

DATE: February 16, 2010
TO: Mayor and City Council
FROM: City Manager
SUBJECT: Priorities and Policy Objectives for CY2010

RECOMMENDATION

That Council approves the attached resolution confirming the City Council Priorities and Policy Objectives for Calendar Year (CY) 2010.

BACKGROUND

In January, 2008, the City Council approved a set of five priority areas to provide the organization strategic direction. Two of these five are described as “key” priorities: Crime/Public Safety and Clean/Green Efforts. Three “supporting” priorities were also approved: Organizational Health, Land Use/Sustainability, and Fiscal Stability. These five priority areas have remained the same now entering our third year, with each priority area having established policy/implementation goals established annually.

As has been done for the past two years, Council has been working to establish priorities for the calendar year. First, as part of the City Manager’s evaluation process in early January, Council discussed general priorities and potential specific policy goals for the City Manager to focus on for CY 2010. Taking input from this original discussion, a work session was held on January 19 for the Council to further discuss and get public input on possible policy goals.

DISCUSSION

Council and the organization have accomplished a great deal in CY 2009 toward meeting previously established priorities. The year was certainly challenging. A great deal of time and energy was devoted to managing the fiscal crisis and trying to maintain a solid financial footing as revenues eroded.

Financially, there is hope that things are stabilizing, although I don’t see our revenues improving for the remainder of this fiscal year or calendar year, and forecasts are gloomy even into the next couple of years. I continue to be extremely concerned about the condition of the organization at the end of this shake-out, and about what level of services we will be in the position to provide. Despite these challenges, there is reason for optimism as many key elements are being put into place that will enhance our residents’ quality of life. If we can work to maintain our resources, continued improvements can and will be made related to Council’s five key priorities. Staying focused on policies that support the five priorities is critical to our ability to effectively serve the community. This is true particularly in light of the significant

ongoing fiscal challenges the City faces, reduced staffing levels in most all support and administrative functions, and a good track record over the past two years of making improvements related to the two key priorities of Crime & Public Safety and Clean & Green efforts. Consensus has been achieved related to a number of policy objectives. Attachment 2 outlines Council Priorities including what staff understands are the policy objectives that were generally supported by Council at the work session of January 19.

Staff continues to have serious concerns over the proposed policy objective regarding the pursuit of developing regulations allowing for the opening of medical marijuana dispensaries in our community. Allowing for the establishment of such facilities seems in direct contradiction to the Council's stated key priority related to the reduction of Crime and enhancing Public Safety for our residents, businesses, and visitors. With policing resources already stretched thin and our recent efforts to improve the image of Hayward, becoming a known location for obtaining what is still an illegal substance according to Federal law dilutes staff's efforts being made toward your two key priorities. Becoming a regional draw for this type of activity is not consistent with our work on other fronts to make Hayward a safer and cleaner community. The Hayward Police Department has pointed out former, failed efforts to regulate such establishments as well as the significant drain of limited resources that is likely to occur to HPD for them to police any such endeavor.

A number of questions remain regarding the legal framework under which these dispensaries operate. Recent court decisions as well as pending legislation and possible ballot measures will likely impact how the City ultimately deals with these operations. Even with clarity regarding the legal context under which such dispensaries could perhaps operate, the ultimate question regarding appropriate land use and location of such facilities will remain controversial and likely the most problematic aspect of any type of Council developed policy. This is based on the experience of the City's previous attempt at regulating such a use.

In a time of very limited staff resources available for both policing as well as in the development of the required conditions to operate such facilities, staff recommends Council again consider this priority very carefully before including it this calendar year. Staff continues to recommend against commitment of staff resources to this policy objective.

FISCAL IMPACT

Staff focuses available resources to achieve the Council's priorities and implementation and policy objectives. Clarity around Council policy objectives consistent with the five established priorities maintains organizational efficiency and ensures alignment with community interests as represented by Council action. Budget preparation for the coming fiscal year will also be aligned with Council direction stemming from the adoption of these policy objectives.

Prepared and Approved By:



Gregory T. Jones
City Manager

Attachments: Attachment I Resolution
Attachment II Council Priorities for 2010

HAYWARD CITY COUNCIL

RESOLUTION NO. _____

Introduced by Council Member _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
HAYWARD APPROVING AND ADOPTING THE CITY
COUNCIL PRIORITIES AND POLICY OBJECTIVES FOR
CALENDAR YEAR (CY) 2010

WHEREAS, In January, 2008, the City Council approved a set of five priority areas to provide the organization strategic direction; and

WHEREAS, Two of these five are described as “key” priorities: Crime/Public Safety and Clean/Green Efforts; and

WHEREAS, Three “supporting” priorities were also approved: Organizational Health, Land Use/Sustainability, and Fiscal Stability; and

WHEREAS, These five priority areas have remained the same now entering our third year, with each priority area having established policy/implementation goals established annually; and

WHEREAS, Council and the organization have accomplished a great deal in CY 2009 toward meeting previously established priorities; and

WHEREAS, Council has, this year, been again working to establish priorities for the current calendar year; through the City Manager’s evaluation process in early January, and a work session on January 19; and

WHEREAS, The organization staying focused on policies that support the five priorities is critical to our ability to effectively serve the community; and

WHEREAS, Consensus has been achieved among Council related to a number of policy objectives for CY 2010, particularly through discussions at the January 19 Council meeting; and

WHEREAS, Staff’s understanding of the consensus outcomes of the January 19 Council work session are reflected in Attachment I-A to this Resolution.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Hayward that the Council does hereby approve and adopt the CY 2010 Goals as defined in Attachment A-1 to this Resolution, or as those Goals may be amended by majority vote during Council discussion on February 16, 2010.

IN COUNCIL, HAYWARD, CALIFORNIA, February 16, 2010

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST:
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney for the City of Hayward

2010 Goals

ATTACHMENT 2

City of Hayward

Gregory T. Jones
City Manager

GOALS CY 2010

Council CY 2010 Priorities

Crime/Public Safety

Implement Gang Injunction Program: With the recent award of funding for nine COPS grant sworn positions, HPD will be establishing a Gang Investigation Unit that will begin the necessary processes for establishing a Gang Injunction Program. This effort is labor intensive and is dependent on available resources in both HPD and the City Attorney's Office.

Strengthen Multi Housing Program: This program was launched last year with great success. HPD will continue the program, further develop it, and offer it more widely to the community as a means to improve conditions in many of our multi-family complexes.

Police Department Accreditation: A key element of last year's adopted strategic plan, HPD is working diligently to accomplish the full range of elements required to achieve accreditation within the next 18 months, approximately 12 months ahead of a typical timeframe required to accomplish.

Curfew/Truancy Ordinance Update: This is to strengthen the enforcement elements of the ordinance in our partnership with HUSD in addressing an ongoing problem for the community.

Evaluate Housing Authority Participation & Alternatives: This goal would have staff look at the current housing voucher/Section 8 Program administered through the current structure versus the City of Hayward establishing its own housing authority to provide more local control over housing related issues. This goal is consistent with current Council priorities. Staff recommends Council pursue this goal as an exploratory effort, with Staff providing a report of the feasibility of any changes in local program administration.

Medical Marijuana: Staff to develop recommendations to Council for the establishment of Medical Marijuana dispensaries within the City of Hayward.

Cleanliness

Homeless Encampments/Related Issues: Staff continues to work with local homeless advocates and deal with issues as they arise to the extent possible within available resources. Staff requests Council direction on whether this rises to the level of a policy priority consistent with other City efforts. Staff will continue to work on issues as they arise with other local service providers to the extent resources allow.

Rental Inspection Program: A number of issues have arisen in the past year that indicate it is time to take a look at this program and how it is administered. Ensuring a comprehensive

program for problem properties is essential to supporting Council's priority of Cleanliness (and Public Safety).

Organizational Health

Use of Technology for Community Relations Programming: The City has a recognized need to improve our communication with the community on all fronts. The use of technology and social networking would appear a natural next step in this effort, augmenting our web page and Access Hayward efforts. Use of our community programming channel and management of our PEG monies will also be a priority through the development of a regional consortium. Using cable access is another means of connecting with our community. Particularly in light of resource constraints, technology could provide a cost effective means to deliver better information.

Computer Aided Dispatch/Records Management System: Council previously approved funding for the key organizational initiative. Implementation of New World software is to begin in January 2010, and will occur over a 12-18 month period.

Finance Department Strategic Plan: As a key support department to the organization, the Finance Department will be undergoing some transformation in how it serves both the public and the organization itself. A plan of action supported by Council is necessary to make this possible, similar to what has been adopted by HPD and Technology Services.

Land Use & Sustainability

Seniors Only Mobile Home Park Ordinance: This priority is a carryover from last year.

Industrial Zoning/General Plan Review: A number of issues were identified related to Industrial Zoning when the energy plants were being considered by Council in past years. These issues should be evaluated and recommendations brought to Council to ensure consistency of zoning and the General Plan.

Possible Annexation Areas Evaluation: This goal would begin a process to evaluate contiguous areas surrounding the City and whether pursuing annexation of certain key areas is feasible/viable. Some areas in particular impinge on the City and impact the perception of the Hayward community. These areas should be the focus of the evaluation.

South Hayward BART TOD Project: This approved project will require a heavy commitment of staff resources to ensure success and will be a priority project over the coming 36 months or more.

Fiscal Stability

Review of UUT Implementation and Ordinance Language: With the ordinance now fully enacted, staff will review the administration of the ordinance, look for any unintended consequences related to implementation, and evaluate/recommend any necessary administrative changes deemed appropriate.

Explore Possible Public Facilities Bond Measure: Begin preliminary evaluation of possible funding mechanisms for identified public facility needs (Library, Police Facility, Fire Station 7, Animal Shelter, Meeting Facility, etc.).

Academic Excellence: The quality of education available to our residents is essential to the overall economic health and quality of life in our community. The City needs to identify strategies that support the principles of Academic Excellence and School Safety (see priority under Crime/Public Safety) by whatever means possible in partnership with the Hayward Unified School District, the Chamber of Commerce, the Association of East Bay REALTORS, neighborhood groups, Parent Teacher Associations (PTAs), and other interested parties.

Local Government Advocacy & Protection of Local Revenues: Continue to work on efforts to protect local revenues from raids by the State. This will be critical in the coming year as the State continues delaying truly dealing with their fiscal problems.