



**DATE:** March 3, 2020

**TO:** Mayor and City Council

**FROM:** City Manager  
Development Services Director  
DHIA Board of Directors

**SUBJECT:** Downtown Hayward Improvement Association (DHIA): Receive the Annual Report on DHIA Activities

### **RECOMMENDATION**

That Council accepts the report and provides feedback to the DHIA regarding activities in Downtown Hayward.

### **SUMMARY**

For several years, the City worked to establish a Community Benefit District (CBD) in Downtown Hayward. On July 10, 2018, Council adopted Resolution 18-151, establishing the Downtown Hayward CBD. The District, known as the Downtown Hayward Improvement Association (DHIA), has been formed, including the designation of a Board of Directors, and meets regularly to carry out the functions outlined in the District Management Plan. Key activities over the past year included: establishment of an employee workforce to aid in sidewalk cleaning, trash, and debris removal; financial support for community events in Downtown; and partnering with a public relations (PR) firm to establish consistent messaging about Downtown Hayward, enhancing its image to retain quality businesses and attract new ones to the district.

### **BACKGROUND**

In early 2015, the City secured petitions to establish a CBD from over 50% of property owners in the proposed district. On May 15, 2018, the Council adopted a Resolution of Intention, triggering the issuance of ballots for proposed district property owners to vote to establish the Downtown Hayward CBD. On July 10, 2018, those ballots were counted, and no majority protest existed, thus Resolution 18-151 was adopted by the Council, establishing the Downtown Hayward CBD. The District has been formed, including the designation of a Board of Directors, which meets regularly to carry out the functions outlined in the District Management Plan.

## DISCUSSION

The DHIA was established to administer the CBD for Downtown Hayward and held their first Board meeting in September 2018, where an Interim Board of Directors was self-appointed. Since establishment of the district, activities have primarily focused on: (1) establishing various Committees, including Executive, Sidewalk Operations, District Identity, and Land Use; (2) allocating the budgets for those committees; (3) understanding the baseline services already provided by the City to downtown to determine what activities DHIA could augment; (4) hiring staff to perform sidewalk cleaning and trash removal in downtown in coordination with the Downtown Streets Team; (5) providing financial support to some social events in the District; (6) creating a website ([www.visithaywardca.com](http://www.visithaywardca.com)) to maintain transparency of District activities, and most recently; (7) partnering with Full Court Press, a Public Relations firm, to help create demand for businesses and property owners in Downtown and to improve the image of Downtown Hayward.

The purpose of the Executive Committee is to allocate the District budget and make decisions, based on committee recommendations, on how to prioritize those funds and support activities to enhance Downtown Hayward. In September 2019, the Annual Board of Director's Meeting was held and the permanent DHIA Board of Directors was established. The current DHIA Board Members include: Jeff Jurow (President), Resti Zaballos (Vice President), Dinesh Shah (Treasurer), Sara Buizer (Secretary), Ben Schweng, Michael Helenius, Kim Huggett, Bill Matheson, Thomas Leung, Nicole Franklin, and Catherine Ralston.

The Sidewalk Operations, Beautification, and Order (SOBO) Committee oversees the daily maintenance operations of the community benefit district as well as implements initiatives that are designed to enhance the beauty and safety of Downtown Hayward. Key accomplishments for this committee include:

- 14,500 pounds of litter removal
- 9,600 pounds of leaf removal
- 595 instances of graffiti removal
- 240 incidences of debris removal

Over the next year, the SOBO Committee will be focused on increasing security in downtown, including the launching of a pilot program of camera installation on private properties to aid the Hayward Police Department and the district members with prevention and documentation of crime within the district boundaries.

The District Identity and Streetscape Improvements (DISI) Committee focuses on actively curating and managing the identity of Downtown Hayward. As part of a comprehensive marketing strategy, the DISI committee seeks to promote the district through consistent branding, the enhancement and greening of public spaces, community-based special event organizing, and media relations outreach. Key activities during this past year included: 1) financial support of several events in Downtown including the Downtown Street Parties, Cinco de Mayo celebration, Light Up the Season event and the Vintage Alley Car Show;

2) creation of the district website; and 3) the recent hiring of the PR Firm Full Court Press. Over the next year, activities of this committee will focus on highlighting stories of new businesses and new construction in the district and to establish a seasonal decorations program to enhance the image of Downtown Hayward.

The Land Use Committee focuses on collaborating with existing and prospective property owners to establish a sense of continuity between new projects and the existing character of the downtown and to serve as a valuable mechanism for community feedback on new developments. Additionally, the Land Use Committee advocates on behalf of the community in matters pertaining to the overall pedestrian experience of Downtown Hayward, prioritizing initiatives that encourage walking and/or biking in our downtown area. Key activities of this committee this past year included support to City staff related to the Vacant Building Ordinance and the Bike and Pedestrian Master Plan. Future activities include support for additional City efforts related to the creation of a Sidewalk Vending Ordinance and updates to the alcohol beverage outlet regulations to support a more streamlined approach for businesses in Downtown.

### **ECONOMIC IMPACT**

DHIA has an annual budget of approximately \$595,000. These funds are designated for specific services, above and beyond the baseline services provided by the City, to increase demand, commerce, and create a cleaner, safer, more dynamic community.

### **STRATEGIC ROADMAP**

This agenda item is a routine operational item and does not relate to any of the six priorities outlined in the Council's Strategic Roadmap.

### **FISCAL IMPACT**

The City's annual assessment cost based on property owned by the City within the district boundaries is approximately \$163,844.62 and is included annually in the General Fund's Operating Budget.

### **PUBLIC CONTACT**

All the meetings of the DHIA Board and its subcommittees are open to the public and are noticed appropriately in compliance with the Brown Act. In addition, all agendas and meeting minutes are posted to the DHIA website.

### **NEXT STEPS**

DHIA will continue to meet and make decisions about how best to utilize the allocated funds to carry out the objectives of the Management District Plan.

*Prepared by:* Sara Buizer, AICP, Planning Manager

*Recommended by:* Laura Simpson, AICP, Development Services Director

*Approved by:*

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

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Kelly McAdoo, City Manager