

CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Tuesday, February 21, 2017

7:00 PM

Council Chambers

City Council

Mayor Barbara Halliday
Mayor Pro Tempore Sara Lamnin
Council Member Francisco Zermeño
Council Member Marvin Peixoto
Council Member Al Mendall
Council Member Elisa Márquez
Council Member Mark Salinas

CITY COUNCIL MEETING**CALL TO ORDER Pledge of Allegiance: Mayor Halliday****ROLL CALL****PRESENTATION**

California Water Environment Association - San Francisco Bay Section
2016 Engineering Achievement Award for Co-Generation Facility Project

PUBLIC COMMENTS

The Public Comment section provides an opportunity to address the City Council on items not listed on the agenda or Information Items. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

ACTION ITEMS

The Council will permit comment as each item is called for the Consent Calendar, Public Hearings, and Legislative Business. In the case of the Consent Calendar, a specific item will need to be pulled by a Council Member in order for the Council to discuss the item or to permit public comment on the item. Please notify the City Clerk any time before the Consent Calendar is voted on by Council if you wish to speak on a Consent Item.

CONSENT

1. [MIN 17-020](#) Minutes of the City Council Meeting on January 24, 2017

Attachments: [Attachment I Draft Minutes of 01/24/2017](#)

2. [MIN 17-021](#) Minutes of the Special Joint City Council/Redevelopment Successor Agency Meeting on January 31, 2017

Attachments: [Attachment I Draft Minutes of 01/31/2017](#)

3. [MIN 17-022](#) Minutes of the City Council Meeting on February 7, 2017

Attachments: [Attachment I Draft Minutes of 02/07/2017](#)

4. [CONS 17-063](#) Approval of Final Map Tract 8152 (Eden Garden), associated with the previously approved Vesting Tentative Tract Map and proposed development of 35 single-family townhomes on a 2.15-acre site located at 1635 Denton Avenue, approximately 200 feet east of Eden Avenue (APN 441-0083-020-00); Meritage Homes of California (Applicant/Owner)

Attachments: [Attachment I Staff Report](#)
[Attachment II Resolution](#)
[Attachment III Vicinity Map](#)
[Attachment IV Site Map](#)

5. [CONS 17-075](#) Resolution Authorizing the City to Apply for Housing Related Parks Program Grant Funding

Attachments: [Attachment I Staff Report](#)
[Attachment II Resolution](#)
[Attachment III Location of Project](#)

WORK SESSION

Work Session items are non-action items. Although the Council may discuss or direct staff to follow up on these items, no formal action will be taken. Any formal action will be placed on the agenda at a subsequent meeting in the action sections of the agenda.

6. [WS 17-002](#) Economic Development Strategic Plan Update and Annual Report (Report from City Manager McAdoo) (Continued from January 24, 2017)

Attachments: [Attachment I Staff Report](#)
[Attachment II Branding and Marketing](#)
[Attachment III Industrial Sector](#)
[Attachment IV Service & Retail Industry](#)

LEGISLATIVE BUSINESS

7. [LB 17-006](#) Establishment of a Council Infrastructure Committee and Appointment of Council Members to Serve on the Newly Formed Committee (Report from Assistant City Manager Hurtado)

Attachments: [Attachment I Staff Report](#)
[Attachment II Resolution](#)

INFORMATION ITEMS

Information items are presented as general information for Council and the public, and are not presented for discussion. Should Council wish to discuss or take action on any of the "information" items, they will direct the City Manager to bring them back at the next Council agenda as an Action Item.

8. [RPT 17-029](#) Accept and File Report Regarding Appointment of Hayward Community Members to Community Task Force to Update the Hayward Anti-Discrimination Action Plan

Attachments: [Attachment I Staff Report](#)
[Attachment II Community Task Force Membership](#)

CITY MANAGER'S COMMENTS

An oral report from the City Manager on upcoming activities, events, or other items of general interest to Council and the Public.

COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

Oral reports from Council Members on their activities, referrals to staff, and suggestions for future agenda items.

ADJOURNMENT**NEXT MEETING, February 28, 2017, 7:00 PM****PUBLIC COMMENT RULES**

The Mayor may, at the beginning of the hearing, limit testimony to three (3) minutes per individual and five (5) minutes per an individual representing a group of citizens or organization. Speakers will be asked for their name before speaking and are expected to honor the allotted time. Speaker Cards are available from the City Clerk at the meeting.

PLEASE TAKE NOTICE

That if you file a lawsuit challenging any final decision on any public hearing or legislative business item listed in this agenda, the issues in the lawsuit may be limited to the issues that were raised at the City's public hearing or presented in writing to the City Clerk at or before the public hearing.

PLEASE TAKE FURTHER NOTICE

That the City Council adopted Resolution No. 87-181 C.S., which imposes the 90-day deadline set forth in Code of Civil Procedure section 1094.6 for filing of any lawsuit challenging final action on an agenda item which is subject to Code of Civil Procedure section 1094.5.

****Materials related to an item on the agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office, City Hall, 777 B Street, 4th Floor, Hayward, during normal business hours. An online version of this agenda and staff reports are available on the City's website. Written comments submitted to the Council in connection with agenda items will be posted on the City's website. All Council Meetings are broadcast simultaneously on the website and on Cable Channel 15, KHRT.****

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Clerk at (510) 583-4400 or TDD (510) 247-3340.

Assistance will be provided to those requiring language assistance. To ensure that interpreters are available at the meeting. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Clerk at (510) 583-4400.



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: MIN 17-020

DATE: February 21, 2017

TO: Mayor and City Council

FROM: City Clerk

SUBJECT

Minutes of the City Council Meeting on January 24, 2017

RECOMMENDATION

That the City Council approves the minutes of the City Council meeting on January 24, 2017.

ATTACHMENTS

Attachment I Draft Minute of January 24, 2017



MINUTES OF THE CITY COUNCIL MEETING OF THE CITY OF HAYWARD

Council Chambers

777 B Street, Hayward, CA 94541

Tuesday, January 24, 2017, 7:00 p.m.

The City Council meeting was called to order by Mayor Halliday at 7:00 p.m., followed by the Pledge of Allegiance led by Council Member Zermeño.

ROLL CALL

Present: COUNCIL MEMBERS Zermeño, Márquez, Mendall, Peixoto, Lamnin, Salinas
MAYOR Halliday
Absent: None

There was a moment of silence in memory of two Hayward students who passed away tragically over the weekend.

PUBLIC COMMENTS

Mayor Halliday thanked City staff for efforts preparing for and monitoring the recent storms.

Mr. Prasad Khandat, announced Hindu Swyamsevak Sangh (HSS) was organizing the annual Yoga for Health, Health for Humaning Yogathon from January 14 to 29, 2017; and invited all to participate.

Mr. Jim Drake, Hayward resident, spoke about a walk-in bathtub advertisement on television.

CONSENT

Consent Item No. 2 was removed for separate vote and to allow public comments.

1. Minutes of the Special City Council Meeting on January 10, 2017 **MIN 17-013**
It was moved by Council Member Peixoto, seconded by Council Member Mendall, and carried unanimously, to approve the minutes of the Special City Council Meeting on January 10, 2016.
2. Utilities Storage Prefabricated Building: Award of Construction Contract and Appropriation of Funds **CONS 17-028**

Staff report submitted by Director of Utilities and Environmental Services Ameri, dated January 24, 2017, was filed.

Mr. Jim Drake withdrew his request to speak on the item.

It was moved by Council Member Márquez, seconded by Council Member Mendall, and carried unanimously, to adopt the following:

Resolution 17-006, “Resolution Awarding the Contract for the Utilities Storage Prefabricated Building, Project No.07001, to BRM Construction”

Resolution 17-007, “Resolution Amending Resolution 16-127, As Amended, The Budget Resolution for Capital Improvements Projects for Fiscal Year 2017, Relating to Appropriation of Funds from the Water System Replacement Fund (603) to the Utilities Storage Prefabricated Building Project, Project No. 07001”

LEGISLATIVE BUSINESS

3. Consideration of a Resolution on the Local Agency Formation Commission Draft Special Study of the Eden Township Healthcare District (Report from City Manager McAdoo) **LB 17-004**

Staff report submitted by Management Analyst James, dated January 24, 2017, was filed.

City Manager McAdoo announced the report and introduced Management Analyst James who provided a synopsis of the report.

Discussion ensued among Council Members and City staff regarding: the draft study of governance options for Eden Township Healthcare District (ETHD); the District’s real estate holdings and proceeds; and the potential proceeds of assets should the dissolution take place.

Council Members offered the following recommendations: modify the draft letter for the Local Agency Formation Commission of Alameda County (LAFCo) to indicate that Hayward has healthcare providers that can benefit from additional revenue; add language to the letter regarding the City’s preference in the event the ETHD’s dissolution is LAFCo’s option, add to the elements in the letter past legal decisions; modify the sixth preamble in the resolution to include unincorporated areas and to note that proceeds derived from the dissolution would benefit healthcare providers.

There being no public comments, Mayor Halliday opened and closed the public hearing at 7:45 p.m.

Mayor Halliday noted there were two legislative bills related to the ETHD, and the proposed letter was in response to the study commissioned by LAFCo.



MINUTES OF THE CITY COUNCIL MEETING OF THE CITY OF HAYWARD

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Council Member Zermeño offered a motion per staff recommendation with an amendment to the sixth preamble in the resolution to include unincorporated areas and to note that the proceeds derived from the dissolution would benefit healthcare providers.

Council Member Lamnin seconded the motion.

It was moved by Council Member Zermeño, seconded by Council Member Lamnin, and carried unanimously, to adopt the following with an amendment to the sixth preamble in the resolution to include the unincorporated area and to note that proceeds derived from the dissolution would benefit healthcare providers:

Resolution 17-008, "Resolution on the Local Agency Formation
Commission Draft Special Study of the Eden Township
Healthcare District"

The City Council unanimously concurred to reorder Work Session items in the following order: first Item 6, second Item 5, and last Item 4.

WORK SESSION

4. Economic Development Strategic Plan Update and Annual Report (Report from City Manager McAdoo) **WS 17-002**

Discussion ensued about tabling the item to a future Council meeting due to the lateness of the meeting.

Council Member Lamnin recommended that folks share any thoughts related to the topic with the City Manager in the interim.

It was moved by Council Member Zermeño, seconded by Council Member Lamnin, and carried with Council Member Mendall voting no, to table the item to a future Council meeting.

5. Draft Fiber-Optic Master Plan (Report from City Manager McAdoo) **WS 17-003**

Staff report submitted by Economic Development Manager Hinkle,
dated January 24, 2017, was filed.

City Manager McAdoo announced the report and introduced Economic Development Manger Hinkle who provided a synopsis of the staff report and acknowledged the contributions from Economic Development Specialist Nguyen.

Ms. Joanne Hovis, President of CTC Technology and Energy (CTC) and Mr. Thomas Asp, Principal Engineer, CTC, presented the results of the study and the consultant's recommendations for the Fiber-Optic Network Master Plan.

Mayor Halliday opened the public comments section at 9:33 p.m.

Mr. Brett Woollum, Hayward resident and business owner, recommended to: add lateral connections to BART; add a review and streamlining of City permitting processes and requirements for fiber construction in Hayward; consider constructing the network to support more than one fiber strand per customer; consider installing extra conduit for leasing to communication providers; and correct the definition of "passings" in Appendix A.

Mr. Carl Gorringer, Hayward resident, asked if public institutions would utilize the proposed fiber optic network. Staff responded in the affirmative.

Mayor Halliday closed the public comments section at 9:39 p.m.

Discussion ensued among Council Members, City staff, and Ms. Joanne Hovis with CTC regarding: the "dig-once policy"; the additional \$5.4 million to deploy the complete fiber optic network; the recommended request for information (RFI) for the community of internet service providers and to create a public-private partnership; the Dark Fiber model; and Wholesale Service model.

The City Council was in general support of the staff's Dark Fiber model recommendation to deploy a fiber optic network, and the "dig-once policy."

Council Members offered the following recommendations: create excess conduit capacity; when the Final Fiber-Optic Master Plan comes back to the Council include the draft implementation plan and the draft RFI; explore a connection with BART to help test the market; use the lens of maximum flexibility; in the strategic planning keep in mind public capacity opportunity; the Final Fiber-Optic Master Plan and the source for an additional \$5.4 million needs to be reviewed by the Council Technology Committee; strategically establish a policy for the infrastructure; and consider a "cool and catchy" name for the fiber optic network.

6. Overview of 2016 Resident Satisfaction Survey Results (Report from City Manager McAdoo) **WS 17-004**

Staff report submitted by City Manager McAdoo, dated January 24, 2017, was filed.

City Manager McAdoo announced the report and introduced Mr. Godbe with Godbe Research (Godbe) who presented the 2016 Residential Satisfaction Survey results and comparisons to previous surveys.



MINUTES OF THE CITY COUNCIL MEETING OF THE CITY OF HAYWARD

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Tuesday, January 24, 2017, 7:00 p.m.

Discussion ensued among Council Members and Mr. Godbe regarding: the 2016 Residential Satisfaction Survey results; the methodology used; comparisons to previous surveys; trends in overall satisfaction decline; results related to traffic circulation; results related to demographics; results related to attracting new businesses to the City and retaining existing businesses; and ways of improving future surveys to gauge why residents are dissatisfied such as asking if folks would be willing to participate in focus groups.

There being no public comments, Mayor Halliday opened and closed the public comment section at 8:25 p.m.

Council Members offered the following comments: consider taking a position to encourage the Alameda County Registrar of Voters to switch elections to all vote by mail ballot to increase voter turnout and save money; provide information related to education level, age, and income for the sample size (16) that chose to take the survey in Spanish; provide prior survey results for homeownership status to compare owner versus renter; agendaize the topic of the survey results and the next survey for a Council Budget and Finance Committee meeting; and there was interest for knowing the size of Hayward natives from the sample poll.

CITY MANAGER'S COMMENTS

City Manager McAdoo made five announcements: 1) Earthquake Retrofit Grant programs through the City; 2) staff's monitoring of the storm that affected properties over the weekend; 3) the partnership between the Downtown Streets Team and students from California State University East Bay to pick up litter on Martin Luther King Jr. day; 4) Coffee with a Cop event on January 28, 2017 at Xenia's Gelato; and 5) the Government Finance Officers Association Distinguished Budget Presentation Award for the 2017 Fiscal Year City Budget.

COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

Council Member Mendall announced he was the elected Chair of the Bay Area Water Supply and Conservation Agency; and shared data related to the water reservoir storage levels, cumulative precipitation at Hetch Hetchy, and snowpack.

Council Member Zermeño reminded everyone that beginning May 1, 2017, all retail establishments will be required to stop using single use plastic bags.

Council Member Márquez thanked staff for the electronic signs off Huntwood Avenue that encourage folks to not litter or illegally dump trash. Ms. Márquez also announced the Keep Hayward Clean and Green Task Force clean-up event on January 28, 2017, at Tennyson High School.

Mayor Halliday announced the City Council will be holding a special meeting on January 31, 2017.

ADJOURNMENT

Mayor Halliday adjourned the City Council meeting at 10:35 p.m.

APPROVED:

Barbara Halliday
Mayor, City of Hayward

ATTEST:

Miriam Lens
City Clerk, City of Hayward



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: MIN 17-021

DATE: February 21, 2017

TO: Mayor and City Council

FROM: City Clerk

SUBJECT

Minutes of the Special Joint City Council/Redevelopment Successor Agency Meeting on January 31, 2017

RECOMMENDATION

That the City Council approves the minutes of the Special Joint City Council/Redevelopment Successor Agency meeting on January 31, 2017.

ATTACHMENTS

Attachment I Draft Minutes of January 31, 2017



**MINUTES OF THE SPECIAL JOINT CITY COUNCIL/REDEVELOPMENT
SUCCESSOR AGENCY MEETING OF THE CITY OF HAYWARD**

Council Chambers

777 B Street, Hayward, CA 94541

Tuesday, January 31, 2017, 6:30 p.m.

The Special Joint City Council/Redevelopment Successor Agency meeting was called to order by Mayor/Chair Halliday at 6:30 p.m., followed by the Pledge of Allegiance led by Council/RSA Member Márquez.

ROLL CALL

Present: COUNCIL/RSA MEMBERS Zermeño, Márquez, Mendall, Peixoto, Lamnin,
Salinas
MAYOR/CHAIR Halliday
Absent: None

CITY COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

Council Member Zermeño gauged the Council's interest to discuss regulations around number of cars parked per household. There was no Council consensus.

In response to Council Member Márquez' request for an update on the Community Task Force, City Manager McAdoo noted that more information would be forthcoming.

CLOSED SESSION

Mayor Halliday announced the Council convened in closed session pursuant to Government Code 54957 concerning the City Attorney's performance evaluation, and noted there was no reportable action taken.

Mayor Halliday announced that public testimony on Work Session No. 1 would be heard under Public Comments as well as after the Work Session. Mayor Halliday also announced that English-Spanish translation service was available during the meeting and City Clerk Lens made the announcement in Spanish.

PUBLIC COMMENTS

Ms. Verrone Liu, Hayward resident, spoke about disaster preparedness and the importance of having a plan in the event of a disaster.

Ms. Jeannette Johnigan, Hayward resident, spoke about challenges with rent affordability; median income does not correlate with rent rate; and in-lieu fee does not help renters.

Ms. Linda Mandolini, Eden Housing President, encouraged review of the Inclusionary Ordinance, consider public land resources for affordable housing, and encouraged housing acquisition and renovation.

Mr. Tom Flemming, shared he had built a tiny house prototype for homeless individuals, had identified potential building sites and funds to build the pilot project, and showed photos of tiny houses.

Mr. Bill Espinola, Hayward resident, spoke in support of the City's Rent Control Ordinance and suggested building more housing.

Ms. Tina Hand, Castro Valley resident with clientele of rental property in Hayward, asked the City to continue its commitment to home ownership and supported reinstating the First-Time Home Buyer Down Payment Assistance Program.

Ms. Dessi Mia Carbajal, East Bay Housing Organizations (EBHO) representative, offered EBHO's assistance in securing resources for affordable housing development.

Mr. Tim Ambrose, on behalf of the Bay East Association of Realtors, supported reinstating the First-Time Home Buyer Down Payment Assistance Program.

Mr. Otto Catrina, California Association of Realtors Legislative Committee Chair, offered to collaborate with the City in finding strategies to come up with solutions for affordable housing issues.

Mr. Steven Ruybal, currently homeless, supported Mr. Flemming's tiny housing prototype and advocated for rent control.

The following speakers addressed the Council via a Spanish interpreter concerning: 1) alleged violations of fair housing rights such as excessive rent increases, properties in deplorable living conditions with rats and cockroaches, insufficient notice to vacate rental properties, and lack of due process; 2) the need to bring awareness and resources to the community; and 3) enforceable rent control and for proper inspection of rental properties.

Ms. Elena Lepe, Hayward resident

Ms. Yanira Soachin, community educator

Ms. Nancy Flores, Hayward resident

Mr. Cesar Hernandez, Hayward resident

Mr. Remberto Lopez, Parent Teacher Association representative at Schafer Park Elementary School

Ms. Catalina Garcia, Hayward resident

Ms. Anjanette Scott, Hayward resident, suggested eliminating dependence on state and federal programs because they are costly to administer and focusing on local programs and developing strategic partnerships with Hayward investors.

Ms. Stephania Widger, Hayward resident, spoke about the importance for the city to become a sanctuary city to protect its immigrant population.



**MINUTES OF THE SPECIAL JOINT CITY COUNCIL/REDEVELOPMENT
SUCCESSOR AGENCY MEETING OF THE CITY OF HAYWARD
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777 B Street, Hayward, CA 94541
Tuesday, January 31, 2017, 6:30 p.m.**

Ms. Leah Rosenbloom, Hayward resident, spoke in favor of denying a request to install cell phone facilities in Hayward because they adversely affect property value and the aesthetics of the neighborhood; and asked to be notified of any decision.

Ms. Aisha Wahab, Hayward resident and Tri-City Volunteers Group Board Member, advocated for a moratorium on rent increase and for populations that are not able to afford high rents such as the elderly.

Ms. Janevette Cole, Hayward resident and Hayward Promise Neighborhood worker, spoke about the Fresh Food For Families program and the growing need for more affordable housing.

Ms. Loreta Lopez, supported Mr. Flemming's tiny homes prototype noting rent cost was unacceptable.

Mr. Benny Avalos, California State University East Bay student, advocated for students who are unable to afford excessive high rents.

Ms. Araceli Orozco, Hayward resident and community activist, advocated for rent control enforcement and for tenant rights.

Ms. Kedija Ahemed submitted a card but did not speak.

Mr. Bekele Gebremedihn, Hayward resident, expressed he could not afford to rent a house and asked for affordable housing.

Mr. Charlie Peters, Clean Air Performance Professional representative, spoke about the corn ethanol mandate and provided a document for the record.

Ms. Kimberlee Burks, Hayward resident and South Hayward Parish coordinator at the Winter Warming Shelter, thanked all for their efforts keeping the shelter open.

WORK SESSION

1. Review and Discussion of Housing Affordability Strategies and Resources in Hayward and Alameda County (Report from City Manager McAdoo) **WS 17-005**

Staff report submitted by City Manager McAdoo, dated January 31, 2017, was filed.

City Manager McAdoo announced the report and introduced Library and Community Services Director Reinhart who provided a synopsis of the report. Director Reinhart

announced staff members would present on four housing strategies: 1) Anti-displacement; 2) Regulation and Land Use; 3) Housing Preservation; and 4) Acquisition and Construction.

City Attorney Lawson summarized information covering the Anti-Displacement Strategy.

Discussion ensued among Council Members and City staff regarding anti-displacement strategies. Council Members offered the following recommendations: evaluate CDBG funds geared toward fair housing issues; review regulations on sleeping in vehicles; strengthen tenant's protection so rent increases are manageable; review one-month and six-month rental agreements to prevent anti-displacement; consider pursuing having tiny houses at Caltrans properties for displaced individuals; designate staff to enforce ordinances; increase staff resources and provide information to renters in different languages; agenda housing issues at one of the Council Standing Committees meetings; balance the interests of landlords entitled to a "fair rate of return" on property investments; beef up resources in order to respond to increase in demand for affordable housing; and conduct an additional in-depth study of the existing Residential Rent Stabilization Ordinance.

Development Services Director Rizk summarized information covering the Regulation and Land Use Strategy.

Discussion ensued among Council Members and City staff regarding the regulation and land use strategy. Council Members offered the following recommendations: updating the City's ordinance regarding Accessory Dwelling Units is low priority in terms of allocating resources; the Inclusionary Housing Ordinance needs to be reviewed so that in-lieu fees are comparable to the cost of building affordable units; when reviewing policies address if the density bonus gets affordable units; engage State lobbyist and League of California Cities about what cities are doing to maintain local control; consider location and funds for special needs housing and mini houses; review regulations around garage conversions; consider integrating affordable housing into new developments; carefully evaluate adding accessory dwelling units in places where it does not increase existing issues around parking and overcrowding which directly impact quality of life and land value; improve transportation infrastructure to meet housing demand; review regulations around renovations in single-family neighborhoods; and study the concept of tiny housing.

Acting Community Services Manager Bailey summarized information covering the Housing Preservation and Rehabilitation Strategy.

Discussion ensued among Council Members and City staff regarding the housing preservation and rehabilitation strategy. Council Members offered the following recommendations: ensure that homes are built to high quality standards to protect the integrity of the neighborhoods; continue Minor Home Repair and Housing Rehabilitation programs; use funds for home improvements that reduce carbon footprint and support the City's Climate Action Plan; ensure that information about existing resources is distributed to the community through different outlets; consider using County Affordable Housing Bond Measure A1 funds to target anti-displacement; explore funding for emergency



**MINUTES OF THE SPECIAL JOINT CITY COUNCIL/REDEVELOPMENT
SUCCESSOR AGENCY MEETING OF THE CITY OF HAYWARD**

Council Chambers

777 B Street, Hayward, CA 94541

Tuesday, January 31, 2017, 6:30 p.m.

situations to keep folks in their homes; evaluate the use of staff in managing the home repair program; and make sure fees cover cost appropriately.

Housing Development Specialist Cortez summarized information covering the Acquisition and Construction of Affordable Housing Strategy.

Discussion ensued among Council Members and City staff regarding the acquisition and construction of affordable housing strategy. Council Members offered the following recommendations: reactivate the First-Time Homebuyer Down Payment Assistance Program; collaborate with California State University East Bay to build student housing; prioritize City-controlled funds for projects that are eligible for matching funds; maximize the number of people housed per City controlled dollar; partner with Eden Housing and Habitat for Humanity to renovate housing stalk in need of being brought up to current standards; consider County Affordable Housing Bond Measure A1 funds for student housing; preserve land for economic development; study tiny homes and similar models that are built environmentally friendly; decrease reliance on CDBG funds; issue NOFA for affordable rental housing development projects as soon as possible; hold a community meeting about density; fund projects in the pipeline; hold a work session about Bond Measure A1 funds and its priorities; partner with non-profit organizations to leverage resources and maximize City dollars; and added that multi-family rental properties need to be well managed.

There was a second opportunity for public members to address the City Council at 10:46 p.m.

Ms. Natalie Monk, Habitat for Humanity representative, thanked the Council for all the support

Mr. Benny Avalos, California State University East Bay student, noted that there were issues more important than parking impact to neighborhoods such as the livelihood of families in need of affordable housing.

Ms. Araceli Orozco, Hayward resident, asked that the minimum wage in Hayward be raised to make housing more affordable, and asked that the information provided at the work session be made available to the community.

Mr. Otto Catrina, landlord and California Association of Realtors Legislative Committee Chair, noted that affordable housing was a separate issue than violations of fair housing laws, and offered his assistance in educating landlords.

Mayor Halliday pulled the consent item to highlight the report.

CONSENT

2. Approval of the Annual Recognized Obligation Payment Schedule for the Period July 1, 2017 to June 30, 2018 and the Successor Agency Administrative Budget for the Period July 1, 2017 to June 30, 2018

Staff report submitted by Management Analyst Stefanski, dated January 31, 2017, was filed.

It was moved by Council/RSA Member Mendall seconded by Council/RSA Member Márquez and carried unanimously, to adopt the following:

RSA Resolution 17-01, “A Resolution of the City Council of the City of Hayward, Acting as the Governing Board of the Hayward Successor Agency, A Separate Legal Entity, Approving the Recognized Obligation Payment Schedule for the Period July 2017 Through June 2018 (“ROPS 17-18”) and the Administrative Budget for the 2017-18 Fiscal Year, and Directing the City Manager to Take All Actions Necessary to Effectuate Requirements Associated With This Approval”

CITY MANAGER’S COMMENTS

City Manager McAdoo offered two comments: 1) The City’s Brace and Bolt Retrofit Program is offering free earthquake retrofit to qualified residents; 2) Sixty-five Hayward volunteers participated in the biennial homeless count for Alameda County led by the nonprofit EveryOne Home.

COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

Council Member Salinas recommended parents visit the Association of California School Administrators website and review a document entitled, “Undocumented Students and Families: The Facts” for more information related to student, staff, and parent rights.

Council Member Mendall, also Board Director for the East Bay Community Energy Authority (EBCEA), announced the EBCEA Joint Powers Authority Board convened its first meeting on January 30, 2017, at Hayward City Hall.

ADJOURNMENT

Mayor/Chair Halliday adjourned the City Council meeting at 11:04 p.m.



**MINUTES OF THE SPECIAL JOINT CITY COUNCIL/REDEVELOPMENT
SUCCESSOR AGENCY MEETING OF THE CITY OF HAYWARD**

Council Chambers

777 B Street, Hayward, CA 94541

Tuesday, January 31, 2017, 6:30 p.m.

APPROVED:

Barbara Halliday
Mayor, City of Hayward
Chair, Redevelopment Successor Agency Board

ATTEST:

Miriam Lens
City Clerk, City of Hayward
Secretary, Redevelopment Successor Agency Board



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
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File #: MIN 17-022

DATE: February 21, 2017

TO: Mayor and City Council

FROM: City Clerk

SUBJECT

Minutes of the City Council Meeting on February 7, 2017

RECOMMENDATION

That the City Council approves the minutes of the City Council meeting on February 7, 2017.

ATTACHMENTS

Attachment I Draft Minutes of February 7, 2017



MINUTES OF THE CITY COUNCIL MEETING OF THE CITY OF HAYWARD

Council Chambers

777 B Street, Hayward, CA 94541

Tuesday, February 7, 2017, 7:00 p.m.

The City Council meeting was called to order by Mayor Halliday at 7:00 p.m., followed by the Pledge of Allegiance led by Council Member Mendall.

ROLL CALL

Present: COUNCIL MEMBERS Zermeño, Márquez, Mendall, Peixoto, Lamnin, Salinas
MAYOR Halliday
Absent: None

CITY COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

City Council Member Zermeño announced the Hayward Youth Commission (HYC) wanted to speak about the Hayward Unified School District community service requirement. It was noted that the HYC could make a presentation at the February 21, 2017 Council meeting.

City Manager McAdoo inquired about holding a special closed session for the City Manager evaluation on Thursday, April 27, 2017. The Council unanimously agreed. Ms. McAdoo also distributed information about the new Community Task Force.

CLOSED SESSION

Mayor Halliday announced the Council convened in closed session pursuant to Government Code 54957 concerning the City Clerk's performance evaluation, and noted there was no reportable action taken.

City Attorney Lawson also announced the Council convened in closed session pursuant to Government Code 54956.9 regarding pending litigation of Maher/Goodfellow Top Grade Construction Company v. City of Hayward, et al., Alameda County Superior Court No. HG 14747979; and noted the Council had unanimously approved resolution of the case with the release of \$1.4 million in retention and the City's retention of \$1.5 million in contract funds which could be used for phases II and III of the Route 238 Corridor Improvement Project.

PUBLIC COMMENTS

Ms. Wynn Grcich, Hayward resident, spoke about security cameras at Hayward Unified School District (HUSD) schools not working; and provided a document for the record related to the Mobile Now Act.

Mr. Glenn Kirby, Hayward resident and former Planning Commission member, urged the Council to not entertain the proposed development of the property around South Hayward BART Station because of its low density.

Mr. Jim Drake, Hayward resident, inquired about the former Police Chief's resolution case. City Manager McAdoo asked Mr. Drake to contact her office.

CONSENT

Consent Item No. 3 was removed for separate action.

1. Minutes of the City Council Meeting on January 17, 2017 **MIN 17-018**

It was moved by Council Member Márquez, seconded by Council Member Mendall, and carried unanimously, to approve the minutes of the City Council meeting on January 17, 2017.

2. Transmittal of the Annual Mitigation Fee Act Report (AB 1600) **CONS 17-039**

Staff report submitted by Acting Director of Finance Claussen, dated February 7, 2017, was filed.

It was moved by Council Member Márquez seconded by Council Member Mendall and carried unanimously, to adopt the following:

Resolution 17-009, "Resolution Accepting the Report and Adopting Findings Related to Fees Collected for the Development Projects Subject to the Requirements of the Mitigation Fee Act"

3. Adoption of a Resolution Authorizing the City Manager to Execute an Amendment to the Agreement with CSG Consultants, Inc., for Development Review Services in the Planning Division for an Amount not to Exceed \$425,000 **CONS 17-054**

Staff report submitted by Development Services Director Rizk, dated February 7, 2017, was filed.

In response to Mr. Jim Drake's inquiry about the proposed agreement, City Manager McAdoo noted it was for the review of development applications and to be paid by the developers.

It was moved by Council Member Márquez seconded by Council Member Mendall and carried unanimously, to adopt the following:

Resolution 17-012, "Resolution Authorizing the City Manager to Execute an Amendment to the Agreement with CSG Consultants, Inc., for Development Review Services in the Planning Division for a Total Agreement Amount Not to Exceed \$425,000"

4. Trash Capture Device Installation on Patrick Avenue: Approval of Plans and Specifications, and Call for Bids **CONS 17-055**



MINUTES OF THE CITY COUNCIL MEETING OF THE CITY OF HAYWARD

Council Chambers

777 B Street, Hayward, CA 94541

Tuesday, February 7, 2017, 7:00 p.m.

Staff report submitted by Utilities and Environmental Services Director Ameri, dated February 7, 2017, was filed.

It was moved by Council Member Márquez seconded by Council Member Mendall and carried unanimously, to adopt the following:

Resolution 17-010, "Resolution Approving Plans and Specifications for the Trash Capture Device Installation Project on Patrick Avenue, Project No. 07675, and Call for Bids"

5. Revisions to the Council Member Handbook **CONS 17-061**

Staff report submitted by City Clerk Lens, dated February 7, 2017, was filed.

It was moved by Council Member Márquez seconded by Council Member Mendall and carried unanimously, to adopt the following:

Resolution 17-011, "Resolution Accepting the Additions and Revisions to the Council Member Handbook"

PUBLIC HEARING

6. Appeal by the Hayward Area Planning Association of the Planning Commission's December 15, 2016 Approval of the Maple & Main Mixed-Use Project and Related Adoption of a Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program. The project includes 192 Market-Rate Apartments, 48 Apartments Affordable to Very Low Income Households, Rehabilitation of a 48,800 Square-Foot Medical Office Building, and Approximately 5,500 Square-Feet of Retail Space, Located Generally Within the Block Bounded by A Street, Main Street, McKeever Avenue, and Maple Court in Downtown Hayward; Bay Area Property Developers, LLC, and Klein Financial Corp (Applicants/Owners) (Report from Development Services Director Rizk) **PH 17-013**

Staff report submitted by Development Services Director Rizk, dated February 7, 2017, was filed.

Development Services Director Rizk and Transportation Manager Kelley provided a synopsis of the staff report.

Mr. Rizk noted there was a revision to the project which involved moving some of the retail space located on Main Street to Maple Court, and adding an addendum to the Mitigated Negative Declaration. Mr. Rizk also indicated that there was an added Condition of

Approval #54(e) which the project proponent had agreed to, and recommended it be included in the motion to read as follows, "The proposed project's pedestrian related impacts of the A Street and Main Street intersection can be ameliorated in conjunction with the Downtown Specific Plan process; the project proponent shall make a one-time contribution in the amount of \$10,000 to such improvements."

Mr. Rizk also acknowledged the City had received correspondence after the agenda packet was published from a Prospect Hill resident and Planning Commission Chair Heather Enders.

Discussion ensued among Council Members and City staff regarding: the proposed mixed-use project; proposed pedestrian improvements at A Street and Main Street intersection; concerns with traffic speed around the proposed project; relocation of some retail space from Main Street and Maple Court; unbundling parking and charging stations; the archaeological report prepared by the Northwest Information Center at Sonoma State and cultural resources; the economic benefits report from the Concord Group; the redwood tree in the center of the site; underground utilities in the neighborhood; solid waste and trash collection; property on Main Street that may have historic value; shuttle service from the development to BART; additional entrance/exit to the parking garage on Maple Court; open space courtyards and rooftop terrace; affordable housing units; and the proposed parking permit program.

Mayor Halliday opened the public hearing at 8:27 p.m.

Mr. Blake Peters, project proponent with Bay Area Property Developers, presented a PowerPoint about the proposed project and responded to questions posed by Council Members.

Ms. Amber Collins, representing Hayward Area Planning Association (HAPA) and Mr. Sherman Lewis, noted that HAPA was in favor of relocating some retail to Maple Court to create a pedestrian environment, having parking reserved for public cars, and having smart meters.

Mr. Otis Ogata, also representing HAPA, noted that HAPA's appeal was not to oppose the project, but to achieve improvements which the developer had already committed to. Mr. Ogata added that it was also the goal of the appeal to improve the pedestrian crossing at A Street and Main Street.

Mr. Al Parso-York, Prospect Hill resident, was in favor of Class A office space at the proposed property; and noted that if the proposed project was deemed approved as residential, he would like more housing.

Mr. Kim Huggett, Hayward Chamber of Commerce president, expressed support for the proposed project noting it would create a synergy and support economic development.



MINUTES OF THE CITY COUNCIL MEETING OF THE CITY OF HAYWARD

Council Chambers

777 B Street, Hayward, CA 94541

Tuesday, February 7, 2017, 7:00 p.m.

Mr. Frank Goulart, Prospect Hill resident, advocated that an Environmental Impact Report (EIR) be prepared for the proposed project because of potential Native American remains at the site and significant impacts on cultural resources and shared some photographs.

Mr. Nathan Williams, Prospect Hill resident, noted the views from the Prospect Hill neighborhood of the hills would be negatively impacted by the proposed project and showed some photographs.

Mr. Benjamin Goulart, Prospect Hill resident, favored redesigning the project with more entrances and exists to ease traffic, creating towers to mitigate view loss similar to the Lincoln Landing development, and undergrounding the neighborhood's utilities.

Mr. Rick Hatcher, Hayward Area Recreation and Park District (HARD) Board Director, noted that HARD, the City of Hayward and others agencies were working on a South Alameda County Trail Master Plan, which would create a corridor within cities.

Mr. Blaine Ricketts, McKeever Avenue resident, expressed concern about noise and traffic impacts to the proposed area and into McKeever Avenue.

Mr. Allen Zargar, Prospect Hill resident, expressed support for the proposed development noting it would improve the current site.

Ms. Heather Enders, Planning Commission Chair, noted she was the only commissioner to oppose the project and had provided a document for the record outlining the reasons for her opposition. Ms. Enders favored a job center for the proposed project and urged the Council to disapprove the proposed project.

Mayor Halliday closed the public hearing at 9:50 p.m.

Council Members thanked all community members for their valuable input and expressed support for the proposed project and highlighted its benefits: protocols were in place about potential Native American remains at the proposed site; concerns expressed by HAPA were addressed and mitigated; opportunities for jobs; moving some of the retail space from Main Street to Maple Court would create a pedestrian connection; the \$10,000 contribution to A Street and Main Street intersection would benefit pedestrian-related impacts; the redwood tree would be preserved; green features; combination of housing and retail within the complex; inclusion of 48 affordable units in the project; renovation of two existing commercial buildings; rooftop terraces; unbundling and enforcing of parking; downtown shuttle for its residents; park in-lieu fees that would help complete the park in downtown; open space; residential six-level parking garage; catalyst and supported by business owners on B Street; activate the downtown area; and would enhance the urban environment of the area.

Council Member Zermeño offered a motion per staff recommendation including moving some retail from Main Street to Maple Court and adding Condition of Approval 54 (e) related to the one-time contribution in the amount of \$10,000 by the project proponent to the A Street and Main Street intersection for pedestrian-related impacts. Mr. Zermeño added a recommendation that the redwood tree be preserved onsite or relocated to another site in the area.

Council Member Mendall seconded the motion noting that the Council Economic Development Committee and Planning Commission recommendations were incorporated into the proposal, and improvements requested by the appellant were also addressed by the project proponent. Council Member Mendall offered an addition to the motion that the project proponent either move the redwood tree onsite and save it, or provide \$75,000 to the City for the Main Street and A Street sidewalk improvements.

Council Member Zermeño accepted the addition to the motion.

Discussion ensued among Council Members, City staff, and the project proponent about the motion and the amendments.

Mr. Blake Peters agreed to make an effort to spend \$75,000 moving the tree onsite, and if unable to move the tree, make a \$75,000 contribution toward the A Street and Main Street intersection improvements. It was also noted that the one-time contribution in the amount of \$10,000 toward the A Street and Main Street intersection in conjunction with the Downtown Specific Plan process was not part of the \$75,000 additional contribution.

Council Members supported the motion and the proposed amendments.

It was moved by Council Member Zermeño seconded by Council Member Mendall and carried unanimously, to adopt the following with amendments: 1) move some of the retail space from Main Street to Maple Court; 2) add a Condition of Approval No. 54(e) related to the project proponent's one-time contribution in the amount of \$10,000 for pedestrian-related impacts at the A Street and Main Street intersection; and 3) preserve the exiting large redwood tree onsite or transplant it to another area; and if preservation proves infeasible, then a total \$75,000 contribution shall be made to the A Street and Main Street crossing improvements.

Resolution 17-013, "Resolution Approving the Maple & Main Mixed-Use Project that Includes 192 Market-Rate Apartments, 48 Apartments Affordable to Very Low Income Households, Rehabilitation of a 48,800 Square-Foot Medical Office Building, and Approximately 5,500 Square-Feet of Retail Space, Located Generally Within the Block Bounded by A Street, Main Street, McKeever Avenue and Maple Court in Downtown Hayward; and Adopting the Related Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program, and Associated Addendum; Bay Area Property Developers, LLC and Klein Financial Corp (Applicants/Owners)"



MINUTES OF THE CITY COUNCIL MEETING OF THE CITY OF HAYWARD
Council Chambers
777 B Street, Hayward, CA 94541
Tuesday, February 7, 2017, 7:00 p.m.

The City Council took a recess at 10:38 p.m., and reconvened the meeting at 10:43 p.m.

7. Sustainable Groundwater Management Act (SGMA): Formation of a Groundwater Sustainability Agency under SGMA (Report from Director of Utilities & Environmental Services Ameri) **PH 17-011**

Staff report submitted by Utilities and Environmental Services Director Ameri, dated February 7, 2017, was filed.

Utilities & Environmental Services Director Ameri announced the report and introduced Water Resources Manager Lee who provided a synopsis of the staff report and responded to questions posed by Council Members.

Council Member Márquez recommended that staff indicate in the staff report when items are vetted by the Council Standing Committee.

Council Member Lamnin recommended that Stonebrae be added to the list of stakeholders.

There being no public comments, Mayor Halliday opened and closed the public hearing at 11:00 p.m.

It was moved by Council Member Zermeño seconded by Council Member Márquez and carried unanimously, to adopt the following:

Resolution 17-014, "Resolution Electing to Become the Groundwater Sustainability Agency for the East Bay Plain Subbasin of the Santa Clara Valley Basin within the City of Hayward City Boundary"

CITY MANAGER COMMENTS

There were none.

COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

Council Member Márquez thanked City Manager, City Clerk, City Attorney, and her colleagues for attending the Hayward Chamber of Commerce 73rd Annual Awards Gala at California State University East Bay on February 4, 2017, where the Firefighter of the Year, the Police Officer of the Year, the Educator of the Year, and the Business Person of the Year were recognized.

Council Member Salinas announced that Hayward High School and Stonebrae Elementary School will participate in the 2017 Chinese New Year Parade in San Francisco on February 11, 2017.

Mayor Halliday announced that Council Member Lamnin was appointed to the Alameda County Waste Management Authority as the City's delegate, and Council Member Zermeño would remain as the alternate.

ADJOURNMENT

Mayor Halliday adjourned the City Council meeting at 11:08 p.m., in memory of Melissa Fryer.

Council Member Salinas noted that Melissa "Missy" Fryer was a Hayward resident, attended Hayward schools, and was a Hayward High School Class of 1988 graduate. Mayor Halliday asked City staff to work with the Fryer family to plant a tree in memory of Melissa Fryer.

APPROVED:

Barbara Halliday
Mayor, City of Hayward

ATTEST:

Miriam Lens
City Clerk, City of Hayward



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: CONS 17-063

DATE: February 21, 2017

TO: Mayor and City Council

FROM: Development Services Director

SUBJECT

Approval of Final Map Tract 8152 (Eden Garden), associated with the previously approved Vesting Tentative Tract Map and proposed development of 35 single-family townhomes on a 2.15-acre site located at 1635 Denton Avenue, approximately 200 feet east of Eden Avenue (APN 441-0083-020-00); Meritage Homes of California (Applicant/Owner)

RECOMMENDATION

That the City Council adopts the attached Resolution (Attachment I) that would approve Final Map 8152 and find it is in substantial conformance with the approved Vesting Tentative Tract Map 8152 and the Conditions of Approval thereof; and authorizes the City Manager to take other administrative actions and execute a Subdivision Agreement and such other documents as are appropriate to effectuate the required improvements for the development at 1635 Denton Avenue.

ATTACHMENTS

Attachment I Staff Report
Attachment II Resolution
Attachment III Vicinity Map
Attachment IV Site Map



DATE: February 21, 2017

TO: Mayor and City Council

FROM: Development Services Director

SUBJECT Approval of Final Map Tract 8152 (Eden Garden), associated with the previously approved tentative tract map and proposed development of 35 single-family townhomes on a 2.15-acre site located at 1635 Denton Avenue, approximately 200 feet east of Eden Avenue (APN 441-0083-020-00); Meritage Homes of California (Applicant/Owner)

RECOMMENDATION

That the City Council adopts the attached Resolution (Attachment II) that would approve Final Map 8152 and find it is in substantial conformance with the approved Vesting Tentative Tract Map 8152 and the Conditions of Approval thereof, and authorizes the City Manager to take other administrative actions and execute a Subdivision Agreement and such other documents as are appropriate to effectuate the required improvements for the development at 1635 Denton Avenue.

BACKGROUND

Per State law, Tentative Tract and Final maps are required for all subdivisions creating five or more parcels. A Tentative Tract Map is required to ensure that any proposed development complies with the Subdivision Map Act, the California Environmental Quality Act, Planned Development guidelines, the City Subdivision Ordinance, Zoning Ordinance, Building Regulations, the Hayward General Plan and Neighborhood Plans, and the site specific requirements of the Planning, Public Works, Fire, and Police Departments.

After the Tentative Map and Precise Plan are approved, the developer submits the Final Subdivision Map and Improvement Plans for review and approval by the City Engineer (and subsequent recordation of the Final Map after Council review and approval) before proceeding with obtaining grading and building permits for the construction of improvements. The developer is also required to file a Tentative Map and Final Map so that the 35 single-family residential lots may be sold individually.

On November 13, 2012, City Council adopted a Mitigated Negative Declaration and approved a General Plan Amendment from Low Density Residential to Medium Density Residential, a Zone Change to Open Space and Planned Development, a Development Agreement, and a Parcel Map creating a one-acre Greenwood Park expansion parcel and a 2.52-acre parcel for the future development of a thirty-six small-lot subdivision. The

applicant entered into a Development Agreement with the City of Hayward, effective May 6, 2013, that has a life of ten years and entailed dedication of the Greenwood Park expansion parcel and guaranteeing the right to develop the second parcel with a residential subdivision.

On September 17, 2015, the Hayward Planning Commission approved a Site Plan Review, Precise Plan, and Vesting Tentative Tract Map application in order to subdivide the property and construct 35 single-family townhomes. The Vesting Tentative Map expires on September 17, 2018.

In June 2016, the applicant submitted preliminary Improvement Plans and the Final Map to the City for review and approval.

DISCUSSION

The project proposes 35 new single-family townhomes located within an existing single-family residential neighborhood. The subdivision Improvement Plans and Final Map were reviewed by the City Engineer and were found to be in substantial compliance with the Vesting Tentative Map, and in conformance with the Subdivision Map Act and Hayward's subdivision regulations. There have not been any significant changes to the Final Map as compared to the approved Vesting Tentative Tract Map.

The City Council's approval of the Final Map shall not become effective until and unless the developer enters into a Subdivision Agreement with the City for the construction of improvements and other obligations required per conditions of approval of the Tentative Tract Map.

The development of Tract 8152 was previously reviewed under a Mitigated Negative Declaration adopted for the development by the Hayward City Council via Resolution 12-178 on November 13, 2012. No additional environmental review is required for approval of the project Final Map.

ECONOMIC AND FISCAL IMPACT

The Final Map approval is consistent with the approved project and the Final Map, by itself, will not have a fiscal or economic impact.

PUBLIC CONTACT

A public hearing is not required for the filing of the Final Map for Tract 8152. Public hearings were already conducted as part of the approval of Vesting Tentative Map application for Tract 8152 in September of 2015.

NEXT STEPS

Assuming the City Council approves the Final Map, the applicant will have the final map recorded, obtain construction permits, and commence the construction of improvements shown on the approved Improvement Plans.

Prepared by: Allen Baquilar, PE, Development Review Engineer

Recommended by: David Rizk, AICP, Development Services Director

Approved by:



Kelly McAdoo, City Manager

HAYWARD CITY COUNCIL

RESOLUTION NO. 17-

Introduced by Council Member _____

RESOLUTION APPROVING FINAL MAP FOR TRACT 8152 (EDEN GARDEN) AND AUTHORIZING THE CITY MANAGER TO EXECUTE A SUBDIVISION AGREEMENT

WHEREAS, a General Plan Amendment, Zone Change, Development Agreement and Parcel Map were approved by the City Council on November 12, 2012, along with adoption of a Mitigated Negative Declaration; and

WHEREAS, a Vesting Tentative Tract Map No. 8152 (Eden Garden), Site Plan Review, and Precise Plan application was approved by the City Planning Commission on September 17, 2015; and

WHEREAS, the Final Map for Tract 8152 has been presented to the City Council of the City of Hayward for development of 35 single-family detached homes, located on a parcel totaling 2.15 acres, generally located at 1635 Denton Avenue, approximately 200 feet east of Eden Avenue;

WHEREAS, the Director of Public Works reviewed the Final Map and found it to be in substantial compliance with the approved Vesting Tentative Tract Map, the Subdivision Map Act and the City of Hayward regulations.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Hayward does hereby find that the Final Map for Tract 8152 is in substantial compliance with the approved Vesting Tentative Tract Map and does hereby approve Final Tract Map 8152, subject to the subdivide entering into a subdivision agreement for the construction of improvements and other obligations, as required by the conditions of approval of the Vesting Tentative Tract Map for Tract 8152, and that the approval of the Final Map for Tract 8152 shall not be effective until and unless such agreement is entered into.

BE IT FURTHER RESOLVED that the City Manager is hereby authorized for and on behalf of the City of Hayward to negotiate and execute a subdivision agreement in a form approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2017.

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
 MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

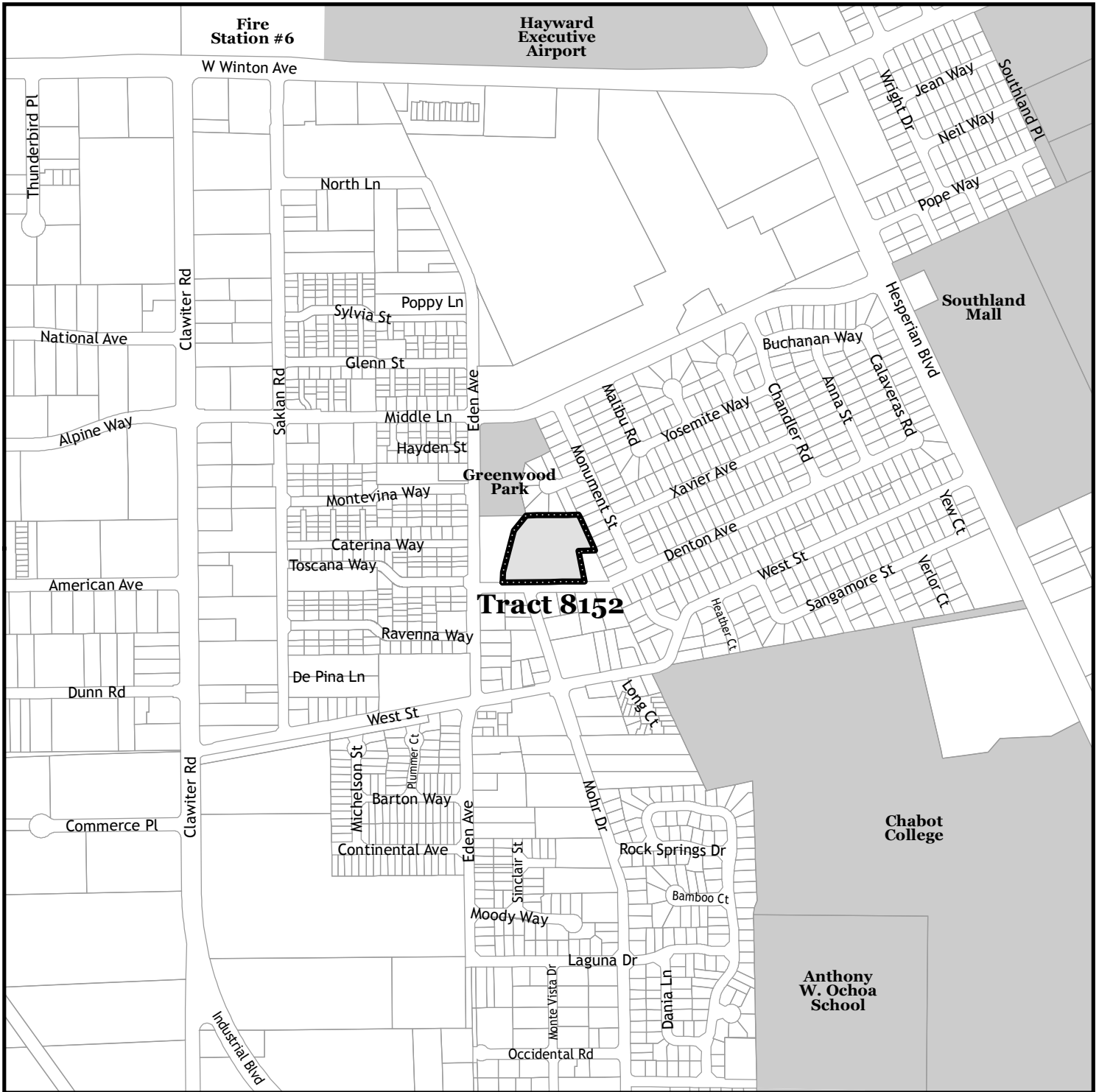
ATTEST: _____
 City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward



Vicinity Map

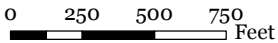


Final Map 8152

Address:
1635 Denton Ave

Applicant:
Meritage Homes of California

Owner:
Meritage Homes of California





Site Map





CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: CONS 17-075

DATE: February 21, 2017
TO: Mayor and City Council
FROM: Director of Library and Community Services
SUBJECT

Resolution Authorizing the City to Apply for Housing Related Parks Program Grant Funding

RECOMMENDATION

That Council adopts the attached resolution authorizing the City to apply for Housing Related Parks Program (HRPP) grant funding from the State of California Department of Housing and Community Development; and authorizing the City Manager to execute all documents necessary for the application and receipt of funds if the requested grant is awarded to the City.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Resolution
Attachment III	Location of Project



DATE: February 21, 2017

TO: Mayor and City Council

FROM: Director of Library and Community Services

SUBJECT: Resolution Authorizing the City to Apply for Housing Related Parks Program Grant Funding

RECOMMENDATION

That Council adopts the attached resolution authorizing the City to apply for Housing Related Parks Program (HRPP) grant funding from the State of California Department of Housing and Community Development; and authorizing the City Manager to execute all documents necessary for the application and acceptance of funds if the requested grant is awarded to the City.

SUMMARY

The City of Hayward is eligible to apply for up to \$247,050 and possibly as much as \$351,800 in HRPP grant funds in the current funding cycle. To receive the maximum possible grant award, the City must submit an application with a qualifying project that meets several bonus criteria and which can be completed and funds fully expended by June 30, 2019. For reasons outlined in this report, staff recommends that the City apply for the maximum possible grant amount and to apply the funds, if awarded, toward the Heritage Plaza renovation project scheduled to begin construction in early 2018.

BACKGROUND

On November 16, 2016, the State of California Department of Housing and Community Development (HCD) released a Notice of Funding Availability (NOFA) for Housing-Related Parks Program (HRPP) grant funding for the 2016 Designated Program Year. The HRPP grant program is funded through Proposition 1C, the Housing Emergency Shelter Trust Fund Act of 2006. Approximately \$35 million statewide is available in the current round of funding.

The HRPP rewards jurisdictions that meet certain thresholds for creating housing that is affordable to Very Low Income and Low Income households (households with incomes up to 50% and up to 80% of Area Median Income, respectively), and that comply with State housing

element law by providing funding to create and/or improve parks and recreational facilities for the community benefit. The City of Hayward meets both of these eligibility criteria.

Additionally, there are four threshold requirements to be eligible to receive HRPP funding. All applicants must:

- Have a Housing Element in compliance with State housing element guidelines pursuant to Government Code Section 65585;
- Have submitted their Housing Element Annual Progress Reports for all years in which they have eligible units;
- Submit documentation of affordable units permitted during the Designated Program Year (in this case, 2016); and
- Meet a minimum grant amount of \$75,000.

In addition to the above eligibility requirements, funded projects should be at or near “shovel ready” status because all HRPP funding must be drawn down and fully expended within 24 months after grant awards are announced. Any unspent HRPP funds after June 30, 2019 will be forfeited and returned to the overall grant pool.

The HRPP definition of “eligible park and recreation facility” is relatively broad and allows jurisdictions the flexibility to use the funds in a wide range of projects that further their local priorities:

Eligible projects include, but are not limited to: places for organized team sports, outdoor recreation, and informal turf play; non-motorized recreational trails; permanent play structures; landscaping; community gardens; places for passive recreation; multipurpose structures designed to meet the special recreational, educational, vocational, and social needs of youth, senior citizens, and other population groups; recreation areas created by the redesign and retrofit of urban freeways; community swim centers; regional recreational trails; and infrastructure and other improvements that support these facilities.

The HRPP is a non-competitive formula grant program. All applicants that meet the threshold requirements are funded a base award. There are various bonus criteria that can increase the total award under certain circumstances. However, if the program is oversubscribed, funds will be proportionally reduced among all qualified applicants regardless of base award or bonuses. In the event the program is undersubscribed, any unused funds will roll over to the next program year.

DISCUSSION

Staff estimates that the City is eligible to receive up to \$247,050 and possibly as much as \$351,800 in HRPP grant funds. To receive the maximum possible grant award, the City must submit an application with a qualifying project that meets several bonus criteria and which can be completed and funds fully expended by June 30, 2019. For this reason, applying with an approved shovel-ready qualifying project is highly desirable. Additionally, using the HRPP funds toward a qualifying General Fund supported project would have the added benefit to the City of freeing up General Fund monies to potentially be redirected to other uses.

For these reasons, staff recommends applying for \$351,800 in HRPP funds to use toward the Heritage Plaza restoration project scheduled to begin construction in early 2018. The Heritage Plaza project includes the demolition of the old Main Library facility, the installation of an underground rainwater storage and recycling system, and the creation of a major new park and civic space. These project activities qualify under HRPP guidelines, and the project meets several key criteria for bonus awards (explained later in this report). Additionally, the Heritage Plaza project is shovel-ready with a clear timeline for completion. The project was approved by Council in May 2015, is scheduled to begin construction in early 2018 immediately after the 21st Century Library construction project is completed, and is scheduled to be completed in mid-2018, well ahead of the HRPP final grant expenditure deadline. Because the Heritage Plaza project is supported by the General Fund (Measure C), securing HRPP grant funding to support the project would have a direct positive impact to the General Fund, in that it would free up a portion of the already committed General Fund monies to potentially redirect to other uses at Council's discretion.

In addition to the recommended Heritage Plaza restoration project, staff evaluated a number of other possible projects for this grant opportunity including: contributing toward creek walk and pocket park improvements at the proposed Lincoln Landing development; contributing toward property acquisition for a planned park in the Maple & Main development project; and contributing toward land acquisition or park improvements for the La Vista Park development. However for the Lincoln Landing and Maple & Main projects, developers are already positioned—indeed are required—to bear the costs of park development activities that would qualify for the HRPP grant funds. Securing HRPP grant funds toward these projects would have no direct benefit to the General Fund. Additionally, the completion timelines for all three of the potential park projects identified above would fall outside of the 2019 completion date requirements. The added complexities of large mixed-use development projects and the increased potential for unforeseen delays suggests that these projects may not be able to meet the HRPP grant expenditure deadline. There may be an opportunity in the future to explore HRPP funding for the La Vista Park if there are future rounds of grant funds available.

HRPP Program Requirements and Award Formulas

The City meets all the threshold requirements for the current funding round (Designated Program Year 2016) which covers eligible units permitted, substantially rehabilitated, converted, and/or preserved from January 1, 2010 through December 31, 2016. The funds are awarded on a per bedroom (not per unit) basis. Furthermore, the HRPP application can include the preservation of the affordable bedrooms in the Huntwood Commons and Cypress Glen Apartment projects, both of which were recently reviewed by Council. These two affordable projects received final inspections during the eligibility period established for the 2016 Designated Program Year. Staff calculates that, based on the number of bedrooms in the two projects, the City may obtain approximately \$104,750 if only the base award criteria is taken into account.

In addition to the base award, the HRPP provides substantial bonuses based on certain characteristics of the affordable units created by the jurisdiction (project-based bonuses) and the location of the proposed park or recreation facility project (park-based bonuses). The project-based per bedroom bonuses are as follows:

- \$300 for newly constructed units;
- \$250 for units reserved for occupancy by extremely low-income (30% of AMI) households;
- \$250 for housing units built in an infill project.

The park-based per bedroom bonuses are as follows:

- \$500 if the park project is located in a Disadvantaged Community: i.e., if it is within a Qualified Census Tract (QCT), as determined by the US Department of Housing and Urban Development (HUD);
- \$500 if the park project will serve a Park-Deficient Community, meaning that it will be in a neighborhood where the ratio of usable park space (in acres) per 1,000 residents is considered low by the California Department of Parks and Recreation;
- \$500 if the park project is in close proximity to an infill development; and/or
- \$50-75 if the jurisdiction has made substantial progress in meeting a Regional Housing Needs Allocation income category target.

If all of the above project-based and park-based bonuses are taken into account, staff estimates that the City may receive up to \$247,050 in addition to the \$104,750 base award, for a total HRPP grant of up to \$351,800. Staff is prepared to submit an application with the goal of receiving all the bonuses listed above while supporting an eligible park project in the city. Staff proposes to use HRPP funds to support the Heritage Plaza restoration project. The project is shovel ready and scheduled to be completed well in advance of the grant's final expenditure deadline, and meets all of the above noted park-based bonus criteria. Furthermore, applying HRPP funds to support the project will free up a portion of already committed General Fund (Measure C) monies to potentially redirect to other uses.

ECONOMIC IMPACT

As mentioned earlier in this report, the HRPP provides jurisdictions a financial reward for the creation of a public good (affordable housing) to create or improve another much-needed public good (parks). The Heritage Plaza restoration project will be a significant asset for residents and visitors in downtown Hayward, a rapidly developing area for major new housing and other urban uses, where the need for spaces for outdoor community gathering, recreation and celebration activities is projected to grow significantly in the coming years.

FISCAL IMPACT

Should HRPP grants be awarded and used to support the Heritage plaza project, the net impact to the General Fund could be positive in that the HRPP funds would free up a portion

of already committed Measure C funds to potentially be redirected to other uses. Staff estimates that the City could receive up to \$351,800 provided that the City receives the maximum funding possible for the type of affordable units permitted or that received final inspections during the 2016 Designated Program Year, and provided that the City uses the funds for the Heritage Plaza restoration project which qualifies for multiple park-based bonus criteria.

NEXT STEPS

Should Council adopt the attached resolution authorizing the City to apply for HRPP grant funds¹, staff will submit an application for HRPP funding and the City Manager will execute all documents necessary for the application and receipt of the requested grant award to the City.

Prepared by: Omar Cortez, Housing Development Specialist

Recommended by: Sean Reinhart, Director of Library & Community Services

Approved by:



Kelly McAdoo, City Manager

¹ The resolution, if approved by Council, would authorize acceptance of no less than \$75,000 and no more than \$528,000 in HRPP grant funds, if awarded. HCD requests that HRPP resolutions contain language that specifically identify the minimum possible grant award (\$75,000) and maximum figures equivalent to 50 percent over the requested amount, which in this case is \$527,700 (\$351,000 plus 50 percent more equals \$527,700).

CITY OF HAYWARD

RESOLUTION NO. 16-_____

Introduced by Councilmember _____

RESOLUTION AUTHORIZING SUBMITTAL OF AN APPLICATION FOR
HOUSING RELATED PARKS PROGRAM FUNDING AND THE
EXECUTION OF RELATED DOCUMENTATION

WHEREAS, The State of California, Department of Housing and Community Development (Department) has issued a Notice of Funding Availability dated November 16, 2016 (NOFA), under its Housing-Related Parks (HRP) Program.

WHEREAS, the City of Hayward (Applicant) desires to apply for a HRP Program grant and submit the 2016 Designated Program Year Application Package released by the Department for the HRP Program.

WHEREAS, The Department is authorized to approve funding allocations for the HRP Program, subject to the terms and conditions of the NOFA, Program Guidelines, Application Package, and Standard Agreement.

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE
CITY OF HAYWARD THAT:

Section 1: The foregoing recitals are true and correct and incorporated into this resolution by reference.

Section 2. Applicant is hereby authorized and directed to apply for and submit to the Department the HRP Program Application Package released November 16, 2016 for the 2016 Designated Program Year in an amount no less than \$75,000.00 and not to exceed \$527,700.00. If the application is approved, the Applicant is hereby authorized and directed to enter into, execute, and deliver a State of California Standard Agreement (Standard Agreement) in an amount no less than \$75,000.00 and not to exceed \$527,700.00, and any and all other documents required or deemed necessary or appropriate to secure the HRP Program Grant from the Department, and all amendments thereto (collectively, the "HRP Grant Documents").

Section 3. Applicant shall be subject to the terms and conditions as specified in the Standard Agreement. Funds are to be used for allowable capital asset project expenditures to be identified in Exhibit A of the Standard Agreement. The application in full is incorporated as part of the Standard Agreement. Any and all activities funded, information

provided, and timelines represented in the application are enforceable through the Standard Agreement. Applicant hereby agrees to use the funds for eligible capital asset(s) in the manner presented in the application as approved by the Department and in accordance with the NOFA and Program Guidelines and Application Package.

Section 4. The City Manager or her designee is authorized to execute in the name of Applicant the HRP Program Application Package and the HRP Grant Documents as required by the Department for participation in the HRP Program.

IN COUNCIL, HAYWARD, CALIFORNIA, February 21, 2017

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:

CHAIR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
Miriam Lens, City Clerk of the
City of Hayward

APPROVED AS TO FORM:

Michael Lawson, City Attorney of the
City of Hayward

Attachment III – Location of Heritage Plaza renovation project

Address: 835 C Street



APN	428-0071-023-00
Acres	2.69
Site Address	835 C St
Owner	CITY OF HAYWARD
Zoning	CC-C: Central City Commercial
General Plan	POP: Public and Quasi-Public
Census Tract	4354



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: WS 17-002

DATE: January 24, 2017

TO: Mayor and City Council

FROM: City Manager

SUBJECT

Economic Development Strategic Plan Update and Annual Report

RECOMMENDATION

That Council reads and accept this report.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Branding & Marketing
Attachment III	Industrial Sector
Attachment IV	Service & Retail Industry



DATE: January 24, 2017

TO: Mayor and City Council

FROM: City Manager

SUBJECT Economic Development Strategic Plan Update and Annual Report

RECOMMENDATION

That Council reads and accept this report.

BACKGROUND

In 2013, the City of Hayward adopted an [Economic Development Strategic Plan](#) (EDSP) in order to create a purposeful and concentrated effort to further establish Hayward as a desirable place to conduct business and to grow the City's economic base. The EDSP features three focus areas: 1) Branding and Marketing; 2) Industrial Sector; and 3) Service and Retail Sector. Each focus area includes a number of work tasks that staff is executing to achieve the plan's goals and objectives.

Economic Development staff presented an annual update on the EDSP to City Council on December 1, 2015. The annual update identified program accomplishments and acknowledged the completion of the baseline foundational data. Significant time and effort has been dedicated to understanding Hayward's business community in order to assist in business retention, attraction, and expansion. In addition, through coordinated efforts, staff has been working on development opportunities within the City and customer service enhancements to facilitate business investment. City Council requested that the EDSP be updated by staff and revised to reflect and address strategic approaches and activities of the Economic Development Division. The following outlines the recommended updates to the EDSP and is followed by the annual update on economic development activities.

DISCUSSION

Economic Development Strategic Plan

In order to update the EDSP, staff focused separately on each of the three core focus areas: 1) Branding and Marketing; 2) Service and Retail Industry and 3) Industrial Sector. The update process involved reviewing each section's goals and work tasks. Actions included identifying completed tasks and formulating task modifications and task updates to reflect economic development activity. Staff provided updates and solicited input on recommended modifications from the Council Economic Development Committee (CEDC)

on the Branding and Marketing program on April 4, 2016, Service and Retail Industry program on September 7, 2016, and Industrial program on October 3, 2016. A status update and recommended modifications of all EDSP tasks are included in Attachments II, III and IV. In addition, background and highlighted modifications to the three core focus areas are included in the following respective sections:

Marketing and Branding

The EDSP recognized the City's fractured and somewhat diffuse brand identity and called for a extensive brand assessment and the development of a cohesive, focused identity that could be effectively communicated to market the City to businesses, developers, residents, and travelers. Pursuant to the objectives set forth in the EDSP, the City contracted with Brainchild Creative, an award-winning, local advertising firm deeply experienced in the area of complex branding initiatives to carry out the assessment and subsequent creative development, including key messages, graphic standards, and a prototypical marketing plan designed to demonstrate cost effective ways to extend the reach and penetration of the City's messaging.

The Economic Development Team was the first to be given the new marketing/branding identity and helped shape the content of marketing material geared toward business recruitment. The marketing material coupled with a new City website (award winning) delivers effective messaging and quality not typical of standard governmental websites. The Economic Development Team has been testing the marketing material at various meetings and trade shows and for the most part, the material is well received and gives a sense of quality that the City as a whole strives to achieve. Many tasks prescribed in the EDSP have been completed related to establishing a branding identity.

The continuing evolution of Branding and Marketing efforts coupled with the ever-changing Economic Development landscape has given us a unique opportunity to identify areas to focus on as the EDSP update is brought forward. Recommendations from staff and the CEDC are to focus efforts in the following areas:

- Targeted Marketing Material for Desired Businesses and Sectors – The City has been effective in generating a fresh look at Hayward by prospective businesses. Now we need to further enhance our marketing efforts by providing unique data that can be used to bolster standard data points. An example of unique data would be the development of information related to a typical Cal State University East Bay student or a Chabot College student. The City has a unique student population that is not fully captured within standard demographics and industry standard information. By diving deeper into this consumer population within the Hayward community, we would have an additional “selling point” to better tell the characteristics of the Hayward market. We also see the potential for developing unique prototypes for Advanced Industry workers and Government workers as they also make up the Hayward workforce population that is not necessary captured in standard demographics.

- **Quality of Life Marketing Materials for Decision-Makers** – While real estate costs and predictable development timelines are often the primary drivers in business attraction, site selectors are looking for more specific information about the City’s quality of life. The ED Team’s business attraction efforts over the past year found that prospective businesses regularly ask for more information on housing options, new construction, neighborhood profiles, retail and recreational opportunities, and educational amenities. Owners understand Hayward is a good fit from an operational standpoint due to location and value, but they also want to be sure the City offers owners, employees and their families the amenities they want. Businesses have stated that they need to be located near vibrant places and amenities to attract and retain talent. We see the need to develop new, more specific content and marketing material about the Hayward community to provide to prospective businesses.
- **Targeted Event Marketing** – Since we now have marketing materials, the ED Team is now able to attend trade shows, regional events, and host our own targeted outreach events. In 2016, staff attended the International Council of Shopping Centers (ICSC) regional meeting held in Monterey. Developers and retailers within the market attend this and other ICSC events looking for potential development opportunities and lease space. We presented well and received interest from various developers and retailers looking for space and our marketing material. Discussion topics of Hayward were well received. City staff attended Bio International 2016, a large biotech industry conference in San Francisco, along with a national conference on Advanced Industries. Based on the feedback from those conferences, we will be able to continue to improve our marketing materials and talking points.
- **Media** – With the continued reduction of daily newspapers, local coverage of newsworthy development activity in Hayward is becoming more challenging. We need to better inform media outlets and specific trade magazines of the tremendous development and progress Hayward is experiencing in order to generate more exposure to others who may have interest in Hayward. In addition, we need to better inform the Hayward community of accomplishments and positive changes within Hayward. To meet some of these approaches, staff had undertaken activities with the San Francisco Chronicle, San Francisco Business Times, and the newly created East Bay Times.

Service and Retail Industry

In order to understand our retail and service market, staff developed a baseline profile of businesses in Hayward’s retail corridors. The baseline covers demographics, sales tax generation, categorized goods and services, building types, and potential retail opportunities. This information helped provide context for what exists in the City, barriers for new businesses, and the overall condition of our retail and service space.

The City's role in retail development is layered and fluid given that factors for successful retail development change over time. The City has strived to find a balance of providing needed goods and services for the community while capitalizing on our regional market strength. Hayward's central location to major retail markets is both an asset and a liability. Surrounding communities with goods and services not offered in Hayward have been able to draw Hayward's retail purchases. As part of the review process for new development, staff has been advocating that projects provide quality development that brings in retailers to meet the community needs. The Retail focus of the EDSP has taken the majority of staff efforts to date, but retail is a subcategory of commercial which includes other land use types such as hospitality (hotel, entertainment, and dining) and office.

Economic Development staff has been very active in development and recruitment of commercial space within all commercial corridors. Staff has been successful in facilitating development applications and new commercial businesses within the Downtown, Mission, Southland Mall, and Hesperian Retail Corridors. Through the process of understanding space availability and outreaching to the brokerage community, Hospitality and Office have been identified as key land use types that have a place in our community. However, they are not mentioned within the Economic Development Strategic Plan and are recommended to be included as key components to a vibrant Commercial sector.

Staff and the CEDC view of the strategic plan for retail and services is that it is too narrowly focused and should be recast with a broader "Commercial" category with retail, hospitality, and office as subcategories in which staff can expand the EDSP to include. Retail is driven by market demand for goods and services, by promoting additional development in the hospitality and office markets, vibrant retail could be established. The Service and Retail focus is generally on task, and a simple modification to broaden the targeted activity to "Commercial" is the recommended modification.

Industrial Sector

Much of the City's economic development program activities in the industrial sector are driven by the research and analysis set forth in the Industrial Technology and Innovation Corridor Baseline Study published in March 2015. This study provided detailed information on the type, location, and employment levels of industrial businesses, identified the economic development benefits of targeting "Advanced Industries," and outlined key issues that needed to be addressed to attract and support this sector's growth. Armed with this new set of data and tools including modern marketing materials and formal Business Concierge, Business Ombudsman and Business Visitation programs, staff is prepared to continue making data-driven resource allocations to maximize the City's impact on attraction, retention, and expansion of targeted industries.

Overall, the industrial sector economic development program is successful. Driven by the competitive Bay Area real estate market and supported by the City's new suite of enhanced customer service programs, Hayward continues to benefit from new business attraction, expansion, and construction activity. According to CoStar, a real estate data provider, as of September 2016, the vacancy rate for industrial and flexible space in Hayward is 2.8

percent. This represents a 10-year low. The lack of modern space is driving redevelopment and new construction. Selected major new industrial construction projects underway include:

- Hayward 92 Industrial Center (3596 Baumberg Avenue), a 333,365 square foot building preleased to Federal Express; and
- Hayman Distribution Center (31775 Hayman Street), a 378,720 square foot building leased to LA Specialty, a wholesaler of food products to restaurants.

While successful, the industrial sector work program in the EDSP can be refined to continue to maximize the City's economic development impact. Attachment III outlines the status of programmed activities and presents staff recommendations for Industrial Sector activities. Staff carefully formulated revisions to the EDSP to reflect feedback from the business community, recognition of where staff activities made the most impact, and real-world experience working toward the plan's work tasks and overarching goals.

A selection of key proposed Industrial Sector Work Task revisions are as follows:

- Expansion of Business Visitation Program: Onsite visits are a vital part of business retention and expansion efforts. Meeting with business owners to discuss their needs and assess their industry enables staff to: A) identify key issues that the City may be able to address; B) learn more about the business' products, which enhances our ability to connect businesses to one another; and C) uncover business expansion plans, which feeds directly into the Business Concierge Program. Using the business sector and employment statistics database, staff identified the City's major employers by sector and major revenue generators. Discussed below under the annual report is a summary of business outreach. Staff proposes to allocate additional resources to expand the visitation program in order to develop and expand relationships with the top sales tax generators and employers. Cultivation of these relationships is critical for achieving other EDSP goals that call for increased business partnerships of Hayward schools and job development initiatives.
- Expansion of Marketing Efforts to Advanced Industries and Other Targeted Businesses: With new polished and data-driven marketing materials, refined messaging themes and several examples of successful business expansions and attractions, the ED Team is looking to magnify the City's visibility through trade shows, regional events, and host our own targeted outreach events. Staff recommends allocating resources to more proactively recruit advanced industries. To achieve this, we would continue to leverage our partnerships with state, regional and national economic development organizations such as the East Bay Economic Development Alliance, Team California, Select USA, and Governor's Office of Business and Economic Development. These organizations secure space at events and often extend an offer to the City to participate for free or at a reduced cost. This work will also include creation of new industry-specific marketing materials as discussed above in the Branding and Marketing section and seek out digital and print marketing opportunities to draw interest from site selectors and business representatives.

- **Development of Place Making Programs:** Goal IS3 of the EDSP is to maintain and expand public infrastructure that businesses need to thrive. Staff and the CEDC recommend revising Work Task I3A, which included an assessment of infrastructure deficiencies in the industrial area. This work was completed by Public Works and was reflected in the current adopted FY 2017-FY 2026 Capital Improvement Program (CIP). The revised task would explore the development of place making programs in the Industrial Corridor to attract new business investment. This work, which will carry forward through 2018, may include identifying potential locations, types, costs and funding sources for gateway markers and other wayfinding elements and amenities to create a sense of place in the industrial area.
- **Expand Current Zoning Allowances for Desired Uses:** Goal IS4 directs staff to aid in creating proactive, site-specific land use policies that clearly convey information to potential businesses. Development Services and Economic Development staff have initiated a project to update the Industrial District Regulations. The goal is to revise the zoning ordinance to encourage the establishment and expansion of knowledge and innovation-based industry clusters, advanced and specialized manufacturing businesses, and promote a desirable and attractive amenity-rich industrial environment with minimum detrimental impacts to surrounding community and properties. This work, which will carry forward to 2018, will require additional staff/consulting resources to complete comprehensive public outreach, research and analysis.
- **Expand Support to Other Hayward Workforce Development & STEM Career Pathways Initiatives:** Goal IS6 seeks to improve Hayward's education-to-job bridge through an active community partnerships. Work Task IS6.A directs staff to "encourage and support HUSD efforts to develop a mentoring/internship/skill-development program for students." Staff is supporting HUSD efforts and works to connect local businesses to Hayward educators and classrooms. However, to maximize the City's impact, staff is recommending expanding support levels for skills training and workforce development programs at Chabot, CSU East Bay and the Chamber of Commerce's Work Based Learning and Career Pathways Program. This work, which will carry forward to 2018, may include additional in-kind and financial support of events, marketing and employer engagement efforts.

The above and attached EDSP program updates are a reflection of current and proposed activities from the Economic Development Division. However, it should be noted that the EDSP also covers multiple activities ranging from the core specific targets for business attraction, retention, and expansion to development of catalyst sites through the downtown, industrial and commercial corridors. The EDSP also includes staffing and resource allocation for program implementation. The success of the Economic Development Program is tied to resource allocation and staffing. Depending on Council priorities related to the Economic Development Program, additional staffing and program funding have been identified as a need for full program implementation. Requests for program support will be brought forward during the City's budget review process in coordination with the City Manager.

Annual Update on Economic Development Program Activities

The Economic Development Team activity is directly tied to the EDSP. After the plan adoption in 2013, there have been fits and starts of activity as the Economic Development Division experienced staff turnover and differing program approaches. The current Economic Development Team initiated plan implementation in September 2014 and the annual report covers activity in twelve month periods starting and ending in September. To monitor program performance and measure progress toward achieving EDSP goals, the Economic Development Division actively maintains a database that records all major activities. The data is used to maximize the economic impact of the City's business attraction, retention, and expansion programs. A summary of program activities is provided in the table below. This data compares recorded program activities from September 2014-2015 and September 2015-2016. In the past year, ED staff assisted 120 businesses and attracted 15 new businesses. These activities led to the addition of an estimated 569 jobs to the City's economy.

Comparison of Economic Development Program Activities¹
(September 2014-2015 to September 2015-2016)

Activity	2014-2015	2015-2016
Total Businesses Assisted	123	120
Industrial Business Assisted	54	50
Retail Businesses Assisted	53	55
Office Users Assisted	7	3
Total Residential/Other Assisted	9	12
Total Businesses Attracted	20	15
Total Jobs Created	164	569
Total Businesses Visited	67	25
Total Building Permits Valuation	\$9,350,455	\$35,271,728
Total Land Purchase Value	\$21,390,000	\$16,845,500

Source: Economic Development Division, Activity Database 2014-2015, 2015-2016

The monetary value of development activity assisted through the Business Concierge program skyrocketed this past year. The value of building permit valuations, defined as the estimated cost of a construction project that City permitting fees are based upon, totaled over \$35.2 million in 2016. Major projects include new construction and multiple large scale tenant improvement projects for biotechnology, commercial, manufacturing and specialty food companies. The value of land transactions assisted through Business Concierge program totaled nearly \$16.9 million. Major land transactions included two building purchases on Corsair Boulevard.

¹ Note these statistics only represent business attraction, retention, expansion and visitation activities specifically attributed to efforts of the Economic Development Team. The figures do not capture or reflect the entirety of economic activities of the entire City. Also note that the dollar value of investment is from publicly available sources and employment counts are self-reported. These figures may not reflect the full amount of investment as that data may be confidential or unreported by a business.

Business Attraction Activity

ED staff works to encourage investment from businesses and developers of all sizes and across multiple sectors. Our efforts include marketing the City's competitive advantages, helping businesses select the ideal location, and shepherding projects through permitting processes. A selection of new business attractions includes:

1. Arcus Biosciences, a biotechnology startup researching innovative cancer therapeutics located on Point Eden Way;
2. LakePharma, a biotechnology firm specializing in protein and antibody engineering that purchased a building on Corsair Boulevard;
3. Ampex Data Systems, makers of flight data recorders and "black boxes" for major aerospace firms and the United States Armed Forces located on Corporate Place;
4. N.A. Sales, supplier of specialty Japanese products and foods to restaurants located on McCone Street;
5. Transpak, a designer and fabricator of custom packaging supplies that purchased a building on Corsair Boulevard;
6. Hayward Mitsubishi, a new auto dealer located on Mission Boulevard; and
7. HD Supply Whitecap, a retailer of specialty construction supplies and equipment located on West A Street.

While ED staff focuses on encouraging the attraction of advanced industries and development of new modern space, resources are also expended to assist small businesses and other enterprises that add to the community depth and breadth of amenities. Selected new and small businesses in this realm include:

1. Island Pacific Market—This specialty Asian foods grocery store located at the Skywest Commons Center on Hesperian reactivated a site vacated by Fresh & Easy and added a bakery and express hot foods deli.
2. Downtown Full Service Restaurant—Michael LeBlanc, owner of Pican Restaurant in Oakland, will open a to-be-named full service restaurant concept on B Street at the former Bijou location.
3. Russell City Distillery—Geoff Harries, owner of Buffalo Bill's Brewery, will be opening a micro-distillery on Foothill Boulevard.
4. Royal Kids Academy—This new pre-kindergarten student learning center will be locating to 30126 Mission Boulevard in South Hayward.
5. California Crosspoint High School—Following a CEDC Concept Review in December 2015, this private high school acquired the former Heald College site on Industrial Boulevard. The school received a U.S. Department of Education National Blue Ribbon School of Excellence Award in November 2016.
6. High Scores Arcade—A new family-friendly entertainment venue located in the downtown core. This is the second location for the business which got its start in Alameda.

Business Expansion and Retention Activity

Retaining and expanding existing businesses is also a core economic development activity. This work involves supporting Hayward businesses seeking to increase their physical footprint or operational capacity by providing a variety of support services ranging from site selection and permitting assistance to referrals to partner workforce development and financing organizations. As shown in the table below, ED staff aided in the retention and expansion of 25 Hayward businesses this past year.

Summary of Business Expansion and Retention Program Activities
(September 2014-2015 to September 2015-2016)

Activity	2014-2015	2015-2016
Total Assisted	58	25
Total Industrial	24	17
Total Retail	25	8
Total Office	2	0
Total Residential	1	0
Total Other	6	0
Total Building Permit Valuation	\$6,573,105	\$605,910
Total Land Purchase Value	\$1,730,000	\$0

Source: Economic Development Division, Activity Database 2014-2015, 2015- 2016

Selected examples of retention and expansion assistance include:

1. Rayvio—Staff provided concierge service to this maker of ultraviolet LED technology to expand their manufacturing capabilities by facilitating permitting for the installation of new production equipment.
2. Impax Laboratories—Staff provided concierge service to this Top 10 employer and pharmaceutical company by facilitating permitting for a major facility expansion.
3. CogENT Therapeutics—This medical device maker received assistance with permitting for their new clean room and business incubator space.
4. Brews and Brats—This downtown restaurant received assistance in expanding and creating attractive outdoor seating.
5. United Foods, Mission Foods and Columbus Foods—These food manufacturers and major employers received workforce development assistance following referrals to our partners at the Alameda County Workforce Development Board to help recruit and fill open positions.

Industrial Development Activity

As discussed in the “Industrial Technology and Innovation Corridor Baseline Profile” published by the Economic Development Division in 2015, staff actively pursues attraction of new investment and advanced industries by supporting the creation of new modern space. With industrial vacancy rates near all-time lows of under 3 percent, resources were allocated to provide concierge service to property owners and developers seeking to redevelop and invest. In 2015-2016, total development projects assisted by the Economic Development

Team were valued at over \$52.1 million; up nearly 70 percent from the \$30.7 million in 2014-2015. These figures include the sum of land purchase values and the valuation of new construction and tenant improvement projects. A selection of major construction and development activities include:

1. Shea Center Hayward: A 275,000 square foot light industrial business park being constructed by Shea Properties that targets advanced industry tenants.
2. Hayman Distribution Center: Constructed by real estate developer, Prologis, this brand new 280,000 square foot modern building replaces a previously vacant dilapidated warehouse. Construction is near completion and the building is preleased to LA Specialty Produce, a restaurant supplier.
3. Hayward 92 Industrial Center: Located on Baumberg Avenue, this new 330,365 square foot industrial building being constructed by Connor Commercial is preleased to Federal Express.
4. Casa Sanchez Foods Production Facility: Attracted to the City in 2015, this specialty foods manufacturer completed the build out of their modern facility in 2016.
5. United Parcel Service Distribution Center: UPS is completing major tenant improvements, including installing mechanical equipment, to a formerly vacant industrial building at 22290 Hathaway Avenue.

Catalyst & Opportunity Site Activities

A major component of the Economic Development Strategic Plan is the development of catalyst and opportunity sites throughout the City and to that end, cross-departmental staff have been working diligently on facilitating several major projects. Projects that have received development assistance and coordination activities that are currently in the entitlement review stage include:

1. Lincoln Landing: 476 units with 80,000 square feet of retail at the former Mervyn's Building at the gateway to the Downtown.
2. Maple and Main: 235 units with 40,000 square feet of floor mixed use development at the former Bryman College Site
3. Mission Crossings: 90 Room Marriott Residence Inn and 144 townhomes at the former Ford site in the Mission Corridor.
4. Marriott Summerhill Suites: 98 Room business stay hotel within the Mission Corridor creating a hospitality hub

Other Economic Development cross-departmental support activities and projects:

5. Green Shutter: This property recently sold and major internal renovations will convert the former single-room occupancy units and excess ground floor space into 42- studio units with major investment in upgrading the structural, electrical, and plumbing to this National Historic Landmark.

6. Southland Mall:
 - Internal Mall improvements creating new shopping experience
 - Cinemark – Five screen movie theater
 - Dick’s Sporting Goods – major anchor retailer (former Kohl’s)
 - Buffalo Wild Wings – new destination full service restaurant (former Mimi’s café)

7. Caltrans 238 Acquisition and Development: Due diligence and purchase of former Route 238 by-pass properties owned by the State of California targeted for development activities. Major project activities through the year include the Lyon Homes ENRA for the Valle Vista south Hayward properties.

Small Business Support Activities

The City is committed to supporting the establishment and growth of small businesses by providing concierge service, facilitating the transfer of technical knowledge and linking entrepreneurs to a broad pool of resources. As part of these efforts, the City retained the Alameda County Small Business Development Center (ACSBDC) to produce a series of business education seminars. These seminars, held at City Hall in the evenings and mornings throughout the year, feature presentations and discussion sessions led by business planning, financial and other subject-matter experts. ED staff resources expended to support these events include event funding agreements, payment processing, day-of logistics, marketing assistance, and welcoming remarks. As shown in the table below, during this reporting period, five workshops were conducted with an attendance of 120 individuals. Attendees included existing business owners within and outside Hayward and potential entrepreneurs.

Summary of City Hosted Small Business Developed Workshops
(September 2015-2016)

Date	Workshop Title	Attendees
November 18, 2015	“Maximize Your Website Effectiveness”	29
December 2, 2015	“Business Law for Entrepreneurs”	17
January 20, 2016	“Getting Certified and Doing Business with the Government”	29
February 24, 2016	“Accessing Capital for Your Business”	19
March 16, 2016	“eMarketing to Create New Customers”	26
	TOTAL ATTENDANCE	120

Source: Data provided by the Alameda County Small Business Development Center

Business Ombudsman Program Activities

The City developed and began promoting the Business Ombudsman Program in July 2015. This program provides a single point of contact to address an existing businesses’ concern(s). The Business Ombudsman works as a liaison between businesses and the City and provides all the necessary support to make the local business prosper by offering any assistance within the City’s jurisdiction to facilitate growth. The Business Ombudsman works with the

appropriate department(s) to clarify requirements, identify a clear and expeditious pathway to problem resolution and provide predictability to the overall processes. This program is designed to enhance customer service and provide direct assistance to reduce time and potential frustration. Being responsive to the needs of the customer may also be the difference in attracting or deterring business investment. In 2016, which is the first full year where data is available, ED staff assisted 29 businesses. The Ombudsman Program is directly linked to our business visitation efforts as outreach activities typically turn into ombudsman cases requiring follow up for issue resolution.

Business Engagement Program Activities

Business engagement is a vital part of the City’s retention and expansion efforts. One facet of this program is conducting meetings with owners at their place of businesses. These meetings serve as a forum to discuss their needs and enables staff to: A) identify key issues that the City may be able to address; B) learn more about the business’ products, which enhances our ability to connect businesses to one another; and C) uncover business expansion plans, which feeds directly into the Business Concierge Program. The table below provides a summary of program activity. In 2015-2016, staff conducted 25 visits; down from 67 visits completed in 2014-2015.

Summary of Business Engagement Program Activities
(September 2014-2015 to September 2015-2016)

Activity	2014-2015	2015-2016
Industrial Visits	27	15
Retail Visits	40	10
TOTAL	67	25

Source: Economic Development Division, Activity Database 2014-2015, 2015- 2016

The number of business visits fell significantly in 2015-2016. The root cause is the lack of staff resources to consistently reach out to businesses and address their concerns in a timely fashion. In 2014-2015, Economic Development staff had more opportunity for pro-active outreach as we were developing our development pipeline and ombudsman activity. This trend comes in the context of an increase in complex and resource consuming business attraction, expansion and real estate development support cases. In order to maintain a high-level of responsiveness to existing open cases, staff reduced business outreach efforts. Proactively engaging businesses regularly leads to the generation of new concierge or ombudsman activities and we want to ensure we can deliver on what we promise in terms of service level.

Community & Special Event Activities

As part of the EDSP’s Branding and Marketing program activities, staffing and financial resources are expended to support community promotions and events which include Downtown Summer Street Parties, Hayward/Russell City Blues Festival, Zucchini Festival, Web.com Ellie Mae Classic at Stonebrae, Rubics Rumble, and the Vintage Ally Car Show. In addition, staff led events include: Wine Walk; Movies on the Plaza; and Light Up the Season.

The table below summarizes the events supported by ED staff. While staff has emphasized an approach where local businesses and organizations take the lead, ED staff still plays a major role in facilitating each event. ED staff resources are expended drafting and processing event funding agreements, payment processing, planning and day-of logistics, and marketing assistance.

In this reporting period, the ED program supported 24 different events and promotions, which drew participation from approximately 57,402 people. City funding of these events totaled \$173,940.

Summary of Special and Community Events Program Activities
(September 2015-2016)

#	Name of Event	Date of Event	Funding Amount	Estimated No. of Attendees*
1	2nd Annual Vintage Alley Car Show	9/12/2015	\$9,000	6,000
2	Business Appreciation Event	9/25/2016	\$24,900	60
3	Mariachi Festival	10/2/2015	\$500	3,250
4	Manufacturing Day	11/5/2015	\$0	400
5	ACSBDC Business Seminar (1 of 5)	11/18/2015	\$800 for 5	29
6	Passport to Downtown	11/27-12/21/16	\$3,350	75
7	ACSBDC Business Seminar (2 of 5)	12/2/2015	\$0	17
8	Light Up the Season	12/3/2015	\$16,500	1,400
9	SantaCon	12/5/2015	\$1,500	250
10	ACSBDC Business Seminar (3 of 5)	1/20/2016	\$0	29
11	ACSBDC Business Seminar (4 of 5)	2/24/2016	\$0	19
12	STEM Business & Education Mixer	4/7/2016	\$1,500	65
13	Tennyson High School Business Pitches	4/29/2016	\$0	45
14	Chamber of Commerce Bike Rodeo	5/14/2016	\$7,500	2,100
15	ACSBDC Business Seminar (5 of 5)	3/16/2016	\$0	26
16	June Downtown Summer Street Party	6/16/2016	\$8,000	5,400
17	3-D Design Challenge Innovators Showcase	6/16/2016	\$5,000	30
18	Passieo do Vinho (Wine Walk)	6/25/2016	\$40,000	360
19	Russell City Blues Festival	7/9-10/16	\$33,000	7,635
20	Winter in July	7/15/2016	\$1,200	1,000
21	July Downtown Summer Street Party	7/21/2016	\$8,500	6,000
22	WebWise Small Business Workshop	7/28/2016	\$0	30
23	Zucchini Festival	8/13-14/16	\$5,000	16,042
24	August Downtown Summer Street Party	8/18/2016	\$8,500	7,100
	TOTAL		\$173,950	57,362

Source: Funding data from MUNIS Financial Report prepared by ED Staff, November 2016.

*Attendance estimates provided by event organizers.

Special Projects – High-Speed Hayward Fiber Optic Network

This year, ED staff made significant progress toward achieving EDSP Work task IS3.C – “Explore a public/private partnership to secure broadband/fiber optic network in the industrial area.” This progress occurred on two fronts: 1) spearheading the formation of a Master Plan to guide network design, route, and implementation plans; and 2) seeking and securing grant funding for the network’s construction.

The development of a fiber optic network is a complex process that requires strategic planning to ensure the system is well designed, subscribed to, and managed. In March 2016, the City retained a consultant, CTC Energy and Technology, to prepare a Master Plan. The Master Plan will be used by the City for the planning, budgeting and implementation of a fiber optic network infrastructure project. It will serve as a guiding document and provide recommendations for implementation to City Departments including: Public Works; Information Technology; Development Services; and Economic Development. This plan will detail potential network routes, specific technical requirements, estimated buildout costs and an evaluation of various business models to operate and maintain the proposed system.

ED staff is leading the inter-departmental team overseeing the development of the Master Plan. A draft plan was submitted to staff in late October. Staff presented preliminary results of the business survey and needs assessment to the Council Technology Advisory Committee on November 3, 2016. Staff anticipates releasing the draft plan for review and conducting a Council Work Session on January 24, 2017.

The development of a fiber optic network is a costly infrastructure project with the greatest expense associated with the installation of conduit within the street systems. In September 2016, the U.S. Department of Commerce’s Economic Development Administration announced a grant award of \$2,744,824 to the City for the construction of a fiber-optic loop. This grant will support the installation of 11 miles of fiber optic cable within the Industrial Corridor to provide businesses with access to high-speed internet. ED staff’s grant pursuit efforts spanned nearly two years from the original application submission in June 2015. Staff undertook extensive efforts to provide additional background documentation, including environmental notices, historical resource and tribal consultations, and multiple forms and letters completed by representatives of our business community.

Special Projects – Gateway Markers

At the request of Council Economic Development Committee (CEDC) members, in 2015, staff began exploring the development of gateway markers for key intersections throughout Hayward’s Industrial Crescent. The markers would not only recognize and set-off the strength of the area but also create memorable points of entry and a sense of place. Based on traffic counts provided by Public Works – Transportation & Engineering staff, land ownership considerations, and area esthetics, ED staff identified a handful of potential high-impact locations. In July of 2016, Gates + Associates, a Bay-Area based Landscape Architecture,

Urban Design and Land Planning firm, was brought under contract to analyze and develop a series of potential signs, markers and panels at a variety of price points. In October of 2016, the gateway marker project was included in the recommended updates for the Industrial Sector of the Economic Development Strategic Plan. Ranging from painted words to large metal sculptures, staff has tentatively scheduled a presentation of options to CEDC members at their February 2017 Regular Meeting.

NEXT STEPS

Economic Development staff remains fully engaged on many different activities related to business expansion, retention, and attraction. The EDSP modifications would update the plan to reflect current and proposed economic development activities for 2016-2017 and beyond. Economic Development staff is focusing efforts on delivering current development activity within the development pipeline and removal of barriers to the Hayward market. Staff recognizes that in order to accomplish the City's goals, coordinated efforts across the organization were required and the City's team approach has created a dynamic organization helping to deliver projects and businesses small and large.

Prepared by: Micah Hinkle, Economic Development Manager
Paul Nguyen, Economic Development Specialist

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAdoo, City Manager

Branding and Marketing

GOAL BM1: Identify and develop a brand that showcases Hayward's strengths

Work Tasks		Year to be Completed	Current Status	Recommendation
BM1.A	Complete the recruitment process and hire the Community and Media Relations position	2014	CMO hires Frank Holland - Marketing and Branding Program established - Task Complete	Recommend Elimination of Task
BM1.B	Obtain consultant services to complete a brand assessment and identify opportunities to maximize the effectiveness of the City communication materials (logos, website, brochures, signage, etc.)	2015	Consultant services obtained and brand assessment complete with new logos, website, brochures and signage - Task Complete	Recommend Elimination of Task
BM1.C	Facilitate a discussion with the City Council in a work session to develop a shared definition of "business friendly"	2014	Task item remains outstanding. Multiple activities from Economic Development and Development Services underway to improve process that assists with "business friendly," but Council Workshop still needs to be completed.	Recommend Task Item to 2016/2017
BM1.D	Complete a comprehensive training program for key staff in marketing activities and on how to promote the brand through the everyday performance of duties	2016	Branding and Messaging to City Departments needs to be further developed and creation of a training program still remains outstanding.	Recommend Task Item to 2017/2018

Branding and Marketing

GOAL BM2: Develop and execute a comprehensive marketing program

Work Tasks		Year to be Completed	Current Status	Recommendation
BM2.A	Obtain consultant services to create a marketing plan including development of specific tasks to be included in the annual work plan	2015	The City recently completed marketing materials for business recruitment. For some Economic Development Tasks staff is recommending development of specific marketing plans and materials targeted to business clusters. At this time we do not believe consultant services are necessary and specific tasks of data development for marketing approach can be included in the annual work program.	Recommend modification to work task to reflect current staff approach on targeted marketing plan and materials.
BM2.B	Compile an annual communications portfolio of material utilized by all departments and measure how well the messaging and images reflect the City's brand	On-Going	With the recent switch over to the new branding and marketing materials, this is an on-going task. Adjustments to City handouts are currently underway.	Staff continue to update marketing materials and review for effectiveness.
BM2.C	Create and complete a biannual survey of brokers, developers and business organizations to measure awareness of Hayward and its attributes	Bi-Annual	Staff continuously outreaches brokers, developers, and business organizations via site visits and invites key representatives to give presentations on current market conditions to CEDC as needed.	Recommend as on-going task. Modify task to create Brokers Breakfast through Regional Economic Development Organizations or other business outreach methods to better connect with brokerage and business community.

BM2.D	Update the marketing plan annually in coordination with the economic development annual work plans based on outcomes from the prior year	On-Going	This is an on-going task and we are currently testing the effectiveness of our marketing materials with various business types. Depending on feedback, adjustments would be made to materials for the next round of outreach activity and for the formulation of the marketing plan.	On-Going Task
BM2.E	Develop a list of desired service & retail business types that cater to college students and personnel to guide marketing activities in areas around the college	2015	The City has multiple needs related to providing goods and services to its residents including college students. A key issue related to this targeted market segment is the availability of developable retail land near our campuses. In order to be a viable business, the market segment needs to also include the broader community, so goods and services should also serve families.	Recommend expanding Task to include desired service and retail goods for the Hayward Community with a focus on family-friendly as it has a broad reach in market capture.

Branding and Marketing

GOAL BM3: Strengthen and expand events and opportunities for community members, businesses, and visitors to engage with Hayward businesses

Work Tasks	Year to be Completed	Current Status	Recommendation
BM3.A	2016	Currently working with City event organizers and liaisons to develop reportables and metrics.	On-Going Task
BM3.B	2014	Since all events are not ticket driven, staff works with event sponsors who provide attendance estimates. Vendor sales are not currently tracked and staff is currently evaluating the staff resources to acquire sales data from vendors participating in special events.	Work with event sponsors on collection of reportables including attendance and overall sales performance of vendors associated with the special event.
BM3.C	2018	On-going expansion of signature event Passeio do Vinho for regional attraction to raise downtown Hayward's profile as a destination point. The City is also exploring an additional event and partnering with existing events to raise the Hayward profile.	On-Going Task
BM3.D	2018	On-going development of programs that are community led with staff support. Pilot Program "Passport to Downtown" led by downtown merchants with staff support. Staff is still in the evaluation phase of special events and will look to make determinations on what events have a potential to partner with other organizations to administer.	On-Going Task
BM3.E	2018	On-going collaboration with Graphic/Planning Technician and Community & Media Relations Officer for the advancement of advertising community partner events. Staff also exploring potential for physical advertisement in a prominent downtown location via an event banner program.	On-Going Task
BM3.F	2016	Staff is currently evaluating the reportables associated with grant driven support of special events. As part of the funding conditions, event sponsors are to provide reportables back to staff so that data can help established the value of the sponsorship.	Recommend making an on On-going Task as event measurable are key factors on the economic evaluation of an event.

BM3.G	Develop and execute a survey of Chamber members, BIA members, and other business owners to identify new events that would increase their exposure to community members	2015	On-going outreach to Hayward Chamber of Commerce, staff, BIA members, and United Merchants Downtown Hayward members to identify events that increase exposure to community. Staff still needs to develop a survey to solicit feedback on special events.	Staff looking to complete for 2016 reportable.
BM3.H	Develop and execute a survey of key community consumer groups, such as student unions and parent organizations, to identify new events that would increase their exposure to Hayward businesses	2015	This Task has yet to be started. Current staff activity is focused on evaluation and reportables of special events. Once task is complete, then staff will look to solicit feedback from community on events.	Recommend moving Task to 2017 to allow staff to complete task items on current event activities. Staff currently does not have resources to take on additional Special Events.

Industrial Sector				
GOAL IS1: Support existing business, especially in the area of safety				
Work Tasks		Year to be Completed	Current Status	Recommendation
IS1.A	Identify key safety concerns and crime patterns in the industrial area, utilizing information from the new CADRMS and anecdotal evidence collected from businesses over a 12 month period	2014	Ongoing. As part of the Business Visitation Program, staff collects information from owners regarding their security concerns. Issues are recorded in the ED Activity Log and communicated to Police Department, Code Enforcement and other staff as needed for follow-up. Crime statistics are reported to Council by the Hayward Police Department (HPD) each quarter.	Ongoing Task - Recommend moving to 2018 and have staff continue collecting information, tracking trends and referring to appropriate departmental staff for action.
IS1.B	With the Police Department and Code Enforcement, establish a crime prevention and beautification program for property managers	2014	Complete. HPD established the Crime Prevention Through Environmental Design Program. This program involves advising businesses and property owners on proper design, maintenance, and use of the built environment in order to enhance the quality of life and to reduce both the incidence and the fear of crime. Customized for the individual needs of the businesses and property owners, PD conducts site visits that offer guidance and feedback on site design, maintenance and operational strategies. ED staff markets this program in conjunction with the Concierge Program and Business Visitation program.	Recommend Deletion - Task Complete
IS1.C	Design and offer incentives to existing industrial businesses for expansions and improvements	2015	Incomplete. Following the outcomes of the Community Benefits District effort for the Downtown area, ED will allocate resources to develop a similar industrial area improvement program or other incentive program.	Ongoing Task - Recommend moving to 2017
IS1.D	Establish a comprehensive retention program for existing businesses	2014	Complete. Economic Development established a comprehensive business retention program within the Business Concierge Program, Business Visitation Program and our new formal partnerships for workforce development and lay-off aversion support from the Governor's Office of Business and Economic Development and the Alameda County Workforce Development Board. This program monitors the health of businesses, identifies issues and develops solutions that cut across multiple agencies and organizations to resolve them.	Recommend Deletion - Task Complete
IS1.E	Expand the business visitation program	2018	Ongoing. Using the Industrial Baseline Profile and resulting Business Database, which tracks major employers by sector, ED staff developed a more robust and targeted Business Visitation Program. The goals of these visits are to engage the business owner, evaluate their economic health and inform them of available programs and resources available to help retain and expand their operation in the City. Visitation is the number one tool for to support business retention and expansion.	Ongoing Task - Recommend allocating additional resources to expand outreach capabilities.

Work Tasks		Year to be Completed	Current Status	Recommendation
IS1.F	Complete a transit and amenity needs assessment for employees in the industrial areas and create an implementation plan based on recommendations	2016	Complete. ED staff supported Public Works Engineering and Transportation staff with a Transit Shuttle Feasibility Study, which assessed the existing transit connectivity conditions, identified the needs of industrial area employees/employers, and analyzed the logistical and financial feasibility of establishing a transit shuttle from Hayward and South Hayward BART stations to major employment areas. The Industrial Baseline Profile and ED staff's engagement of businesses through the Business Visitation Program were key data sources for this ongoing effort. PW E&T staff is now working with businesses to implement customized solutions for shuttle connection services.	Recommend Deletion - Task Complete
IS1.G	Explore a Facilities Maintenance District to fund amenities in the industrial areas	2016	Incomplete. Pending outcomes of the Community Benefits District effort for the downtown area, ED will seek to develop a similar industrial area improvement program or other incentive program.	Ongoing Task - Recommend moving to 2018
IS1.H	Develop a method to survey businesses that close or leave Hayward to learn from common issues	2016	Complete. ED staff developed and continually refines the questionnaire used during in-person and telephone interviews with businesses that leave or close. Feedback from these firms is captured and logged in the ED Activity Log, which is analyzed to identify patterns and potential solutions.	Recommend Deletion - Task Complete
IS1.I	Identify a method to track how different ethnic groups are represented in the Hayward economy	2016	Ongoing. ED staff has not identified readily available data to track how ethnic groups are represented in the Hayward economy. Staff focuses on encouraging investment off all types that offer employment opportunities for the community and revenue generation for the City. Development of a data collection program to track this information would be resource intensive and unlikely to yield actionable information.	Ongoing Task - Recommend moving to 2018

Work Tasks		Year to be Completed	Current Status	Recommendation
Industrial Sector				
GOAL IS2: Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward				
IS2.A	Establish a comprehensive attraction program for key business types	2014	Completed. In addition to the Business Concierge Program, staff worked to develop and update existing marketing materials that are being used to attract targeted industries. Targeted industries include advanced industries, which include manufacturers, bioscience, technology and specialty food and beverage producers.	Recommend replacement of this task with the following: "Expand marketing efforts to advanced industries and targeted businesses by attending conferences and tradeshows and advertising in industry media outlets."
IS2.B	Design and offer incentives to new industrial businesses for site preparation and for those that offer good paying jobs	2015	Incomplete. Pending outcomes of the Community Benefits District effort for the Downtown area, ED will seek to develop a similar industrial area improvement program or other incentive program. Additional resources will be needed if such programs are to be established.	Ongoing Task - Recommend moving to 2018. Staff will research and propose potential industrial incentive options to attract targeted businesses.
IS2.C	Develop relationships with the property owners of the opportunity sites in the industrial area	2018	Ongoing. Staff continues to engage existing and new property owners in the industrial area to identify opportunities and trends.	Ongoing Task
IS2.D	Develop a Bioscience Council	2018	Incomplete. Given the amount of resources necessary to establish and convene a working group, staff elected to partner with existing Bay Area biotechnology and life science associations such as the California Life Science Association, East Bay Bio-Manufacturing Network, and the Ohlone College Biotechnology Council, whose membership include Hayward businesses. These larger groups are better suited for attracting membership and addressing industry needs.	Recommend replacement of this task with the following: "Attend and participate regional bioscience organizations efforts to market Hayward." Additional resources may be necessary to achieve this goal.
IS2.E	Expand the Food Manufacturing Council membership	2018	Incomplete. As noted above, management of a working group takes significant resources. Staff expanded the City's partnership with the Chamber of Commerce and Alameda Small Business Development Center, which organizes and conducts training workshops and business mixers for food sector companies.	Recommend elimination of this task and addition of the following: "Expand marketing efforts to specialty food and beverage manufacturers by developing industry specific marketing collateral and attending conferences and tradeshows."
IS2.F	Expand venture capital forums and investor round tables	2018	Incomplete. Staff is collecting data on venture capital funding raised by Hayward businesses. However, given staffing resource constraints and the private nature of venture capital organizations, staff has not yet pursued engaging venture capital forums and roundtables.	Recommend elimination of this task and addition of the following task: "Track private capital investment in Hayward businesses and initiate immediate outreach to businesses that receive venture capital funding." This contact would represent the City's proactive efforts to assist businesses that are poised to move or expand.
IS2.G	Develop marketing materials for the opportunity sites in the industrial area that can be used by brokers	2018	Ongoing. Staff continues to develop marketing brochures for the City as a whole. The next evolution of this effort will include more refined marketing materials of opportunities sites and providing input to broker developed marketing materials.	Ongoing Task
IS2.H	Identify metrics to measure private investment in Hayward	2016	Ongoing. DSD staff currently tracks investment as part of the building valuation and permit fee calculation. ED staff is currently collecting data on venture capital raised by Hayward businesses. This data is used to identify and initiate retention and expansion efforts.	Ongoing Task - Recommend moving to 2018

Work Tasks	Year to be Completed	Current Status	Recommendation
Industrial Sector			
GOAL IS3: Maintain and expand the public infrastructure that businesses need to thrive			
IS3.A	Complete an assessment of infrastructure deficiencies in the industrial area, as well as strengths that could be used for marketing, such as rail access and water supply	<p>Complete. PW E&T staff conducted an assessment of both pavement and sidewalk conditions in the industrial area, and arrived at the following conclusions:</p> <ul style="list-style-type: none"> • An estimated \$7 million in pavement rehabilitation projects are required to bring pavement conditions in the Industrial West area from the current pavement condition Index (PCI) of 57 to a PCI of 65. For the Industrial Parkway Mixed-Use area, another \$5.5 million will be needed to bring the PCI from its current index of 53 to a PCI of 65 • Based on input from businesses in the industrial area, there was a clear need to implement a connector service that would allow for better access from this area to the Hayward BART station and the Downtown • As the industrial area was undergoing significant development during the 1950's and 1960's, transportation policies focused on constructing wider travel lanes for vehicular traffic and did not emphasize the need for developing pedestrian-related facilities (i.e. sidewalks). Therefore, there is a limited amount of sidewalk in this area of the City. However, recent policies have mandated that the construction of new roads throughout the industrial area include sidewalks or other pedestrian-friendly facilities. More sidewalks can be added to existing streets. 	Recommend replacement of this task with the following: "Explore the development of place making programs in the Industrial Corridor to attract new business investment." This work, which will carry through 2018, may include identifying potential locations, types, costs and funding sources for gateway markers and public art.
IS3.B	Ensure water/sewer main capacity, especially for opportunity sites	Complete. The City offers ample sewer and water main capacity to opportunity sites.	While Hayward utility connection rates are competitive with neighboring communities, these fees can be a barrier to entry for target businesses such as a restaurant, food and beverage producer or manufacturer. As a result, staff recommends replacement of this task with the following: "Explore the development of incentives or assistance programs for utility connection fees for targeted industries."
IS3.C	Explore a public/private partnership to secure broadband/fiber optic network in the industrial area	Ongoing. in 2015 and 2016, ED developed a tentative public-private partnership (P3) framework with San Leandro Dark Fiber and submitted a grant to the U.S. Economic Development Administration to fund the development of a fiber loop in the industrial area. The EDA issued a notice on award the grant on September 14, 2016. In April 2016, Staff also began working with a consultant to prepare a Fiber Optic Master Plan to provide an assessment of current conditions, potential options and implementation strategies to achieve this goal.	Ongoing Task. It is anticipated that the Fiber Optic Master Plan will be complete in December 2016 and construction of the fiber optic loop will commence in 2017.

Work Tasks		Year to be Completed	Current Status	Recommendation
IS3.D	Complete the Whitesell/Cabot extension	2015	Ongoing. The project is under construction with anticipated completion of Phase 1 in the Fall of 2016. Phase 1 is comprised of local street system modification and widening of West Winton Avenue at the Intersection of Hesperian Boulevard along with minor signal phasing modifications, the widening and extension of Whitesell Drive between Depot Road and State Route 92. Phase 2 will be the reconstruction of the SR 92 Clawiter Road – Whitesell Street Interchange. The timeline of Phase 2 has yet to be determined by the Alameda County Transportation Commission.	Ongoing Task - Recommend moving to 2018
IS3.E	Create an implementation plan to address infrastructure deficiencies, especially the quality of roads	2016	Complete. The Engineering and Transportation Department has a program (Pavement Management Program) in place for managing the City's streets infrastructure and addressing deficient streets. This program contains information for all of the City's streets, such as their current pavement condition and the level of funding needed to bring each street to an acceptable condition. Program implementation relies on available funding provided each fiscal year through the City's Capital Improvement Program (CIP). A portion of available paving funds will continue to be applied towards projects in the Industrial Area. In addition to streets and roads, staff will also focus on infrastructure deficiencies associated with pedestrian and bicycle facilities, such as sidewalks, curb ramps, etc.	Recommend Deletion - Task Complete
IS3.F	Create and implement a plan to link and expand existing biking and walking trails in the industrial area	2017	Ongoing. Staff are currently in the process of updating the current Bicycle Master Plan and creating a Pedestrian Master Plan. These studies, which are currently funded through Measure B in the CIP, will commence during the summer of 2015. Staff will ensure that a focal point of each plan will be the consideration and potential development of a loop for the existing trail system, which will include the industrial area. In the interim, City staff are in the process of updating the Downtown Specific Plan. A portion of this document will contain elements of both the Bicycle and Pedestrian Master Plan, as well as identify new facilities that align with the City's policies, such as Complete Streets. Funding for this project was secured through a grant from Alameda CTC.	Ongoing Task - Recommend moving to 2018

Work Tasks		Year to be Completed	Current Status	Recommendation
Industrial Sector				
GOAL IS4: Create proactive, site-specific land use policies that clearly convey information to potential businesses				
IS4.A	Identify desired uses for the opportunity sites in the industrial area with the CEDC and ensure that current zoning allows for the desired uses	2014	Complete. Opportunity site developments are vetted through the ED Concept Review process, which enables CEDC and Council to provide informal feedback to potential applicants before acquisition or an official application is submitted.	Recommend Deletion - Task Complete
IS4.B	Confirm the City's zoning assessment with commercial brokers	2014	Underway. DSD Planning Division, in consultation with staff from ED and Fire/Hazmat, is preparing a comprehensive review and update of the Industrial Zoning District regulations. This work will include extensive engagement of commercial real estate brokers and industrial property owners.	Ongoing Task - Recommend moving to 2018
IS4.C	Update the City's Hazmat policies to address advances in the biotech industry	2015	Underway. DSD Planning Division, in consultation with staff from ED and Fire/Hazmat, is preparing a comprehensive review and update of the Industrial Zoning District regulations. This review will include a review and update of allowed uses and creation of performance standards to address advances in the biotech industry. The objective is to make permitting more predicable for new businesses.	Ongoing Task - Recommend moving to 2018
IS4.D	Develop preferential zoning areas that support the desired business types	2015	Underway. DSD Planning Division, in consultation with staff from ED and Fire/Hazmat, is preparing a comprehensive review and update of the Industrial Zoning District regulations. This update may include the addition of buffer areas between traditional industrial uses and residential; new sub-districts to encourage desired business types and commercial use overlays that will help add goods and service amenities to the Industrial District.	Ongoing Task - Recommend moving to 2018
IS4.E	Assess opportunities for recreational uses in sections of the industrial area that are near retail areas	2016	Underway. DSD Planning Division, in consultation with staff from ED and Fire/Hazmat, is preparing a comprehensive review and update of the Industrial Zoning District regulations. This update may an examination of recreational opportunities in the Industrial District.	Ongoing Task - Recommend moving to 2018

Work Tasks		Year to be Completed	Current Status	Recommendation
Industrial Sector				
GOAL IS5: Ensure a timely and predictable permit process				
ISS.A	Develop an ombudsperson program to streamline industrial business applications and permits	2014	Complete. Staff developed an Ombudsman Program and produced marketing material that is distributed to businesses during site visits.	Recommend Deletion - Task Complete
ISS.B	Optimize the permit process by utilizing online technology and other available tools	2018	Ongoing. DSD launched a new permitting and inspections module on the City's ERP System (MUNIS) in FY 2014. This system allows for permit applicants to view the current status of their permit applications in real time, including reviewing plan check comments from various departments as soon as they are completed. This system also has the capability of allowing permits to be applied for online, but that feature is not currently active. Staff is developing a phased implementation program to allow for online permit application and plan submittal, and electronic plan checking.	Ongoing Task
ISS.C	Expand the permit performance measures to include other departments that are involved in permitting and inspections	2016	Ongoing. Staff continues to develop improvements to the internal process and performance evaluation of the permitting and inspection process.	Ongoing Task - Recommend moving to 2018
ISS.D	Streamline the bioscience permitting	2016	Underway. DSD Planning Division, in consultation with staff from ED and Fire/Hazmat, is preparing a comprehensive review and update of the Industrial Zoning District regulations. This review will include a review and update of allowed uses and creation of performance standards to address advances in the biotech industry. The objective is to make permitting more predicable for new businesses.	Ongoing Task - Recommend moving to 2018

Work Tasks		Year to be Completed	Current Status	Recommendation
Industrial Sector				
GOAL IS6: Improve Hayward's education-to-job bridge through an active community partnership				
IS6.A	Encourage and support HUSD efforts to develop a mentoring/ internship/ skill-development program for students that are interested in specific careers	2018	Ongoing. ED staff regularly supports and collaborates with HUSD, the Chamber of Commerce's Work Based Learning Program, and Cal State East Bay STEM Institute efforts to develop career pathways for Hayward students. This work includes sponsoring Hayward Manufacturing Day in 2014 and STEM Career Awareness Events in 2016.	Ongoing Task
IS6.B	Explore business sponsorships and employee volunteer programs to grow the City's existing afterschool programs	2018	Ongoing. Staff is focused on supporting the development of a connected and active business community. As better relationships are forged and corporate champions are identified programs such as business sponsorships and volunteer programs, will be more feasible.	Ongoing Task
IS6.C	Complete an inventory of desired skills from Hayward industrial businesses	2018	Ongoing. Through business visitations and working through our workforce partners at the Alameda County Workforce Board, East Bay Career Pathway Consortium (via the Hayward Chamber of Commerce Workforce Development Program), and the CSU East Bay STEM Institute, information regarding the skillsets required by industrial employers is widely available. These skills directed tied to STEM education. As a result, ED staff actively sponsors and supports Hayward STEM initiatives. This includes the Hayward 3D Challenge where the City partnered with the Chamber of Commerce, HSUSD to provide a work-based learning project using 3D printing equipment and software.	Ongoing Task
IS6.D	Create an annual award to recognize businesses that support schools	2015	Ongoing. Staff is focused on supporting the development of a connected and active business community. As better relationships are forged and corporate champions are identified programs, such as business awards for school adoptions will be more feasible.	Ongoing Task - Recommend moving to 2018
IS6.E	Facilitate an adopt-a-classroom and employee volunteer program in partnership with HUSD, starting with the Promise Neighborhood middle and high schools	2018	Ongoing. Staff is focused on supporting the development of a connected and active business community. As better relationships are forged and corporate champions are identified programs, such as business adoption of classrooms, will be more feasible.	Ongoing Task

Work Tasks		Year to be Completed	Current Status	Recommendation
IS6.F	Facilitate school tours of industrial businesses	2018	Ongoing. The City provided support and resources to facilitate school tours of advanced industries in Hayward through to major events: East Bay Manufacturing Day in November 2015 and CSU East Bay's STEM Career Day in April 2016. ED staff plans to support additional events as opportunities arise. A National Manufacturing Day event is being planned by the Hayward Chamber of Commerce in November 2016. This event will enable Hayward students to tour advanced industries.	Ongoing Task
IS6.G	Design and launch an annual Career Day at Chabot and Cal State that highlights the skills needed to work in Hayward industries	2016	Complete. The City provides staff support and resources to facilitate career related events, such as East Bay Manufacturing Day and CSU East Bay's STEM Career Day. ED staff plans to continue supporting these events as opportunities arise.	Recommend Deletion - Task Complete
IS6.H	Partner with the Chamber to incorporate a job fair element at the annual Business Expo	2018	Incomplete.	Ongoing Task
IS6.I	Identify metrics that connect academic achievement to employment, such as job placement after graduation	2016	Incomplete. Staff will work with HUSD and CSU East Bay as they are the appropriate partners to track and report this data.	Ongoing Task - Recommend moving to 2018
IS6.J	Research and develop a local hire program to encourage and support businesses to hire Hayward residents	2017	Incomplete. Staffing resources are not yet available to sustain the research and development of a Local Hire program. Staff has focused on leveraging partnerships with local workforce development efforts led by HUSD, CSU East Bay STEM Institute and Chabot Community College. These efforts emphasize providing students with the skill sets need to compete for local jobs in advanced industries.	Recommend elimination of this task and placement of additional resources to complete Work Task IS6.A, which focuses on encouraging businesses to partner with schools for job training and internship programs.

Service & Retail Industry

GOAL SR1: Support existing businesses, especially in the area of safety

Work Task	Year to be Completed	Current Status	Recommendation
SR1.A	2014	Ongoing. Staff coordinates with PD and merchants on safety concerns and crime patterns within the retail corridors. PD activity to address concerns is reported in the PD quarterly reports presented to Council. This is an ongoing coordination effort between ED and PD staff along with the business community to address safety concerns and crime.	Move to Ongoing Tasks with reportables tied to PD quarterly updates
SR1.B	2014	Task Complete. The City, through its PD Crime Prevention Office, provides services to commercial property owners and developers.	Recommend Deletion - Task Complete
SR1.C	2014	In 2015, the Economic Development Division created the City's Business Concierge Program, which is designed to address business attraction and retention. The program has been successfully implemented and we are currently assisting businesses in both business attraction and expansion activities. In order to fully implement the program additional resources are required to enhance the existing business visitation program; with over 4,000 businesses outreaching targeted businesses and clusters can be challenging.	Recommend Deletion - Task Complete
SR1.D	2015	The Economic Development Division is exploring various commercial revitalization incentive programs. A presentation was made to the CEDC on incentive program approaches on June 6, 2016. The CEDC provided direction for staff to explore programs that bring capitol improvements to buildings and infrastructure. Staff is currently developing program guidelines and requirements for future Council review.	Ongoing Task - Recommend moving to 2017

SR1.E	Assist the Chamber, BIA, and workforce development organizations with starting a mentoring/consulting program for small businesses	2017	Through partnerships with other organizations within Alameda County, the City has been able to partner to provide small business support programs. Staff recommends adjusting policy to be modified to read as follows: "Continue to partner with Chamber, BIA, Alameda County Small Business Development Center, Workforce Development, Rubicon, and other support organizations to address the needs of the small business community as it relates to staffing, employment training, financial planning and other resources to assist in the establishment and growth of small business."	Ongoing Task
IS1.H	Develop a method to survey businesses that close or leave Hayward to learn from common issues	2017	Activity on this task has not occurred. Staff anticipates working with Revenue Department to establish a survey to be submitted for business closures and relocations out of City limits.	Still targeting 2017
IS1.I	Identify a method to track how different ethnic groups are represented in the Hayward economy	2017	This is a difficult task to develop a reliable data source that does not require substantial resources to develop and implement. Recommend modification of the Task to read as follows: "Track demographic data of Hayward resident's and identify trends related to potential market shifts in providing goods and services to specific ethnic markets."	Still targeting 2017

Service & Retail Industry

GOAL SR2: Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward

Work Task	Year to be Completed	Current Status	Recommendation
SR2.A	2014	This is a multi-layered task that requires multiple sub-tasks in order to create a comprehensive program. Staff has completed the retail baseline study identifying current available spaces within the Hayward commercial corridors. The next step is to identify retail locations that would be attractive for desired retailers. Staff is currently working with retail consultants for analysis of retail corridors and creation of an attraction program. In addition, staff is working with the development community for inclusion of quality commercial space when applicable.	Ongoing Task
SR2.B	2014	Complete. ED and Code Enforcement staff work regularly on various blight issues surrounding catalyst sites. The City has been successful in facilitating the development of the Green Shutter and are working collaboratively on other locations throughout the City.	Recommend Deletion - Task Complete

SR2.C	Design and offer incentives to new retail businesses, such as business loans and fee waivers	2015	See Task SR1.d - In addition, the City offers current programs through CDBG Economic Development Programs. Also, staff has been working with Utilities and Environmental Services on a fee deferral program targeted for restaurants micro beverage manufacturing businesses. Funding will continue to be an issue as fully funding the need for small businesses is a challenge.	Ongoing Task
SR2.D	Update psychographic data (example: Buxton Study)	2014	Staff plans to work with consultant to update psychographic data along with other analytical data points that will better define the community need and development opportunities.	Ongoing Task - Recommend moving to 2017
SR2.E	Grow relationships with retail brokers Develop relationships with the property owners of the catalyst sites in the retail area	2018	Ongoing. Staff continues to develop marketing materials targeting brokers. The Business Concierge Program brochure, Hayward Fact Sheet and #HaywardUpward website complement our efforts in relationship building. Future plans include a broker appreciation event. Staff will increase attendance at trade shows, regional events and host more outreach events to attract developers and retailers.	Ongoing Task
SR2.F	Develop marketing material for the catalyst sites that can be used by brokers	2018	Ongoing activity.	Ongoing Task
SR2.G	Identify metrics to measure private investment in Hayward	2015	ED staff to develop comprehensive marketing materials for Hayward associated with Marketing Tasks.	Ongoing Task
SR2.H	Identify metrics to measure private investment in Hayward	2016	Staff working with Development Services to identify private investment for development projects. In addition, tracking Venture Capitol invested in Hayward.	Ongoing Task

Service & Retail Industry

GOAL SR3: Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward

Work Task	Year to be Completed	Current Status	Recommendation
SR3.A	2015	Infrastructure analysis for the downtown will be part of the Downtown Specific Plan slated to be completed in 2018. Assessment of commercial corridors and infrastructure needs is ongoing.	Ongoing Task

SR3.B	Complete the way-finding sign program for the 238 Corridor	2014	Complete		Recommend Deletion - Task Complete
SR3.C	Complete parking study for downtown retail area	2014	Underway - Transportation Division currently undertaking parking analysis and determination of recommendations.		Underway
SR3.D	Create an implementation plan to address deficiencies identified in the infrastructure assessment	2016	Downtown Specific Plan update currently being led by Development Services		Ongoing Task
SR3.E	Pre-install grease traps and other infrastructure to support restaurant development	2016	Capitol expenditures for pre-installation of grease traps can be cost prohibitive and not effective on attracting restaurant users. Recommend developing incentive programs to help off-set construction costs for restaurants related to infrastructure improvements ranging from commercial kitchen buildouts to grease interceptors.		Recommend Modifying Language
SR3.F	Work with Southland Mall to identify and address infrastructure needs	2016	Ongoing		Ongoing Task
SR3.G	Develop gateway program	2016	Economic Development Staff is in the process of identifying locations for gateway markers. Phase II of the program will focus on key entry points into City of Hayward.		Underway

Service & Retail Industry

GOAL SR4: Create proactive, site-specific land use policies that clearly convey information to potential businesses

Work Task	Year to be Completed	Current Status	Recommendation	
SR4.A	2014	Identify desired uses for the catalyst sites with the CEDC and ensure that current zoning allows for the desired uses	Recommend modifying language to reflect City's pre-application process and Council workshops to receive policy direction on catalyst sites. It is difficult to select an individual desired project as there is a balance of needs of the community.	Ongoing Task - Recommend modifying language
SR4.B	2014	Confirm the City's zoning assessment with commercial brokers	Ongoing	Ongoing Task
SR4.C	2014	Revise the Sign Ordinance	Complete	Recommend Deletion - Task Complete

SR4.D	Monitor developments at Airport Land Use Commission and improve process to ensure appropriate influence	2018	Ongoing		Ongoing Task
SR4.E	Modify/create dining entertainment districts that include owner accountability systems	2015		Recommend Deletion. The Downtown Specific Plan will establish the dining and entertainment district and owner accountability is tied into zoning requirements associated with entitlement permits.	Recommend Deletion
SR4.F	Complete the Downtown Plan update	2016	Underway		Ongoing Task - Recommend moving to 2018

Service & Retail Industry

GOAL SR5: Ensure a timely and predictable permit process

Work Task	Year to be Completed	Current Status	Recommendation
SR5.A	2014	Continue Business Concierge Program to improve the customer experience by providing a single point of contact to address market analysis and site selection, development assistance and business and workforce assistance.	Recommend Deletion - Task Complete
SR5.B	2018	Ongoing	Ongoing Task
SR5.C	2014	Recommend deletion. Fire Connection requirements are standard and compliant with the Building and Fire Code. Staff has made great strides working with existing and potential businesses to cover standard health and safety issues and Fire Connection Requirements are consistent with standard process and procedures.	Recommend Deletion - Task Complete
SR5.D	2015	Complete	Recommend Deletion - Task Complete

SR5.E	Streamline restaurant permitting Expand the permit performance measures to include other departments that are involved in permitting and inspections	2015	Complete	Recommend Deletion - Task Complete
SR5.F		2016	Development Services Department has taken the lead on streamlining processing of permits. Performance measures are currently established for review timelines.	Ongoing Task

Service & Retail Industry

GOAL SR6: Improve Hayward's education-to-job bridge through an active community partnership

Work Task	Year to be Completed	Current Status	Recommendation
SR6.A	2018	Ongoing	Ongoing Task
SR6.B	2018	Ongoing	Ongoing Task
SR6.C	2016	Looking to identify data sources that track academic achievement to employment. Data may not be available and task item may need to be modified.	Ongoing Task
SR6.D	2017	Staff will work to partner with businesses in an effort to create a career pathways. Staff will continue to support Manufacturing Day, STEM programs and partnerships with Workforce Development Board, ACSBDC, Rubicon, CSUEB, Chabot and others.	Recommend modifying language using first part of SR6.A and last part of SR6.D



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: LB 17-006

DATE: February 21, 2017

TO: Mayor and City Council

FROM: Assistant City Manager

SUBJECT

Establishment of a Council Infrastructure Committee and Appointment of Council Members to Serve on the Newly Formed Committee

RECOMMENDATION

That the City Council establishes a Council Infrastructure Standing Committee to review and consider policy related issues involving the City's capital improvement projects and appoints 3 members from the Council to serve on the newly formed Council Infrastructure Committee.

ATTACHMENTS

Attachment I Staff Report
Attachment II Resolution



DATE: February 21, 2017

TO: City Council

FROM: Assistant City Manager

SUBJECT Establishment of a Council Infrastructure Committee and
Appointment of Council members to newly formed Committee

RECOMMENDATION

That the City Council establishes a Council Infrastructure Standing Committee to review and consider policy related issues involving the City's capital improvement projects and appoints 3 members from the Council to serve on the newly formed Council Infrastructure Committee.

BACKGROUND

The city's Capital Improvement Program (CIP) is a multi-million dollar spending plan totaling \$195 million this current fiscal year. This spending plan covers a broad spectrum of CIP projects, including public infrastructure projects, such as street construction and improvements, sewer and water system upgrades, fleet management, landscaping and small community parks. It also includes seismic retrofitting of public facilities, public buildings, and airport projects. Energy efficiency and clean and renewable energy projects are also included in the CIP. The CIP is supported by a number of funding sources, a large portion of which are in restricted-use funds, such as the gas tax, Measure B, Measure BB, Measure C and enterprise funds (i.e. Water, Sewer and Airport). However, even within these restricted funds, there is a benefit to having a policy discussion relative to sequencing of projects.

Some of the key projects included in this year's CIP program are the Library and Community Learning Center and Heritage Plaza Arboretum, various fire station improvements, street and road pavement rehabilitation projects, including one of the more critical new roadway projects which is the 880/92 Reliever Route project. This project includes construction of the Whitesell Street extension and improvements along the Winton Avenue corridor.

Staff also plans to complete four transportation studies, including:

- a Citywide Intersection Improvement Plan, which evaluates and prioritizes needed safety and pedestrian improvements at major intersections,
- a Transit Connector Feasibility Study to determine the feasibility of and demand for providing shuttle service from underserved transit sectors in the east/west Industrial areas and the Cannery area developments to the downtown/BART station and to the South Hayward BART Station,
- a Downtown Parking Study to evaluate comprehensive short and long-term parking strategies for the downtown area, which will include parking management, residential and business parking permits and enforcement strategy policy considerations, and
- a City-wide Bicycle and Pedestrian Master Plan Update to address bicycle and pedestrian accessibility.

These studies contain policy related considerations that will benefit by a more in-depth discussion at the Council committee level in order to frame the policy discussion for Council.

Lastly, the CIP also contains \$518 million in projects programmed over the next ten years and identifies an additional \$370 million of unfunded needs for the same period. Some of the key unfunded priority projects include the replacement of the police station, Tennyson Pedestrian Bridge at the South Hayward BART Station, Tennyson-UPRR grade separation at Whitman, I880/West A Street Interchange, among other technology, facility and street improvement projects.

DISCUSSION

Because the City's CIP budget and the unfunded needs are significant, a need exists to develop and recommend policies regarding the prioritization of CIP projects, where funding flexibility exists, and develop funding strategies and identify funding options for those unfunded CIP needs. Establishing a Council Infrastructure Standing Committee will facilitate a more in-depth review of the CIP plan, the unfunded needs, and the development of a policy framework that can be brought back to Council for consideration.

The scope of the infrastructure committee may include policy related considerations such as:

- Review the City's unfunded CIP needs, such as the police station, and consideration of funding options and to ensure equitable and strategic community investment citywide;
- Discuss policy considerations related to the sequencing of the CIP ten-year plan;
- Discuss policy related options for Council consideration related to long term traffic planning;
- Review policy considerations relative to the pavement management program; and
- Review the City's programmed CIP related to transportation, water and sewer, buildings, operations (i.e. fleet, technology, street lights, etc.) and recommend policy considerations to Council

Staff recommends that Council establish a three-member Council Infrastructure Standing Committee to review and consider policy related issues involving the City's capital improvement projects and appoint members from the Council to serve on the newly formed Council Infrastructure Committee. Staff recommends that for this first year, the committee meet on a quarterly basis to coincide with the development of each year's CIP budget cycle. Additional meetings may be necessary during the fall/spring in preparation for the CIP budget development process for the following fiscal year.

FISCAL IMPACT

There is no initial fiscal impact with the consideration of this report. There will be an impact on current staff's workload for staffing the new committee and for preparation of reports. It is conceivable the additional workload may cause delays in delivery of some ongoing projects and programs. Staffing impacts will be tracked and assessed this first year to determine whether a fiscal or resource consideration may be necessary in the future.

NEXT STEPS

Upon Council approval, the City Manager will work to schedule and coordinate the Committee's first meeting. The City Manager will also review staff resource demands to determine the best way to staff this Committee to support its mission.

Prepared by: Maria A. Hurtado, Assistant City Manager
 Morad Fakhrai, Director of Public Works
 Alex Ameri, Director of Utilities and Environmental Services

Approved by:



Kelly McAdoo, City Manager

HAYWARD CITY COUNCIL

RESOLUTION NO. 17-

Introduced by Council Member _____

RESOLUTION TO ESTABLISH A COUNCIL INFRASTRUCTURE COMMITTEE AND APPOINTMENT OF COUNCIL MEMBERS TO THE NEWLY FORMED COUNCIL INFRASTRUCTURE COMMITTEE

WHEREAS, the city’s capital improvement program (CIP) is a multi-million dollar spending plan totaling \$195 million in the current fiscal year, \$518 million programmed over the next ten years, and \$370 million of unfunded needs for the same period;

WHEREAS, establishing the Council infrastructure committee will facilitate a more in-depth review of the CIP plan, the unfunded CIP needs, and the development of a policy framework for Council consideration. The scope of this committee may include policy related considerations for long term traffic planning, bicycle and pedestrian master plans, transportation related studies, review of the City’s unfunded CIP needs, or technology related policy considerations.

NOW, THEREFORE, BE IT RESOLVED that the Council establish a Council Infrastructure standing Committee and appoints members from the Council to serve on the Committee.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2017

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: RPT 17-029

DATE: February 21, 2017

TO: Mayor and City Council

FROM: City Manager

SUBJECT:

Accept and File Report Regarding Appointment of Hayward Community Members to Community Task Force to Update the Hayward Anti-Discrimination Action Plan

RECOMMENDATION

That the City Council accepts and files this report regarding the appointment of Hayward community members to the Community Task Force to Update the Hayward Anti-Discrimination Action Plan.

ATTACHMENTS:

Attachment I Staff Report

Attachment II Community Task Force Membership



DATE: February 21, 2017

TO: Mayor and City Council

FROM: City Manager

SUBJECT: Accept and File Report Regarding Appointment of Hayward Community Members to Community Task Force to Update the Hayward Anti-Discrimination Action Plan

RECOMMENDATION

That the City Council accepts and files this report regarding the appointment of Hayward community members to the Community Task Force to Update the Hayward Anti-Discrimination Action Plan.

BACKGROUND

At its January 17, 2017 meeting, the Hayward City Council adopted Resolution 17-004. This action establishes a limited-term Community Task Force (Task Force) made up of a dedicated and invested group of community members who represent to a significant degree the diversity of the Hayward community. The Task Force will review, evaluate, and update the 1992 Hayward Anti-Discrimination Action Plan (Plan) to reflect the current environment, and foster community engagement in the ongoing implementation of the updated Plan.

DISCUSSION

Council members agreed to identify prospective community members to serve on the Task Force. Two candidates recommended by each Council member, and an additional five candidates identified by the Mayor and City Manager, were identified, interviewed, and subsequently appointed as Task Force members. The appointees include a representative from the Hayward Youth Commission, one representative from the Hayward Personnel Commission, and two representatives from the Hayward Community Services Commission for a total of 21 Task Force members. Assistant City Manager Maria Hurtado, and Neighborhood Services Manager David Korth will provide staff support to the Task Force, along with other City staff representatives as needed.

Attachment II provides the names of the appointed Task Force members who volunteered to serve on the time-limited Task Force.

ECONOMIC IMPACT

Positive relations amongst the diverse population of the Hayward community will enhance and sustain Hayward's reputation as being a safe and welcoming community. This, along with the cultural and linguistic diversity of Hayward residents and business and community organization representatives, will also continue to foster community development and the economic growth of the City. PolicyLink, a national research and action institution that works to advance economic and social equity, published a document entitled: "All-In Cities: Building an Equitable Economy from the Ground Up" (Attachment VII). As is stated in this publication:

Inequitable growth is not only unjust – it is socially and economically unsustainable. Research proves that inequality and racial segregation hinders growth, prosperity, and economic mobility in regions while diversity and inclusion fuel innovation and business success.¹

FISCAL IMPACT

No fiscal impact beyond already budgeted staff time and supplies is anticipated pertaining to the review and update of the Hayward Anti-Discrimination Action Plan. There may be a fiscal impact associated with specific actions identified within the plan. These will be evaluated and presented for Council's consideration when the revised Plan is presented to the City Council.

PUBLIC INPUT

In addition to sharing their respective life experiences and perspectives, the Task Force members will also play a leadership role by facilitating several "community conversations." These conversations will be conducted using multiple strategies designed to obtain input from a wide-variety of Hayward residents about current civil and human rights, and other human relations issues occurring in the Hayward community. The community information gathered will significantly inform the content of the updated Plan. This process is also intended to encourage community members and cross-sector organizations to collaborate with the City during the implementation phase of the updated Plan after its adoption by the City Council.

NEXT STEPS

The newly formed Task Force will convene its first meeting on Wednesday February 22, 2017 at Hayward City Hall, 2nd Floor, in Room 2A, from 6:00 p.m. to 8:00 p.m. This will be the first of five public Task Force meetings conducted between February and June of 2017. The subsequent Task Force meeting dates will be confirmed at the February 22nd meeting. The specific dates and times of the community conversations will also be established by the Task Force members as soon possible; the tentative time period scheduled for the community conversations is during the month of March 2017.

¹ See the list of studies here: "The Economic Case for Equity and Inclusion", National Equity Atlas, [http://nationalequityatlas.org/about-the-atlas/resources#The Economic Case for Equity and Inclusion](http://nationalequityatlas.org/about-the-atlas/resources#The_Economic_Case_for_Equity_and_Inclusion).

The Task Force will present a draft of the updated Plan for Council's consideration at a Work Session in May or June of this year, with a subsequent date as soon as possible thereafter for Council to adopt the finalized Plan.

Prepared and Recommended by: David Korth, Assistant to the City Manager &
Neighborhood Services Manager

Approved by:



Kelly McAdoo, City Manager



PUBLIC ANNOUNCEMENT

Hayward Community Members to Serve on the Newly Established Community Task Force to Update the 1992 Anti-Discrimination Action Plan

At its January 17, 2017 meeting the Hayward City Council adopted Resolution 17-004 establishing a limited-term Community Task Force made up of a dedicated and invested group of community members who represent the diversity of the Hayward community, including Hayward residents, representatives from the Hayward Youth Commission, Hayward Personnel Commission, and the Hayward Community Services Commission.

The primary role of the Community Task Force is to review, evaluate, and update the 1992 Hayward Anti-Discrimination Action Plan (Plan) to reflect the current environment. In addition to providing their own perspectives, Community Task Force members will also play a leadership role by facilitating several “community conversations” to obtain the insights and experiences of a wide-variety of Hayward community members about current human relations issues. This process will also encourage community members and cross-sector organizations to collaborate with the City in the implementation of the updated Plan after its adoption by the City Council. The Task Force will present the updated Plan for Council’s consideration at a Work Session in May or June of this year. The 21-member Community Task Force includes:

Community Task Force Members

Kristal Brister	Sheila Burks	Frank Burton	Freddye Davis
Betty DeForest	Kevin Dowling	Myra Feiger	Mohammed Khan
Ria Lancaster	Dione Lien	Ruben Martinez	Kari McAlister
Rosaura Mendoza	Galilea Rios	Raj Singh	Vivian Solorio
Randy Wright			

Commission Representatives

Youth Commission	Community Services Commission	Personnel Commission
Vivian Phung	Arzo Mehadavi Linda Moore	Giancarlo Scalise

All Community Task Force meetings are open to the public, and all community members are encouraged to participate.

Assistance will be provided to those requiring accommodations for disabilities, and translation services will be provided to those requiring language assistance.

To help ensure that the requested assistance is provided, a request for accommodations should be submitted to the City as far in advance of a scheduled public meeting as is possible.

To request assistance, please contact:

***Office of the City Clerk
(510) 583-4000; or email: CityClerk@hayward-ca.gov.***