

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 2018 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" (locations where significant and thoughtfully designed projects can catalyze complementary development on proximate properties) throughout Hayward, including the mixed-use Haymont townhome development on Mission Boulevard and the Mission Seniors project.
4. Responded to constituent concerns throughout the City.
5. Balanced public safety and fiscal responsibility to adopt a tax, amend the municipal code and zoning ordinance, and create an RFP process to allow commercial cannabis sales in Hayward.
6. Took action to address housing affordability issues in Hayward, including:
 - a. Updating the City's Accessory Dwelling Unit ordinance.
 - b. Revising the Affordable Housing ordinance.
 - c. Providing direction to staff on creating a workplan to address additional affordable housing issues and to develop a Request for Proposals process for Measure A1 affordable housing funding.

FY 2019 KEY SERVICE OBJECTIVES/GOALS

1. Continue to provide informed 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.

MAYOR & CITY COUNCIL DEPARTMENT

4. Continue partnerships with the community and other agencies, including working with Hayward Unified School District to support and enhance the educational performance of Hayward's public schools.
5. Maintain excellence in responding to resident and community requests.
6. Respond to federal government actions that reduce funding for identified City goals.
7. Other programs and initiatives that will receive major attention in FY 2019 include:
 - a. Rental Housing Affordability
 - b. Economic Development
 - c. Ongoing revision and update of Land Use policies and regulations
 - d. Simplification of City operational and regulatory procedures for businesses and residents.

FY 2019 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.