



# CITY OF HAYWARD

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
www.Hayward-CA.gov

## Cover Memo

---

**File #:** CONS 19-533, **Version:** 1

---

**DATE:** July 16, 2019

**TO:** Mayor and City Council

**FROM:** Deputy City Manager

### **SUBJECT**

Adopt a Resolution to Appropriate \$108,881 and Authorize the City Manager to Execute Professional Services Agreement with CivicMakers to Provide Strategic Planning Services and Create a Three to Five-Year Strategic Plan

### **RECOMMENDATION**

That the City Council adopts a resolution (Attachment II) to authorize the City Manager to execute a professional services agreement with CivicMakers to provide strategic planning services and create a three to five-year strategic plan, and to appropriate \$108,881 to provide these services.

### **SUMMARY**

The City of Hayward is embarking on a strategic planning process to set the Council's vision and priorities and develop a Citywide Strategic Plan for the next three to five-years. The final Citywide Strategic Plan will provide the framework for the City to proceed in the coming years and set clear expectations of staff given finite resources and staff capacity.

In June of 2017, City Council adopted the Strategic Initiatives Two-Year Action Plans for Complete Streets, Complete Communities, and the Tennyson Corridor for FY 2018 and FY 2019. In addition to numerous accomplishments made as part of the strategic initiatives, staff and Council have learned many valuable lessons to inform the next planning process. As the two-year Strategic Initiatives timeline has come to an end, the City is at an opportune time to assess community needs, staff capacity, and organizational health to direct the City's vision and priorities for the coming years.

Staff has engaged a consultant to assist in the development of a three to five-year strategic plan to address Council's goals in alignment with staff responsibilities and capacity; and to address the community's continually evolving priorities in an innovative and responsive way. The strategic planning process is two-phased: the initial phase was to facilitate a Council retreat to begin the priority and goal setting process, which occurred May 11, 2019; phase two will include developing a vision and priorities, as well as a three to five-year strategic plan.

The final product will be a Citywide Strategic Plan that includes the high-level priorities that make up the

City's three- to five-year vision, the specific programs and projects that fit within and across priority areas, as well as annual objectives and departmental workplans. The Citywide Strategic Plan will align with the current prioritization work being performed citywide to provide a realistic picture of staff's current capacity, as well as be integrated with the City's annual budget process. The resulting Citywide Strategic Plan will guide the City's workplans, as well as financial and staff resources over the next three to five years.

## **ATTACHMENTS**

Attachment I	Staff Report
Attachment II	Resolution
Attachment III	Phase 1 Summary Notes
Attachment IV	Strategic Initiatives Two Year Action Plans
Attachment V	Phase 2 Scope of Work