

Miriam Lens

From: Kelly McAdoo
Sent: Sunday, June 28, 2015 5:01 PM
To: Al Mendall; Barbara Halliday; Elisa Marquez; Francisco Zermeno; Greg Jones; Marvin Peixoto; Sara Lamnin
Cc: Fran David; Miriam Lens
Subject: FW: Community Engagement Pilot Program Report

Good afternoon Mayor and Council-

Please see my correspondence below with Mr. Ray Baker regarding agenda item #5 on Tuesday's Council meeting.

Thank you-
Kelly

Kelly McAdoo
Assistant City Manager
City of Hayward
777 B Street
Hayward, CA 94541-5007
(510) 583-4305 office
(510) 583-3601 fax
Kelly.mcadoo@hayward-ca.gov

From: Kelly McAdoo
Sent: Sunday, June 28, 2015 4:57 PM
To: Raymond Baker
Subject: RE: Community Engagement Pilot Program Report

Mr. Baker,

First, I want to thank you for taking the time to read the staff report we prepared regarding our proposed community engagement program #EngageHayward. You had a good question and the statements in the report do require some further clarification.

The issues facing our community do not fit neatly within socially constructed neighborhood boundaries. The same goes for individual City departments and divisions. What we mean by "...these problems can also transcend the City bureaucracy" is that a single department or division cannot resolve such problems and that, in fact, a multi-departmental/divisional effort is necessary for effective resolution.

Take graffiti for example. The issue of graffiti abatement requires multiple divisions such as Code Enforcement-Community Preservation who may receive a complaint on graffiti.

They then may reach out to the Maintenance Services Department to clean and abate the graffiti depending on whether the graffiti is on public or private property. Then, if a given location has a perpetual issue with graffiti, Code Enforcement contacts the Mural Arts Program (which is located in the City Manager's Department) where staff will begin the process of developing a mural for that site if possible—which would hopefully stop further graffiti at that location.

To effectively solve a case of graffiti, three departments had to collaborate and work together to resolve the issue.

Other examples of these boundary spanning problems may include crime, blight, poverty, homelessness, access to healthcare, access to education, and many others. Single governmental departmental/divisional silos often do not have the capacity to resolve such problems on their own. Our City staff is always looking for ways to collaborate inter-departmentally and with other agencies to best serve our residents.

You are absolutely correct in your belief that "it is important that the City staff identify the problems that the City staff cannot deal with." I can assure you that our staff constantly evaluate problems and whether or not the City can effectively and efficiently address them. When we face issues that the City cannot resolve with existing internal resources, we actively search for other external governmental, non-profit, and private sector entities to help reach a solution.

We hope to identify new ways for the City to collaborate and coordinate resident engagement efforts. This new pilot program will help us do just that. The current way of independent community engagement efforts by City department or division is not an efficient use of our scarce resources. We aim to change this.

Thank you again for your questions. We hope to see you at some of our new engagement events. As always, if you have further questions, please do not hesitate to email me or call our office at 510-583-4300.

Kelly

Kelly McAdoo
Assistant City Manager
City of Hayward
777 B Street
Hayward, CA 94541-5007
(510) 583-4305 office
(510) 583-3601 fax
Kelly.mcadoo@hayward-ca.gov

From: Raymond Baker
Sent: Friday, June 26, 2015 10:19 AM

To: Kelly McAdoo

Subject: Community Engagement Pilot Program Report

Dear Ms. McAdoo:

Referring to the City of Hayward report regarding proposed community engagement pilot program a.k.a. Engage Hayward states on page 57, page 3 of 7 of the City's report that "these problems can also transcend the city bureaucracy". I would like to know what problems can transcend the city bureaucracy and how the city bureaucracy can deal with those problems. I believe it is important that the city staff identify the problems that the city staff cannot deal with.

Very truly yours,

Raymond N. Baker.

--
Law Offices of

Raymond N. Baker

770 A Street, Ste. 304

Hayward, CA 94541

(510) 537-2100 FAX (510) 537-4406