



CITY OF
HAYWARD
HEART OF THE BAY

WS# 2

DATE: December 11, 2007
TO: Mayor and City Council
FROM: Chief of Police
SUBJECT: Update on the Strategic Planning Process for the Hayward Police Department

RECOMMENDATION

That Council receives and comments on this presentation.

BACKGROUND

On September 20, 2007, the Police Department commenced a formal process of developing a strategic plan to address the internal needs, community expectations, and organizational preparedness as we advance toward the future. This plan will help determine the future direction of the department, as well as provide a path on how best to implement the funding increase previously approved by Council.

Dr. Marilyn Manning is assisting the Police Department in this process. She is an accomplished, certified management consultant specializing in Strategic Planning, Organizational Communication, leadership, and executive coaching. She has significant experience in working with many Bay Area law enforcement agencies on various aspects of organizational development, including strategic planning.

The strategic planning process is well underway, and it is anticipated that the final draft of the plan will be presented to City Council in February, 2008. The purpose of this presentation to the Council at this time is to provide an update on the work completed thus far, including some preliminary findings, and giving an overview of the remaining steps of the process.

DISCUSSION

The Police Department's strategic planning process encompasses five phases:

- Phase I: Establish Strategic Planning Framework (defining mission, values and culture) - **Complete**
- Phase II: Internal and External Input (seeking stakeholder input and community outreach)
- Phase III: Data Review and Analysis (analyzing the data for trends and key considerations)
- Phase IV: Set Strategic Priorities (management team's development of priorities & needs)
- Phase V: Approve the Plan (Police Chief, City Manager & Council approval)

The Police Department is now finishing up more than thirty organized meetings to seek a wide variety of input (Phase II) throughout the Hayward community and from internal employees. Through this

extensive outreach, we have received input from nearly 600 people representing a broad cross section of the community, including stakeholders from various neighborhoods, businesses, youth, seniors, educators, clergy, and Spanish-speaking residents. The goal of the process is to engage departmental staff, community members, interest groups, and other interested parties to ensure that the plan considers the needs of our diverse and dynamic community.

The City Council previously provided written input directly to Dr. Manning. This input will be included in the final plan, along with any other comments and observations from Council during this work session.

FISCAL IMPACT

None at this time.

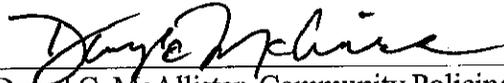
PUBLIC CONTACT

Contained within Phase II of the strategic plan, described above.

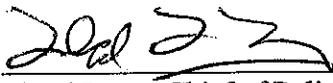
SCHEDULE

Complete the strategic plan and present it to the City Council at a work session on February 19, 2008, prior to distributing it to the Police Department staff and the community.

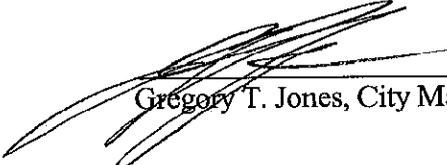
Prepared by:


Darryl C. McAllister, Community Policing Commander

Recommended by:


Lloyd Lowe, Chief of Police

Approved by:


Gregory T. Jones, City Manager