to cause a complementary development reaction on surrounding properties) throughout Hayward, including the Maple and Main mixed-use development.
4. Responded to constituent concerns throughout the city.
5. Hired a new City Manager.
6. Established the Community Task Force to update the City's Anti-Discrimination Action Plan.
7. Established the Council Infrastructure Committee to guide and prioritize infrastructure investments and repair.
8. Identified strategic initiatives for the City:
 - a. Complete Communities – be a community that provides multimodal access to jobs, shopping, learning, open space, recreation, and other amenities and services to provide community members with the ideal place to live, work and play.
 - b. Complete Streets – provide streets that are safe, comfortable, and convenient for travel for everyone, regardless of age or ability
 - c. Tennyson Corridor – develop strategies for prioritizing development in the Tennyson Road area.

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FY 2018 KEY SERVICE OBJECTIVES/GOALS

1. Continue to provide direction to staff for achievement of the key priorities: Safe, Clean, Green, and Thriving.
2. Continue to oversee the implementation of a comprehensive citywide performance management program for City departments and services.
3. Continue efforts to bring structural balance to the City's finances and stability to the City's labor environment.
4. Continue partnership with the community and Hayward Unified School District to support and enhance the educational performance of Hayward's public schools.
5. Other programs and initiatives that will receive major attention in FY 2018 include:
 - a. Economic Development
 - b. Revision and update of Land Use policies and regulations
 - c. Simplification of City operational and regulatory procedures for businesses and residents.

DEPARTMENT PERFORMANCE METRICS

Performance of the Mayor and Council is constantly measured by the community and the voters, through the effectiveness of their policy and legislative actions, and by the results of the bi-annual Community Satisfaction Survey. Specific performance measures to determine the success of the organization based on Council direction are built into each department and approved by Council through the budget process.