



Hayward City Council's Priorities FY 2012

TOP PRIORITIES

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SAFE

- Improve public safety in targeted areas:
 - Downtown; Neighborhoods (SMASH)
 - Entertainment Areas; Retail Areas
 - Schools; BART Stations
- Reduce gang violence in Hayward
 - Develop and implement an improved gang enforcement strategy, including a gang injunction program
 - Enhance Curfew and Truancy Ordinances
 - Support gang prevention and intervention programs
- Develop school partnerships
- Improve disaster preparedness and disaster response in the organization and within the neighborhoods
- Complete and adopt multi-jurisdictional Local Hazard Mitigation Plan

CLEAN

- Strengthen code enforcement citywide (SMASH)
- Implement Neighborhood Partnership Program beyond Phase One
- Strengthen and expand KHGC Task Force into neighborhood organizations
- Decrease litter in the city
- Decrease illegal dumping
- Prevention and rapid abatement of graffiti
- Improve graffiti prevention through increased use of public art in retail and commercial areas
- Control car sales in the Public ROW
- Reduce and clean up homeless encampments and address related issues
- Eliminate blight throughout the RDA

GREEN

- Continue implementation of Climate Action Plan
- Increase Hayward's sustainability as a community
- Fund and implement residential and commercial energy efficiency, photovoltaic, and hot water solar programs
- Continue development of residential and commercial energy conservation programs
- Position Hayward and gain recognition as a 'Healthy City' under the national and state program
- Increase use of clean and green energy such as solar photovoltaic and bio-gas to energy production at utility facilities
- Increase use of recycled water

Organizational Health

- Ensure a safe and healthy work environment
- Complete implementation of the Computer Aided Dispatch and Records Management System
- Select Financial Enterprise/Enterprise Resource Planning (ERP) system and begin implementation
- Improve the organization's ability to apply business process analysis in decision-making
- Redesign the City's website
- Continued staff development and succession planning
- Develop an employee attraction and retention program
- Continue the development, adoption, and maintenance of strategic plans for key functions
 - Finance Functions: develop
 - Economic Development: implement
 - Police: update & maintain

Land Use

- Continue implementation of the 238 Settlement Agreement
- Resolve all zoning and related issues in the 238 Corridor and develop a land disposition strategy
- Adopt and implement Form-Based Codes for:
 - South Hayward BART
 - Mission Boulevard Corridor Specific Plan
- Improve gateways and corridors
- Continue implementation of South Hayward BART TOD project
- Revise the City's Sign Ordinance
- Update Downtown Plan
- Plan for update of the General Plan
- Continue implementation of Airport development projects including CA Air National Guard reuse
- Continue to implement Historic Preservation Program elements
- Develop housing strategy & implementation plan
- Pursue and support City Center project

Fiscal Stability

- Implement programs to resolve long-term, structural deficit
- Protect local revenues
- Increase community property values
 - Increase academic performance in Hayward schools in partnership with HUSD and the community
 - Brand, market, and promote the community of Hayward
- Strengthen and protect Hayward's business community
 - Engage in and succeed at aggressive economic development
 - Protect and promote Hayward's industrial base
 - Strengthen Chamber and business-industrial partnerships
- Seek and secure outside funding:
 - Grants; Appropriations; Federal & State programs
- Explore Public Facilities Bond Measure and develop supporting data