



# CITY OF HAYWARD

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

## Cover Memo

---

**File #:** WS 23-019, **Version:** 1

---

**DATE:** May 9, 2023

**TO:** Mayor and City Council

**FROM:** City Manager

### **SUBJECT**

Strategic Roadmap: Discussion of Updated Priorities and Projects to be Considered for the FY2024 - FY2027 City of Hayward Strategic Roadmap

### **RECOMMENDATION**

That the Council reviews the attached working agenda and documents and provides feedback on proposed updates to the Strategic Roadmap for the City of Hayward.

### **SUMMARY**

It has been three years since Council adopted the City's first three-year Strategic Roadmap. The Council retreat on May 9, 2023 will be an opportunity for Council to review, offer edits to, and reaffirm the Vision Statement and Priority Areas adopted in 2020. It will also be an opportunity for Council to discuss their Priority Projects for the next three years and express their priorities through a dot voting exercise. The retreat will be facilitated by CivicMakers.

In preparation for the workshop, Council Members are asked to review a few documents, which are attached to this memo. The first document shows recommended updates to the Vision Statement based on Council comments during interviews with CivicMakers and through a survey. The second is a proposal to incorporate "Education City" throughout the Roadmap by identifying focus projects. The third is a list of the proposed projects for the coming three years, including both projects proposed by staff, and projects added by one or more Council Member. The last document is a visual displaying the staffing levels for City Divisions, for reference.

At the May 9 retreat, Council will be asked to vote on their top third and second third priority projects. For staff proposed projects, the top third projects will be assigned to FY2024, the second third will be assigned to FY2025, and the final third will be assigned to FY2026. For Council-added projects, those that receive four or more "top third" dots will be added to the projects for FY2024 after confirming feasibility with staff. All other Council-added projects will be documented and set aside until next year's Strategic Roadmap retreat.

### **ATTACHMENTS**

- Attachment I Working Agenda
- Attachment II Redlined Vision Statement
- Attachment III Proposed "Education City" Focus Area
- Attachment IV Project List for Prioritization Exercise
- Attachment V FY 2023 Staffing Levels by Division