



DATE: June 2, 2026

TO: Mayor and City Council

FROM: Director of Public Works

SUBJECT: Adopt a Resolution Approving the Corridor Alternatives for Safe Streets Hayward Phase 1 (A Street, B Street, and Tennyson Road)

RECOMMENDATION

That the City Council adopts a resolution (Attachment II) approving the recommended alternatives for each corridor for the Safe Streets Hayward Project Phase 1 (A Street, B Street, and Tennyson Road).

SUMMARY

The Safe Streets Hayward Plan Phase 1 has the goal of improving traffic safety on A Street, B Street, and Tennyson Road. The federal grant-funded project started in February 2025 and the City gathered feedback throughout Summer 2025. Using results from outreach, the project team developed a *Base Corridor Enhancements Alternative*, *Connected Corridor Alternative*, and *Reimagined Corridor Alternative* for each corridor, reflecting the preferences of the communities from each corridor. These alternatives provide a spectrum of choices and tradeoffs to consider, with the Reimagined Corridor Alternative providing the most traffic safety benefit, but also typically the highest parking and congestion impacts.

These alternatives were presented to CIAC on November 13, 2025. After receiving feedback and approval from CIAC to study the alternatives further, staff started the second round of outreach on January 5, 2026. The purpose of the additional outreach was to receive feedback from the community and stakeholders on their preferences for the alternatives and to understand the perceived benefits and challenges of each alternative. Outreach activities focused around gathering in person feedback or directing users to a survey hosted on the project website and were structured to reduce barriers for Hayward's residents and stakeholders by bringing engagement through pop-up events and facilitating community workshops near the project corridors. In total, outreach efforts yielded 497 surveys taken with 27% received in Spanish and 51% identifying as low-income. With all feedback considered, a total of 742 people and 1,027 public comments were received at the conclusion of the outreach phase.

The project team recommends the following alternatives to move forward to the next phase of the project. A summary of the recommended alternatives with exhibits is included as Attachment III.

| Corridor | Limits | Recommended Alternative |
|---------------|----------------------------------|--|
| A Street | Hesperian to Meekland | Connected Corridor/Reimagined Corridor |
| | Meekland to Watkins | Reimagined Corridor |
| B Street | Martin Luther King to Montgomery | Reimagined Corridor |
| | Montgomery to Watkins | Reimagined Corridor |
| Tennyson Road | Hesperian to Mission | Reimagined Corridor |

City staff presented the recommended alternatives to CIAC at their April 22, 2026 meeting and received approval to have them on the City Council agenda for formal approval. CIAC members gave feedback on the recommended alternatives. Most of the feedback was focused on the anticipated impacts of parking removal for the Tennyson Road recommended alternative. More specifically, of the 158 parking spaces proposed to be removed, 35 of the parking spots adjacent to the Lord Tennyson Apartments between Calaroga Avenue and Sleepy Hollow Avenue were of particular concern due to their known high use. Staff responded by looking at using the next round of outreach to approach the apartment community directly and work on solutions to mitigate the parking impact. The few community members who attended the CIAC meeting were generally supportive of staff's recommended alternatives and encouraged the implementation of safer infrastructure over parking impacts.

Approval from City Council of the recommended alternatives will allow the project to progress to the next phase to develop conceptual plans and cost estimates of each corridor and engage in the last round of public outreach. This third round of public outreach will focus on seeking solutions to mitigate parking impacts and gather public feedback on the conceptual plans. The project team is anticipated to complete the conceptual design and estimates for final approval in November 2026.

FISCAL IMPACT

This item has no General Fund or Measure C impact.

This Project is largely funded by federal grant funds. The matching portion of the grant in the amount of \$814,000 is provided by three separate funding sources: Fund 213 Measure BB (Pedestrian and Bicycle) and Fund 215 Measure B (Local Transportation).

BACKGROUND

Launched in 2022, the purpose of the Safe Streets and Roads for All (SS4A) federal grant program is to improve roadway safety by significantly reducing or eliminating roadway fatalities and serious injuries through safety action plan development, refinement, and implementation focused on all users. The program provides funding to develop tools to help strengthen the community's approach to roadway safety and save lives while meeting the needs of diverse local, tribal, and regional communities.

The City adopted its first Local Road Safety Plan (LRSP) on June 27, 2023, which assesses and identifies locations and strategies to improve road safety throughout the City. Along with identifying the City's High Injury Network, the LRSP recommends a set of strategies and countermeasures to address and prevent severe injury and fatal collisions. In addition, the City also adopted its Vision Zero by 2050 policy, which is the goal of achieving zero fatalities and severe injury collisions on the City's roadways by 2050.

On July 7, 2023, Staff applied for a U.S. Department of Transportation SS4A grant to develop a Speed Management Plan and a High Injury Network Safety Plan. Linking the grant application to the City's existing LRSP and Vision Zero policy, staff proposed a comprehensive safety evaluation and development of conceptual plans to improve traffic safety for many of the City's main arterials. The arterials proposed in the High Injury Network Safety Plan include A Street, B Street, Tennyson Road, Mission Boulevard, Hesperian Boulevard, Jackson Street, and the Downtown Area (The Loop). On October 27, 2023, the City was awarded \$3,252,000 in funding with a requirement of \$813,000 in City matching funds to fully develop a Speed Management Plan and High Injury Network Safety Plan. A Street, B Street, and Tennyson Road consist of the first phase of the High Injury Network Safety Plan.

On October 18, 2024, Staff published a request for proposals for the first set of corridors to be studied for the High Injury Network Plan. After a review of the proposals received, staff recommended Kimley-Horn as the City's consultant to develop the A Street, B Street, and Tennyson Road portions of the High Injury Network Safety Plan. On January 21, 2025, Council authorized the City Manager to execute a contract with Kimley-Horn with a maximum compensation not-to-exceed amount of \$1,600,000. The contract was executed on February 20, 2025.

Project Activities

Development of project activities began in February 2025. The project team researched existing City policies and plans, which includes the City's General Plan, LRSP, and Bicycle and Pedestrian Master Plan. Traffic safety and volume data were gathered for various locations in the project area and advanced data analytics were procured for intersections identified in the LRSP's High Injury Network. To establish consistency with other safety projects, the Project was renamed to Safe Streets Hayward.

On May 14, 2025 and May 27, 2025, the project team performed Road Safety Audits (RSA). RSAs are a world-recognized best practice safety performance examination of existing conditions of the project area. It requires a field review with a multidisciplinary team made up of various stakeholders focused on documenting safety issues that would be relevant to the project. The project team and participants walked through the three project corridors and documented observations. In addition, on July 9, 2025, a separate meeting was held with the Hayward Police Department to gather observations and feedback from patrol staff on the three project corridors. Police staff shared their experiences patrolling the corridors, responding to the collisions, and filing incident reports. Results of the RSA and the meeting with the police department was used to help inform outreach efforts and the proposed alternatives.

The first round of outreach for the Project started in March 2025. The project outreach team consisted of City of Hayward staff, Kimley-Horn (consultant), Alta Planning + Design (sub-consultant), and Eden Youth (vendor). Alta Planning + Design led the outreach of this project and submitted to the City a Community and Stakeholder Outreach Plan that was approved by City staff. The project team employed multiple methods to gather community and stakeholder feedback. A project website was created to allow participation through an electronic survey and interactive map. The survey was available through a paper version distributed during pop-up events and canvassing. By the time the survey closed in July 2025, 432 total surveys were collected. A total of 97 unique map comments with 303 follow-up comments and votes on those comments were gathered on the interactive maps of the three corridors.

The project team staffed nine existing pop-up engagement events with the intention of meeting the community where they were to gather additional project feedback throughout the study areas. Example events were the Asian American Native Hawaiian Pacific Islander (AANHPI) Night at Burbank Elementary School, Reaching for a Better Community at Sorensdale Park, and the Hayward Night Market. Participants were invited to learn more about the project as well as provide feedback on specific points of interest or concern on a map.

Eden Youth also conducted canvassing across the study areas with the focus on bringing engagement directly to the residents using intercept surveys and direct interviews. They canvased six locations on A Street, four locations on B Street, and four locations on Tennyson Road.

There were four key findings from the first round of outreach activities:

- Safety concerns at highway crossings
- Mixed opinions about removing travel lanes
- Concern about unsafe driving behavior, with higher frequency on Tennyson Road
- Non-transportation related social/environmental concern, including interactions with and feeling unsafe near unhoused people, especially close to encampments.

Attachment IV contains a more detailed summary of the first round of outreach activities, including a breakdown of findings by corridor, text of survey responses plus demographics, and total interactions for each event.

Proposed Alternatives for Each Corridor

The project team reviewed the ideas generated from the RSA and the results of the Phase 1 outreach. Each corridor has a *Base Corridor Enhancements Alternative*, *Connected Corridor Alternative*, and a *Reimagined Corridor Alternative*. By having three alternatives for each corridor, the community and stakeholders will have a balanced choice of alternatives to consider and select from. These alternatives provide a spectrum of tradeoffs to consider, with the Reimagined Corridor Alternative providing the most traffic safety benefit, but also highest parking and congestion impacts. Below is a general description of each alternative type:

Base Corridor Enhancements: Spot improvements with no changes to the cross section of the road. Minimal parking or congestion impacts.

Connected Corridor: A medium impact alternative with geometric and cross section changes for a continuous bicycle facility and increased safety. Some parking or congestion impacts.

Reimagined Corridor: Major geometric and cross section changes for maximum safety benefit. Substantial parking and/or congestion impacts.

Corridor alternatives were presented to CIAC on November 13, 2025, with the recommendation to study them further and gather additional public feedback. CIAC approved the recommendation. The proposed alternatives are summarized below. Attachment V includes a detailed illustrative concept of the proposed alternatives along with corridor-wide and location specific recommendations.

| A Street Proposed Alternatives | |
|--|--|
| Existing Conditions | <ul style="list-style-type: none"> • Two travel lanes in each direction. • Striped bike lanes in each direction, not continuous. • Median west of Grand Street. |
| Base Corridor Enhancements Alternative | <ul style="list-style-type: none"> • Maintain striped bike lanes as they exist. • Spot improvements such as curb bulb outs, pedestrian-scale lighting, protected traffic signal phasing, and rapid rectangular flashing beacons. |

| | |
|---------------------------------|---|
| Connected Corridor Alternative | <ul style="list-style-type: none"> • Narrow travel lanes to provide buffered striped bike lanes and protected bike lanes. • Spot improvements such as curb bulb outs, pedestrian-scale lighting, protected traffic signal phasing, and rapid rectangular flashing beacons. • Small section and spot parking removal |
| Reimagined Corridor Alternative | <ul style="list-style-type: none"> • Remove a travel lane in each direction west of Santa Clara Street and east of Grand Street to provide protected bike lanes or shared use path. • Remove a parking lane between Meekland Avenue and Montgomery Avenue to provide protected bike lanes or shared use path. • Protected intersections and spot improvements such as curb bulb outs, pedestrian-scale lighting, protected traffic signal phasing, and rapid rectangular flashing beacons. |

| B Street Proposed Alternatives | |
|--|--|
| Existing Conditions | <ul style="list-style-type: none"> • One travel lane in each direction west of Grand Street. • Two westbound travel lanes and one eastbound travel lane east of Grand Street. • Striped bike lanes west of Grand Street. • Parking lane on both sides of street. |
| Base Corridor Enhancements Alternative | <ul style="list-style-type: none"> • Maintain striped bike lanes as they exist, east of Grand Street. • Spot improvements such as traffic circles, speed humps, and curb bulb outs. |
| Connected Corridor Alternative | <ul style="list-style-type: none"> • Narrow travel lanes to 10 feet to provide buffered striped bike lanes west of Montgomery Avenue. • Remove parking on one side of the street or a westbound travel lane to provide striped bike lanes east of Montgomery Avenue. • Option to assess feasibility of traffic diverters along B Street west of Grand St. |
| Reimagined Corridor Alternative | <ul style="list-style-type: none"> • Narrow travel lanes to 10 feet west of Myrtle Street to provide a protected two-way cycle track on the south side of the street west of Myrtle Street and buffered striped bike lanes east of Myrtle Street. • Remove parking east of Montgomery Avenue on one side of the street to provide striped bike lanes or remove a westbound travel lane.. |

| Tennyson Road Proposed Alternatives | |
|-------------------------------------|--|
| Existing Conditions | <ul style="list-style-type: none"> • Two travel lanes in each direction with median. • Striped bike lane in each direction, except at I-880 interchange. • Parking lanes with designated sections of “no parking.” |
| Base Investment Alternative | <ul style="list-style-type: none"> • Maintain striped bike lanes where they currently exist. • Two-way cycle track on south side of street from Whitman to Dixon (in alignment with East Bay Greenway design). • Spot improvements such as curb bulb outs, pedestrian scale lighting, and protected traffic signal phasing. • Recommend separate project for I-880 interchange improvements in partnership with Caltrans. |
| Connected Corridor Alternative | <ul style="list-style-type: none"> • Narrow travel lanes to provide buffered bike lanes on street segments while preserving existing parking. • Protected bike where current “no parking” exists. • Two-way cycle track on south side of street from Whitman to Dixon (in alignment with East Bay Greenway design). • Spot improvements such as curb bulb outs, pedestrian scale lighting, and protected traffic signal phasing. • Recommend separate project for I-880 Interchange Improvements in partnership with Caltrans. |
| Reimagined Corridor Alternative | <ul style="list-style-type: none"> • One-way continuous protected bike lane on each side west of Whitman Street. • Two-way cycle track on south side of street from Whitman to Dixon (in alignment with East Bay Greenway design). • Removal of parking (large portions of corridor already signed as “no parking” and reduction of median width. • Protected intersection improvements, pedestrian scale lighting, and protected traffic signal phasing. • Recommend separate project for I-880 Interchange Improvements in partnership with Caltrans. |

DISCUSSION

The next round of outreach started on January 5, 2026 and ended on March 20, 2026. The purpose of the second round of outreach was to receive feedback from the community and stakeholders on their preferences of alternatives and to understand the perceived benefits and challenges of each alternative. The project team prepared for this round of outreach by scheduling outreach events, updating the project website, uploading the Existing Conditions Summary (Attachment VI) to the website, and creating a new survey (paper and online) to gather feedback.

The second round of outreach consisted of multiple outreach activities centered around gathering in person feedback or directing users to a survey hosted on the project website. Outreach activities were structured to reduce barriers for Hayward’s residents and stakeholders by bringing engagement to them through pop-up events and facilitating community workshops near the project corridors. Mailers were sent to residents and businesses within a five-hundred feet radius of each project corridor. Community workshops were held at the Eden Youth and Family Center on March 2, 2026 and at the Hayward Public Library on March 10, 2026. Pop-ups were held in partnership with the Hayward Rides team or at the Hayward Farmers Market on January 30, February 7, and February 21. In addition, the project team coordinated with the City’s Communications Team to complete email blasts, social media posts, and an article publication in the City’s official newsletter, *The Stack*. Outreach efforts yielded 497 surveys taken with 27% received in Spanish and 51% identifying as annual household income under \$75,000. In total, 770 people and 1,042 public comments were received from all outreach methods.

The public was given an opportunity to score the alternatives for each corridor during the outreach process. Participants ranked the alternatives for each corridor 1st, 2nd, or 3rd, with 1st equaling three points, 2nd equaling two points, and 3rd as one point. Below is a summary of the scoring for the corridor alternatives. Full details of the second round of outreach are included as Attachment VII.

| A Street Outreach Results | | | | |
|---------------------------|----------------------------|---------------|--------------------------|-------------|
| Limits | Alternative | Online Survey | In-Person / Paper Survey | Total Score |
| Hesperian to Meekland | Base Corridor Enhancements | 107 | 63 | 170 |
| | Connected Corridor | 132 | 102 | 234 |
| | Reimagined Corridor | 103 | 81 | 184 |
| Meekland to Watkins | Base Investment | 98 | 163 | 261 |
| | Connected Corridor | 117 | 188 | 305 |
| | High Investment | 103 | 250 | 353 |

Common themes for the A Street from Hesperian Boulevard to Meekland Avenue segment were that many intersections felt dangerous and motorists drove at high speeds. The Connected Corridor alternative received the most support and participants cited the need for increased safety, reduced travel speeds, and curtailing red-light running. The Reimagined Corridor alternative was not favored due to the strong concern of congestion impacts from removing travel lanes.

For the Meekland Avenue to Watkins Street segment, there was support for increased pedestrian safety and improving the crosswalk yield rates for drivers. Although the

Reimagined Corridor Alternative received the most support, there were some concerns for the parking loss that comes associated with it.

Overall, participants considered the retention of travel lanes more important than the retention of parking and overwhelmingly preferred a project that significantly increases safety compared to a project that could be built quickly.

| B Street Outreach Results | | | | |
|---------------------------|----------------------------|---------------|--------------------------|-------------|
| Limits | Alternative | Online Survey | In-Person / Paper Survey | Total Score |
| MLK to Montgomery | Base Corridor Enhancements | 84 | 129 | 213 |
| | Connected Corridor | 115 | 129 | 251 |
| | Reimagined Corridor | 114 | 242 | 356 |
| Montgomery to Watkins | Base Corridor Enhancements | 71 | N/A | 71 |
| | Connected Corridor | 107 | N/A | 107 |
| | Reimagined Corridor | 110 | N/A | 110 |

Common themes for B Street from Martin Luther King Drive to Montgomery Avenue included concerns of poor lighting, lack of pedestrian safety and comfort, and speeding near schools. Participants showed strong support for the Reimagined Corridor Alternative which includes a sidewalk-level separated bikeway on the south side of the street.

For the Montgomery Avenue to Watkins Street segment, participants mentioned a desire to improve visibility at intersections. There were no clear preferred alternatives. The Connected Corridor alternative nearly equaled the Reimagined Corridor alternative (scoring of 107 vs. 110). Compared to the Martin Luther King Drive to Montgomery Avenue, this segment received less engagement overall from the public and stakeholders.

Overall, responses strongly favored the retention of travel lanes rather than parking. Similar to A Street, participants overwhelmingly preferred a solution that maximized safety over one that could be built quickly.

| Tennyson Road Outreach Results | | | | |
|--------------------------------|----------------------------|---------------|--------------------------|-------------|
| Limits | Alternative | Online Survey | In-Person / Paper Survey | Total Score |
| Hesperian to Mission | Base Enhancements Corridor | 91 | 180 | 271 |
| | Connected Corridor | 96 | 199 | 295 |
| | Reimagined Corridor | 106 | 336 | 442 |

Common themes for Tennyson Road from Hesperian Boulevard to Mission Boulevard highlighted the need to prioritize pedestrian safety and that high vehicle speeds, red-light running, lack of lighting, unsafe freeway ramps, and failure of vehicles to yield were a concern. Many comments expressed strong concerns about parking loss, especially relating to how it would impact local businesses, street vendors, and low-income households with multiple vehicles. Conversely, the Reimagined Corridor alternative scored the highest, which would also have the highest parking loss impacts. Responses for Tennyson favored retaining travel lanes compared to retaining parking, but there was less agreement compared to A Street and B Street. Like the other corridors, participants for Tennyson Road also favored maximizing safety over building something quickly.

The project team reviewed the results of the outreach and is recommending to City Council the following alternatives to progress to the next stage of the project. The next stage of the project includes concept and cost estimate development and the final round of outreach.

| Corridor | Limits | Recommended Alternative |
|---------------|----------------------------------|--|
| A Street | Hesperian to Meekland | Connected Corridor/Reimagined Corridor |
| | Meekland to Watkins | Reimagined Corridor |
| B Street | Martin Luther King to Montgomery | Reimagined Corridor |
| | Montgomery to Watkins | Reimagined Corridor |
| Tennyson Road | Hesperian to Mission | Reimagined Corridor |

Two different alternatives are recommended for the A Street from Hesperian Boulevard to Meekland Avenue segment. Staff recommend the Connected Corridor Alternative for A Street between Hesperian Boulevard to the I-880 Interchange and the Reimagined Corridor Alternative for I-880 Interchange to Santa Clara Street. The I-880 Interchange to Santa Clara Street segment can accommodate a lane reduction in each direction while still maintaining two lanes in each direction (currently has three lanes in each direction).

The major parking impacts for each recommended alternative are summarized below.

- A Street: Removal of a travel lane in each direction from I-880 interchange to Santa Clara Street (existing section has three lanes in each direction). Removal of the south side parking lane between Meekland Avenue to Watkins St/Lucky's Driveway, a total of approximately 32 parking spaces.
- B Street: For the segment east of Montgomery Avenue, removal of a westbound travel lane or the south side parking lane.
- Tennyson Road: Removal of on-street parking between Hesperian Boulevard to Ruus Road and Dixon Street to Mission Boulevard. Removal of on-street parking on the south side of Huntwood Avenue and Dixon Street. Total of approximately 158 parking spaces proposed to be removed. Removal of eastbound travel lane between Dixon Street and Mission Boulevard (existing section has three eastbound travel lanes).

Congestion impacts are not expected on a large scale due to the decision to retain existing through travel lanes, but intersection-level congestion impacts can be expected to occur due to changes of intersection geometry, signal phasing, or number of turn lanes at the intersection. Below are the major impacts expected at the intersection level, reported using standard Level of Service (LOS) metric, due to proposed safety improvements.

- A Street: A Street/Montgomery Avenue changes from LOS B to LOS D in the AM peak hour.
- B Street: B Street/Watkins Street changes from LOS B to LOS D in the PM peak hour.
- Tennyson Road: No major impacts expected.

According to the City's General Plan Mobility Element Goal M-4.3 Level of Service, the City shall maintain a minimum vehicle LOS E at signalized intersections during peak commute periods. None of the expected impacts are inconsistent with the City's General Plan.

Full details of the corridor alternatives, traffic operations analysis, and parking impacts can be found in Attachment VIII, Evaluation Report.

City staff presented the recommended alternatives to April 22, 2026 CIAC meeting and received approval to have them on the City Council agenda for formal approval. CIAC members gave feedback on the recommended alternatives. Most of the feedback was focused on the anticipated impacts of parking removal for the Tennyson Road recommended alternative. More specifically, of the 158 parking spaces proposed to be removed, 35 of the parking spaces adjacent to the Lord Tennyson Apartments between Calaroga Avenue and Sleepy Hollow Avenue were of particular concern due to their known high use. The few

community members who attended the CIAC meeting were generally supportive of staff's recommended alternatives and encouraged the implementation of safer infrastructure over parking impacts.

To address this concern with parking adjacent to the Lord Tennyson Apartments, staff will use the next round of outreach to approach the apartment community directly and work on solutions to mitigate the parking impact. This will be done by shifting outreach resources to focus less on large workshops and more on targeted focus/small group outreach.

ECONOMIC IMPACT

The Safe Streets Hayward Project will include development and design concepts and cost estimates for the A Street, B Street, and Tennyson Road corridors, which when implemented, will help reduce the likelihood of serious injuries and fatalities. Vehicle crashes have a significant economic cost, both to those directly impacted and to other users of the transportation system. The increased safety and access will support local businesses and the local economy.

STRATEGIC ROADMAP

This agenda item supports the Strategic Priority of Invest in Infrastructure. Specifically, this item relates to the implementation of the following project:

Project N1: *Continue to implement major corridor traffic calming initiatives*

SUSTAINABILITY FEATURES

This project includes safety improvements that would increase multimodal connectivity in Hayward's roadway network. The improvement of bicycle and pedestrian infrastructure will help encourage more sustainable modes of travel throughout the City, reducing pollution and greenhouse gas emissions.

PUBLIC CONTACT

The first round of public outreach for this project was conducted through various outreach events from March 2025 to July 2025. This includes tabling at City events, canvassing in neighborhoods, and an electronic survey and interactive map accessible through the project website. The second round of public outreach started in January 2026 and ended in March 2026. It included mailers to residents and businesses, tabling at pop-up events, and hosting community workshops near project corridors.

NEXT STEPS

If City Council approves the recommended alternatives for each corridor, the project team will develop conceptual plans, cost estimates, and gather additional public feedback with a third and last round of outreach. Final concept designs and estimates are expected to be brought to City Council for adoption in November 2026.

Table 1. Safe Streets Hayward (A St, B St, Tennyson) Timeline

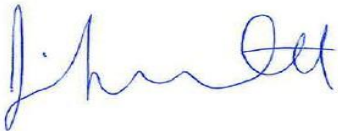
| | Expected Completion Date |
|----------------------------------|--------------------------|
| Phase 3 Outreach | July 2026 |
| Conceptual Plan & Cost Estimates | September 2026 |
| Adopt Selected Designs | November 2026 |

During the March 24th Traffic Safety Work Session, Transportation Division staff recommended Tennyson Road to be prioritized over A Street and B Street. This direction would have staff immediately seek funds for future project phases for Tennyson Road. City Council approved staff's recommendation. Staff are now in the process of concurrently applying for grant funds while this project moves forward.

Prepared by: Byron Tang, Deputy Director of Public Works - Transportation

Recommended by: Alex Ameri, Director of Public Works

Approved by:



Jennifer Ott, City Manager