



DATE: January 28, 2020

TO: Mayor and City Council

FROM: City Manager

SUBJECT: Adopt a Resolution Approving the City of Hayward Three-Year Strategic Roadmap (Fiscal Year 2021 - Fiscal Year 2023)

RECOMMENDATION

That the Council adopts a resolution (Attachment II) approving the City of Hayward Three-Year Strategic Roadmap (Attachment III).

SUMMARY

On December 17, 2019, staff presented a draft three-year strategic roadmap to City Council. This roadmap incorporated feedback from two Council work sessions (May 11, 2019 and October 7, 2019) and staff and community feedback gathered from May through December 2019. Additional background information on the strategic roadmap can be found online from the December Council work session.

During the December work session, Council provided initial feedback on the roadmap. Due to limited time at this work session, Council was invited to provide comments to the City Manager on the strategic roadmap through January 5, 2020. Staff returned to Council on January 14, 2020, to present an updated roadmap responsive to and inclusive of Council's feedback.

During the January 14, 2020 work session, Council provided additional feedback, including a request to identify the parallels between the 2019 Resident Satisfaction Survey and the strategic roadmap. As a result, staff has included this in the roadmap (Attachment III, page 28). An additional request was to include a project to evaluate the options for adding restrooms to Heritage Plaza, which has been included under Support Quality of Life.

Additionally, staff has summarized the feedback from January 14 and provided responses, as well as any corresponding recommended changes (Attachment IV). The culmination of this work has resulted in the updated and recommended three-year strategic roadmap found in Attachment III.

NEXT STEPS

If approved this evening, staff will integrate the strategic roadmap into the upcoming annual budget process, including updated and aligned performance metrics, and additionally,

develop a process for how to address modifications to the strategic roadmap as part of the Council referral process.

Prepared by: Jessica Lobedan, Management Analyst II

Recommended by: Jennifer Ott, Deputy City Manager

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager