



## SAFE

TOP PRIORITY

- Reduce all types of crime throughout the community; improve the Hayward experience in neighborhoods, retail areas, and public spaces, including significantly reducing unacceptable social behaviors such as aggressive panhandling, public intoxication, and related behaviors. Improve safety of school campuses and routes to and from schools
- Reduce gang violence in Hayward through aggressive and strategic law enforcement, use of all applicable legal initiatives (including gang injunctions), and implementation of prevention and intervention programs
- Eliminate sources of problems in neighborhoods, including the continued, consistent use of the SMASH Program
- Improve disaster preparedness in the community; and the ability of the municipal organization to manage disaster response and recovery (HLAC)
- Assure a safe infrastructure for the City including safe drinking water; properly collected and disposed garbage and refuse; properly collected, treated, and discharged wastewater and sewage; and safe travel ways for all travelers, including implementing the Complete Streets policy

## CLEAN

TOP PRIORITY

- Assure that Hayward is a community with minimum graffiti, litter, illegal dumping, and blight; and that the City provides and maintains attractive municipal spaces and buildings
- Continue, strengthen, and expand the Neighborhood Partnership Program
- Continue, strengthen, and expand the KHCG Task Force

## GREEN (SUSTAINABLE)

TOP PRIORITY

- Continue implementation of the Climate Action Plan
- Increase Hayward's sustainability as a community in all aspects of urban life
- Continue to implement the "Healthy City" program and to gain national and state recognition; focus on reducing childhood obesity in Hayward; strengthen the City's urban agriculture program
- Work to eliminate long-term homelessness in Hayward and identify housing for individuals when and where appropriate

## Organizational Health

- Assure that the City of Hayward maintains an organization that delivers high-quality services to the community by attracting, employing, and retaining quality employees
  - Hayward is viewed a a highly desirable place to work by people employed in the public sector throughout the Bay Area
  - Hayward is able to retain and attract quality employees as vacancies and need arise. The organization has good succession strategies into the future for all key positions
- Assure that the organization employs quality strategic, long-range planning for a healthy and strong future

## Land Use

- Support a safe, clean, and green community as defined by Council
- Support development of safe housing
- Assure a thriving business community, strong retail base, and healthy industrial sector
- Assure quality development and building projects in the City in all sectors and neighborhoods
- Assure continued development and expansion of Hayward's parks and open spaces

## Fiscal Stability

- Maintain a municipal corporation that is transparent to the public, and which operates annually within its revenue/income; assure that the organization is financially sustainable based on a rolling ten-year financial plan, with appropriate funding of all identifiable liabilities and areas of responsibility
- In the wake of the demise of redevelopment, develop and implement a strategy to assure successful economic development and the development of quality housing in Hayward; protect and grow quality private sector jobs, particularly in the industrial sector
- Maintain a healthy and growing tax base in all major revenues, particularly property tax and sales tax
- Develop and support the necessary elements to provide high-quality educational opportunities for all, throughout the community; improve the academic performance of all K-12 students
- Assure maximum efficiency in the use of organizational resources and physical assets, particularly as it relates to beneficial resource sharing among Hayward local agencies