



**City of Hayward, CA**

**Office of the City Manager**

2020 Local Government Management Fellowship Work Plan | Salary: \$49,171.20 annually

## **THE COMMUNITY**

The City of Hayward (estimated population 153,600) is located in Alameda County, on the eastern shore of the San Francisco Bay, 25 miles southeast of San Francisco, 14 miles south of Oakland, 26 miles north of San Jose, and 10 miles west of the Livermore Valley. Encompassing 61 square miles that unfold from the Berkeley-Oakland Hills onto the Bay shoreline, Hayward is strategically positioned at the epicenter of a metropolitan area synonymous with innovation, bold thinking, and entrepreneurship.

Hayward is the sixth-largest municipality in the Bay Area and a thriving regional center of commerce, manufacturing activity, and trade. With three international airports—Oakland, San Francisco, and San Jose—within 25 minutes, its own executive airport, two Bay Area Rapid Transit (BART) stops, a central Amtrak station, Union Pacific freight rail, and Port of Oakland facilities, Hayward is perhaps the most connected city in the region.

Known as the “Heart of the Bay,” Hayward is home to California State University, East Bay; a modern City Hall adjacent to BART; historic downtown buildings; a PGA stop championship golf course; an ideal climate, and easy access to the rest of the Bay Area. The city is also home to 10,263 businesses, including 400 biotech, biomed, and life sciences businesses throughout Hayward’s “Industrial Crescent” that provide 95,777 local jobs.

The city continues to plan for the future, maintaining a balance between the needs of its diverse residents and a growing business community. The city is drafting a new Downtown Specific Plan that seeks to create a more pedestrian friendly central core and healthy balance of housing, retail, offices, and restaurants, and updating its industrial zoning to support an existing manufacturing base while meeting the needs of new information, technology, and advanced manufacturing companies and startups. Hayward ranks among the most diverse cities in the entire state of California and boasts a vibrant mix of cultures and customs. A wide range of community events, supported by volunteers and civic organizations, provide countless opportunities to unify residents in celebration of the community’s spirit.

To learn more about us, visit the City of Hayward’s website at <http://www.hayward-ca.gov/discover>

## **THE ORGANIZATION**

Founded in 1852 and incorporated in 1876, Hayward is a charter city (adopted in 1956) and operates under a council-manager form of government. The City Council is comprised of seven members, including the Mayor, who are elected at large to serve four-year, overlapping terms. The City Council is responsible for the legislative function of the city, such as reviewing public policies and adopting policies responsive to the community. The current City Manager, Kelly McAdoo, was appointed to that role in August 2016 after serving as Assistant City Manager since 2010.

The City of Hayward is organized into 13 major departments including City Attorney's Office, City Clerk's Office, City Manager's Office, Development Services, Finance, Fire, Human Resources, Information Technology, Library & Community Services, Maintenance Services, Police, Public Works: Engineering & Transportation, and Utilities & Environmental Services. The City has nearly 900 full-time equivalent positions and a FY 2018 all-funds citywide budget of \$287.5 million. In addition to providing basic services, the City runs water distribution, wastewater collection, and the Hayward Executive Airport as enterprise operations.

## **THE FELLOWSHIP**

The City of Hayward has hosted multiple Local Government Management Fellows over the past seven years. The City Manager, Assistant City Manager, and all City staff are committed to giving the Local Government Management Fellow contact with multiple facets of City operations, exposure to interagency and multijurisdictional projects, and the opportunity to experience interacting with local government executives and elected officials. In addition to direct supervision and mentorship in the City Manager's Office, City Manager Kelly McAdoo and Assistant City Manager Maria Hurtado will be actively involved in the fellow's mentorship.

This Local Government Management Fellow position is located in the Office of the City Manager. The department oversees a variety of interdisciplinary programs and initiatives while communicating the City Council's vision and values throughout the community and beyond. The Community and Media Relations, Community Services, Economic Development, and Housing divisions are located in the Office of the City Manager. The Local Government Management Fellow will also be able to work on special projects in operational departments, as dictated by the needs of the City and the professional interests and experience of the Fellow.

The work plan for the LGMF position includes, but is not limited to:

- Supporting the development of interpretive signage and art installations in the City's Heritage Plaza Park
- Developing recommendations and work to implement changes in City policies to support Hayward's equity initiatives
- Assisting with bringing a Language Accessibility Ordinance before the City Council
- Providing staff support for a forthcoming Transient Occupancy Tax ballot measure
- Coordinating the administration of the City's legislative program
- Participating in the Neighborhood Partnership Program, which connects community members with City staff on issues impacting Hayward communities
- Assisting with the development of the FY 2022 Capital Improvements Program and Annual Budget for the Office of the City Manager and Mayor and City Council.

In addition, the Fellow will have the opportunity to participate in citywide special projects and meetings and areas of particular professional interest as practicable throughout the course of the appointment.

## **PROFESSIONAL DEVELOPMENT AND TRAINING OPPORTUNITIES**

- Attendance at the 2020 ICMA Annual Conference in Toronto (including travel and meals as outlined in the City's travel policies)
- Membership in the Municipal Management Association of Northern California (MMANC) and attendance at MMANC's signature events
- Additional membership and training opportunities will be made available to the Fellow as budget allows