



CITY OF HAYWARD

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Cover Memo

File #: WS 19-065, **Version:** 1

DATE: December 17, 2019

TO: Mayor and City Council

FROM: City Manager

SUBJECT

Work Session on City of Hayward Three-Year Strategic Roadmap (Fiscal Year 2021 - Fiscal Year 2023)

RECOMMENDATION

That the City Council provides feedback on the proposed Hayward Three-Year Strategic Roadmap (Attachment II).

SUMMARY

On May 11, 2019, the City Council held its initial strategic roadmap retreat to commence discussions on visioning and strategic priorities. The Council and staff reviewed key accomplishments and lessons learned from the previous strategic initiatives process for the FY 2018-FY 2019 time period and began the process of developing a Citywide strategic plan for the next three years. The City engaged a local consulting firm, CivicMakers, to provide guidance in the development of a Citywide strategic roadmap that is anticipated to align Council's priorities with staff responsibilities and capacity responsive to employee and community feedback. Staff and CivicMakers returned to Council on October 7, 2019 for a joint City Council and Executive Team retreat to finalize a draft vision of Hayward for the next three years, and to develop a set of priorities and draft projects.

Between October 30th and November 18, staff and CivicMakers engaged the organization and the community to solicit feedback on the draft vision, priorities, and projects. Additionally, departments reviewed and amended the project lists, taking into consideration their own capacity, ongoing project lists, priorities, and statutory mandates. Additionally, the project team convened cross-departmental meetings by each strategic priority, to adjust, consolidate, and finalize updated project lists, including consideration of the broader employee and community feedback.

The draft list of projects created on October 7th has been analyzed by staff across the organization to create a realistic, feasible, and exhaustive list of organizational-wide projects right-sized to existing staff capacity. Staff recommends Council provides feedback on the strategic roadmap (Attachment II). Staff will return to Council on January 14th, 2020 for final adoption based on feedback received this evening.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Hayward Three Year Strategic Roadmap
Attachment III	May 11 th Council Retreat Summary Notes
Attachment IV	Community and Staff Engagement Summary