

Strategic Roadmap FY2024 to FY2025+ Project List



Grow the Economy

✦ = Racial Equity Focus Project 📖 = Education Focus Project

Projects		Y1	Y2+	Departments
Invest in Programs that Support Hayward Business and Workers				
E1	Work with the CEDC to identify priority sites and review concept plans, including downtown sites and Southland Mall			CM
E2	Complete remaining “Restaurant Relaunch” and façade program projects			CM
E3	Continue to partner with DSAL to build and launch the commercial kitchen incubator program at the Stack Center			CM
Invest in Plans and Programs that Create Thriving Commercial Corridors				
E4	Continue to roll out the Downtown District Activation pilot program which includes performance art			CM
E5	Finalize Sidewalk Vendor Ordinance and provide a training on how to apply for a business license ✦			DS
E6	Provide an informational report to Council on older ordinances that may have an adverse impact on our local economy (such as the Cabaret Ordinance, the Alcohol ration, and Happy Hour), and offer recommendations to update them			CM, DS
Grow Educational Pathways and Workforce Development Pipelines				
E7	Provide cradle to career educational programs for all ages through cross-agency pathways, in partnership with the Hayward Promise Neighborhoods ✦📖			LB
E8	Design and implement the ARPA Tuition Assistance program and job fair series with CSUEB, Chabot, EAROP and Hayward employers ✦📖			CM
E9	Continue the Fire Career Pathway Program with ROP and Chabot, and host 17 student fire fighters annually 📖			FD
E10	Continue the IT Department’s internship program 📖			IT
E11	Collaborate with Hayward’s educational institutions to streamline and amplify partner communications and achievements 📖			CM
E12	Develop recommendations for encouraging development of worker-cooperatives in Hayward 📖			CM, FN
Strategically Dispose of City Property				
E13	Continue to work on Route 238 Corridor lands dispositions and development			CM
E14	Release solicitation for City Center disposition and development			CM
E15	Study the options for disposing of Successor Agency parcels on Mission Blvd			CM