



**MINUTES OF THE SPECIAL CITY COUNCIL MEETING**  
**Council Chambers**  
**777 B Street, Hayward, CA 94541**  
**Saturday, May 11, 2019, 9:00 a.m.**

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The special meeting of the City Council was called to order by Mayor Halliday at 9:00 a.m., followed by the Pledge of Allegiance led by Council Member Wahab.

**ROLL CALL**

Present: COUNCIL MEMBERS Salinas, Wahab, Lamnin, Mendall, Márquez, Zermeño  
MAYOR Halliday  
Absent: None

Council Member Zermeño arrived at 9:27 a.m.

**PUBLIC COMMENTS**

There were none.

**COUNCIL RETREAT**

1. City Council Priority Setting Retreat (Report from City Manager McAdoo) **WS 10-036**

City staff presented a PowerPoint presentation available on the City's website about accomplishments related to the City's Strategic Initiatives: Tennyson Corridor, Complete Streets, and Complete Communities. Staff also presented on continued, outstanding and special projects.

Members of the City Council provided feedback on the accomplishments and highlighted additional accomplishments: formation of the Homelessness Housing Task Force; formation of the Council Infrastructure Committee; cannabis initiative; inclusionary housing; interdepartmental and community collaboration; CALEA (Commission on Accreditation for Law Enforcement Agencies) recertification; fiscal stability; transparency; sanctuary city declaration; outreach to neighborhoods and social media presence; and renewal of the South Hayward Promise Neighborhood grant.

Members of the City Council offered feedback on outstanding key efforts: get ahead of housing issues; change the culture of the City; keep an eye on kids; include students in everything; redefine Complete Communities; stick to the City's plans; learn from areas that need improvement; and have partnerships to address regional issues and gauge community input early on to confirm understanding of issues and engage those impacted in solutions.

City staff presented on lessons learned and members of the City Council provided feedback. Members of the City Council and the Executive Team shared what has been working and found challenging with respect to the three strategic initiatives and other special projects.

Mayor Halliday called for a recess at 10:22 a.m. and reconvened the meeting at 10:37 a.m.

City staff provided an overview of input from the Employee Engagement Survey and the Prioritization Sprints which revealed that employees are not clear on the strategic direction of the City and regional trends that impact the challenges in Hayward. Members of the City Council provided the following feedback: articulate clearly the Council's priorities (constant values) and the three strategic initiatives (two-year Action Plan); connect priorities and initiatives to The Commitment for an inclusive, equitable and compassionate community; simplify tasks and separate internal (operations) from external (strategic initiatives) goals and leave space for emerging needs; "slow the roll"; rethink the Neighborhood Partnership meetings; get staff outside City Hall to build empathy for community and educate neighborhoods; have the Mayor and City Manager meet with City staff to engage them about the Council's priorities and strategic priorities; have department directors review Council's priorities at staff meetings; and use technology to communicate with employees and residents.

Members of the City Council highlighted the following as top issues and challenges faced by Hayward: housing displacement and housing affordability; financial sustainability; climate issues; traffic circulation; community appearance; recycling/waste reduction; safe neighborhoods; job creation and inability to keep up with the private sector; population growth; and how to engage immigrant communities and individuals with disabilities.

Mayor Halliday called for a lunch recess at 11:57 a.m. and reconvened the meeting at 12:40 p.m.

City Manager McAdoo introduced Mr. Jim Rettew, VP Strategy and Ms. Cristelle Blackford, Chief Engagement Officer from CivicMakers. CivicMakers' representatives provided a PowerPoint presentation which highlighted a summary from the Council survey.

CivicMakers asked members of the City Council about their vision for the City over the next three to five years. Members of the City Council provided the following as a collective vision for the City of Hayward: happy families; active public spaces; pride and engaged; inclusive and belonging; clean streets; high quality of life and prosperity; walking and transit; attractive and public art; trees and landscaping; well lit; new development and less blight; safe in public and less crime; collaborative; and well educated.

CivicMakers asked the City Council to consider the categories that originated from the vision, the survey and Council's priorities, and were asked to select their top four categories on which to focus for the next three to five years. Mayor Halliday offered: expand and improve and increase affordability of housing for all; protect the environment; support for youth; and shift from auto-based to active transportation. Council Member Salinas offered: support and value youth; opportunities for lifelong learning; business friendly community; and safe City. Council Member Zermeno offered: financial, education, personal and youth health; housing; infrastructure; and connectivity (coordination of Council, staff, community). Council Member Mendall offered: combat climate change; inclusive affordable



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housing; improved transportation system; and fiscal sustainability. Council Member Lamnin offered: balance (avoid burnout to accomplish existing goals/projects); traffic and parking; retention and empowerment (residents, businesses, employee); and complete communities. Council Member Márquez offered: protect, preserve, produce affordable housing; economic development (job pipeline, attract good employers); infrastructure/climate change (sustainable CIP); and organizational health/community wellbeing. Council Member Wahab offered: balance (equal city, inclusive housing, inclusive economic development); safe; innovative (infrastructure, technology use); and prosperous (jobs, education).

Mayor Halliday called for a recess at 2:00 p.m. and reconvened the meeting at 2:15 p.m.

CivicMakers continued to provide a summary of the Council's survey and how the City Council had ranked the initiatives from most to least important.

Members of the City Council were asked to look at all the initiatives from the survey and were asked to select the top eight initiatives on which to focus for the next three to five years.

Council Member Salinas offered: create school/college to career pipeline; open the library; finish Tennyson Corridor; increase business opportunities; create healthier retail relevant to neighborhoods; and expand programs for youth and families when school is not in session.

Council Member Wahab offered: create housing for all income levels and different types; improve data/response statistics, mental health and de-escalation; address climate crisis; reduce workload and increase innovation through technology; prepare for natural disaster; education city; and support Hayward jobs and be a business incubator.

Council Member Mendall offered: achieve 100% renewable energy; use 100% electric vehicle fleet; build the recycled water distribution system; provide a broad assortment of housing; codify the City's Complete Communities vision in building codes; repair roads and transportation infrastructure; improve fiscal sustainability; and redevelop blighted properties.

Council Member Zermeño offered: tackle litter; improve fiscal outlook; create an Urban Forest; consider partnerships among the City, Chamber of Commerce and HUSD; provide more youth activities; provide housing for all; expand sustainable electric vehicles; improve and increase bicycle paths; achieve adequate personnel and collaborate with all.

Council Member Lamnin offered: implement/fully realize new and existing initiatives (Downtown Specific Plan, the library, CIECC (The Commitment), Police Chief Advisory

Committee, recycled water distribution system, recruitment); support arterial transit; understand parking issues and create policies; create educated, empowered, and employed residents; provide a broad assortment of housing with specific focus; articulate what Complete Communities should include; and have innovative and strategic planning.

Council Member Márquez offered: maintain and improve fiscal sustainability (TOT, Caltrans); provide affordable housing; revamp the Rent Stabilization Ordinance; create a job pipeline; support business incubators; improve infrastructure (roads, Station 6, library, and lighting); provide additional community functions and free family friendly events; become neighborhood centric; address housing, services and resources for unhoused individuals; and ensure Census 2020 is representative.

Mayor Halliday offered: create more shelters and improve services for those in transition; develop a program to track and address excessive rent increases; continue energy and water reduction efforts; develop and implement strategies to address sea level rise; expand youth programs during summer and school vacation; attract more youth and family friendly businesses and other opportunities; finish and implement the Bicycle and Pedestrian Plan; and work with BART, AC Transit and other transportation providers to make transportation easier and more convenient.

The following were recommendations for the “Bike Rack”: improve fiscal outlook; reduce litter; work on Urban Forest; tackle dumping litter and graffiti; address homelessness; address speeding in neighborhoods; plant more trees and landscaping; and continue shoreline planning and building electrification.

City Manager McAdoo offered closing comments. Council Members provided feedback about the online survey and the retreat. It was noted that the City Manager and the Mayor would go through City Hall to share information with employees; there would be some community engagement, limited in scope; and staff would present to the City Council a final report on the City’s Strategic Initiatives.

## **ADJOURNMENT**

Mayor Halliday adjourned the meeting at 3:26 p.m.

## **APPROVED**

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Barbara Halliday  
Mayor, City of Hayward

## **ATTEST:**

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Miriam Lens  
City Clerk, City of Hayward