

GOAL	OBJECTIVE	STATUS	COMMENT
Reduce Crime and Blight			
	<i>Reduce Crime</i>	Ongoing	<p>Main Service Areas: SDU, Vice/Intelligence Unit; Crime Analysis Unit; Hayward EYES; YFSB. *** Comment:</p> <ul style="list-style-type: none"> • Maintained and fostered the use of data to drive proactivity and the use of discretionary time. • Increased capacity of technological solutions, such as Flock cameras and ALPRs. • Maintained and increased regional efforts addressing crimes trends, e.g., sideshows, organized retail theft.
	<i>Reduce Speeding and Aggressive Driving Behavior</i>	Ongoing	<p>Main Service Areas: Traffic Safety; Access Hayward; STEP Grant; Major Collision Locations. *** Comment:</p> <ul style="list-style-type: none"> • Maintained and fostered the use of data to drive proactivity and the use of discretionary time. • Conducted targeted traffic enforcement. • Engaged in public safety campaigns on social media, e.g., Mondays with Mike. • Obtained grant funding from the Office of Traffic Safety. • Maintained and increased regional efforts addressing sideshows, e.g., RESET.
	<i>Increase Neighborhood Safety Collaboration</i>	Ongoing	<p>Main Service Areas: Consider: Crime Prevention Unit (Business Watch; Community Academy; Crime Free Multi-</p>

			<p>Housing Program; Crime Prevention Brochures; Neighborhood Alert); Traffic Safety; National Night Out; Other ***</p> <p>Comment:</p> <ul style="list-style-type: none"> • Maintained and improved dissemination of information via social media platforms (Facebook, Instagram, Nextdoor). • Crime prevention specialists engaged in targeted efforts. • Participated in neighborhood forums to address issues with agency and other City departments. • Initiated efforts to rebuild the Neighborhood Watch Program.
	<i>Reduce Blight</i>	Ongoing	<p>Main Service Areas: Access Hayward; Stop Graffiti Program; Abandoned Vehicle Abatement Program. ***</p> <p>Comment:</p> <ul style="list-style-type: none"> • Access Hayward system used to report neighborhood issues. • Stop Graffiti Program maintained. • Abandoned Vehicle Abatement Program maintained. • Participated in City’s Homelessness Task Force and coordinated in site clean-ups.
Increase Trust between Community and Police			
	<i>Actively Value Diversity and Promote Inclusive Activities</i>	Ongoing	<p>Main Service Areas: Procedural Justice; Implicit Bias; Reconciliation. ***</p> <p>Comment:</p>

			<ul style="list-style-type: none"> • Agency personnel participated in the City's Government Alliance on Race and Equity (GARE) work. • New and ongoing recruitment efforts to attract diverse candidates.
	<i>Transparency</i>	Ongoing	<p>Main Service Areas: PIO; CAP; BWC Program; Community Policing; Release of Information.</p> <p>***</p> <p>Comment:</p> <ul style="list-style-type: none"> • Implemented a Transparency Portal on the agency's website. • Implemented the CALEA Accreditation Public Comment Portal on the agency's website. • Increased proactive dissemination of information on digital platforms. • Implemented and maintained bi-monthly meetings/presentations to the City Council Public Safety Committee (PSC). • Maintained and developed community policing/engagement strategies. • Initiated Axon Body-worn Camera/Dash camera programs.
	<i>Build Partnerships</i>	Ongoing	<p>Main Service Areas: Ambassador Program; Community Academy; MET; Neighborhood Alert Program; Neighborhood Impact Team; Volunteers in Police Services; Youth Academy; Police Department Tours.</p> <p>***</p> <p>Comment:</p> <ul style="list-style-type: none"> • Maintained Community Academies and Youth Academies. • Maintained and developed volunteer programs. • Maintained and developed community engagement events/strategies, such as Coffee with Cops, Cops for Kids Toy Drive (annual).

			<ul style="list-style-type: none"> • Partnered with Palma Ceia Baptist Church for location of the agency's Sothern Resource Center. • Maintained Youth Explorer program. • Developed and maintained paid internship program between CSUEB and CIB focused on forensics. • Working to develop a relationship with Chabot College in hopes of partnering on a regional training center.
Recruit and Hire a Qualified and Diverse Workforce			
	<i>Recruit and Hire Local Residents for All Positions</i>	Ongoing	<p>Main Service Areas: Recruiting Team; Explorer Program. ***</p> <p>Comment:</p> <ul style="list-style-type: none"> • Established a robust and diverse recruitment team. • Targeted recruitment efforts at local colleges/universities. • Maintained the Youth Explorer Program. • Maintained and improved City employee referral incentive programs. • Implemented new digital marketing/recruitment strategies.
	<i>Diversity in Staffing</i>	Ongoing	<p>Main Service Areas: Consider: Recruiting; Principled Policing. ***</p> <p>Comment:</p> <ul style="list-style-type: none"> • Targeted recruitment/hiring events, such as the women's event, athlete-to-officer event. • Recruitment strategies targeted diversity in hiring. • Utilized community partnerships as a recruitment strategy.

Employe Staff That Are Highly Trained, Knowledgeable and Respected			
	<i>Comprehensive Training Plan</i>	Ongoing	<p>Main Service Areas: HPD Leadership Academy; P&T Unit. ***</p> <p>Comment:</p> <ul style="list-style-type: none"> • Initiated development of an agency training plan. • Delivered continuous professional training on a variety of topics. • Maintained education incentive pay. • Provided offsite and hosted training opportunities for employees.
	<i>Succession and Career Planning</i>	Ongoing	<p>Main Service Area: Vision of the Future. ***</p> <p>Comment:</p> <ul style="list-style-type: none"> • Maintained developmental training for supervisors/managers, e.g., SLI, SMIP, Havard Kennedy School, Command College, FBI National Academy. • HPD Leadership Academy for line level employees. • Participated in Inner Perspectives leadership course. • Alameda County Leadership Academy. • Provided individual career counseling/mentoring with an emphasis on broadening breadth of experience.
	<i>Wellness Program</i>	Ongoing	<p>Main Service Area: New Program for Staff. ***</p> <p>Comment:</p> <ul style="list-style-type: none"> • Established an independent contractor for wellness services (Wellness Solutions).

			<ul style="list-style-type: none">• Developed a wellness FTE Position.• Maintained contract for psychological services.• Participate in City's EAP program.• Maintained agency peer support team.• Implemented the Cordico wellness app.
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