

**CITY COUNCIL MEETING
TUESDAY, FEBRUARY 21, 2017**

PRESENTATIONS

Presentation

2016 Engineering Achievement Award for Cogeneration Facility



Cogeneration Facility 2016 CWEA Engineering Achievement Award

UTILITIES & ENVIRONMENTAL SERVICES

Alex Ameri
Director of Utilities & Environmental Services

February 21, 2017

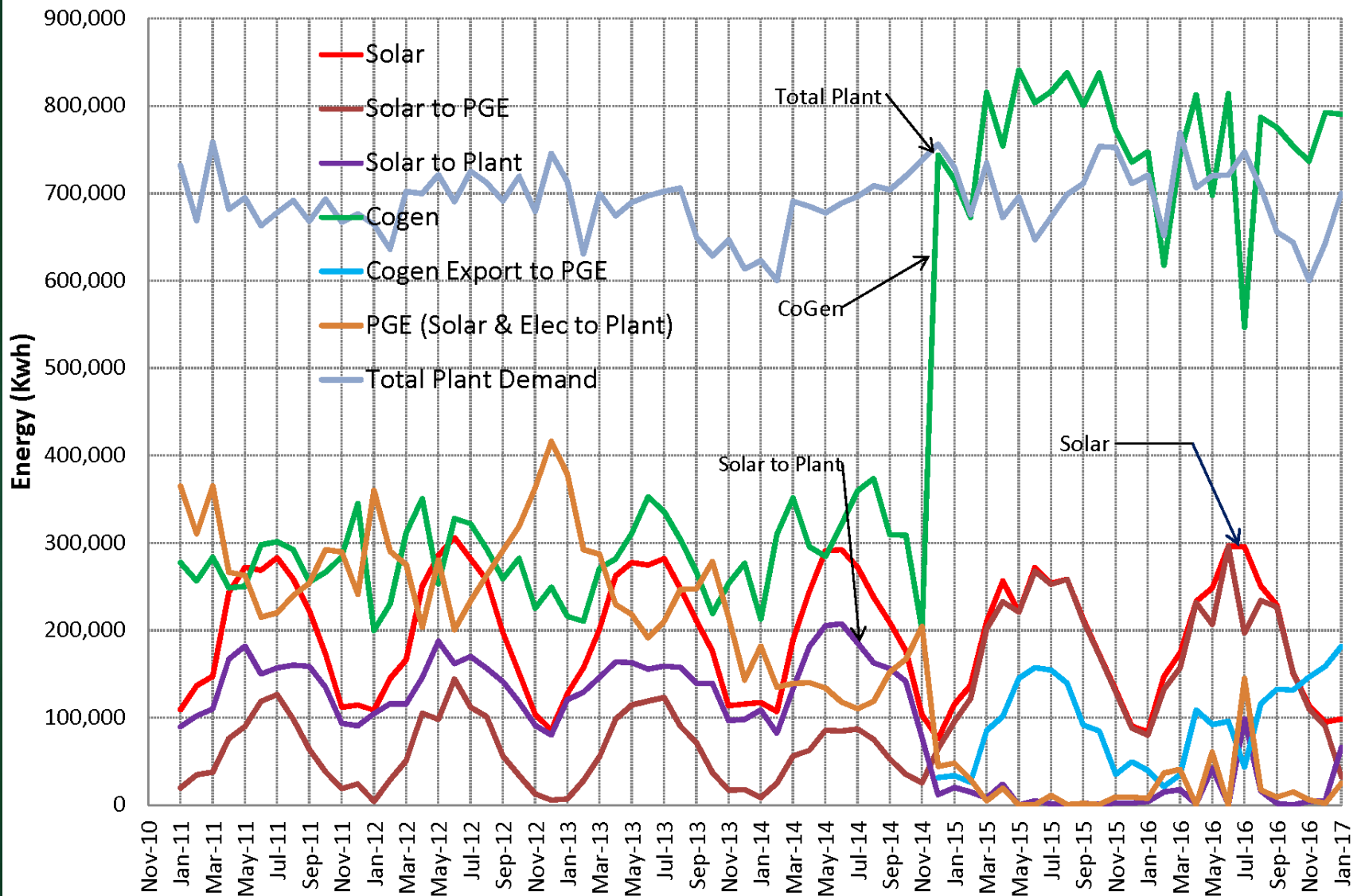
Fuel Conditioning - Commissioned in 2014



Engine Generator - Commissioned in 2014



WPCF Demand and Energy Sources



CWEA Engineering Achievement Award



H 2016

HAYWARD

CITY OF HAYWARD Cogeneration Facility Engineering Achievement Award

Designed by: **carollo**
Engineers...Working Wonders With Water®



KEY PROJECT FEATURES

- New 1132 kW GE Jenbacher engine
- New building with space for a second engine in the future
- Useful thermal energy 3.4 million BTU/hr
- Automatic blending natural gas (NG) and digester gas (DG)
- Electrical efficiency of 40% and an overall efficiency of 75%
- High pressure gas storage – improves DG utilization
- Digester gas conditioning system (removal of H₂S and Siloxanes)

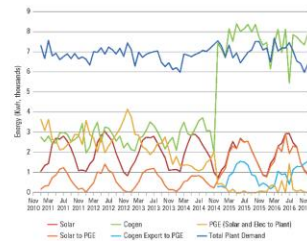
40% ELECTRICAL EFFICIENCY
75% OVERALL EFFICIENCY



PG&E Renewable Energy Self-Generation Bill Credit Transfer (RES-BCT) Tariff

The City of Hayward was the first city to enter into an agreement with PG&E under the RES-BCT tariff. This agreement allows Hayward's Water Pollution Control Facility (WPCF) to transfer excess generated electricity as bill credits. In 2016, the WPCF produced an excess of 2.8 million KWH in combined solar and cogeneration energy that resulted in a total of \$238,000 in bill credits for 20 other City facilities.

Plant Demand and Energy Sources



KEY BENEFITS TO THE CITY

The City of Hayward's WPCF previously consumed 24% of the City's municipal power demand. Since the completion of the Cogeneration Facility, the WPCF supplies 16% of the City's power needs and advances the City's goals to be zero net energy (ZNE) and reduce greenhouse gas emissions.

Energy Production

	Annual Energy Produced (KWH)	Annual Energy Exported (KWH)	% of Total Plant Demand
Old Cogen Facility	3.3 million	0	40%
New Cogen Facility	9.4 million	1.1 million	111%
Solar Array	2.3 million	0.73 million (prior to project) 2.2 million (after project completion)	20%

ZNE

KEY BENEFITS TO THE ENVIRONMENT

- Increased use of renewable energy sources (solar and biogas)
- Reduced flaring or wasting of a renewable energy source
- Reduced emissions of greenhouse gases
- Improved air quality – lowered NO_x and SO_x emissions



California Water Environment Association Engineering Achievement Award



Thank You!



Item #6 WS 17-002

Economic Development Strategic Plan Update



ECONOMIC DEVELOPMENT DIVISION
STRATEGIC PLAN UPDATE and ANNUAL
REPORT
2/21/17

Micah Hinkle, Economic Development Manager

EDSP UPDATE OVERVIEW



- ▶ EDSP Update Process
 - Marketing and Branding
 - Retail
 - Industrial

- ▶ Formulated with the CEDC

- ▶ Staff requesting feedback on Recommendations to EDSP

Marketing and Branding



- ▶ ED Team helped craft and test marketing identity, content and materials
- ▶ Tested at meetings, events and tradeshow
- ▶ Highlighting Hayward Storylines

Marketing through Events



East Bay
Innovation Awards
2016



Marketing through Events



Print Advertising



Business visionaries see the world differently. They aren't impressed by trends that have already peaked. They don't say things like, "Me too." Visionaries look deeper. They see through both time and space. A "business friendly" location isn't enough; they're looking for a shared trajectory. To all the entrepreneurs, dreamers, opportunity-seekers and visionaries out there, we have just two things to say:

**Welcome to Hayward.
Welcome home.**

haywardupward.com
#HaywardUpward



Print Advertising



SAN FRANCISCO BUSINESS TIMES

6

SAN FRANCISCO BUSINESS TIMES EAST BAY BOOK OF LISTS

FROM THE EAST BAY EDA

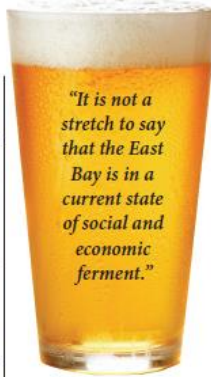
BREWING THE EAST BAY ECONOMY

BY DARIEN LOUIE

The author of a book on fermentation was interviewed on NPR recently and spoke of the many ways, across cultures, this process has been used to create foods. Fermentation was a survival technology for saving food through long winter months. Without the magical process of fermentation we would not enjoy pickles, cheese, wine, beer and sourdough bread. But he also noted that in other contexts the term is also used to mean "effervescence" and "change."

When we think of social or economic ferment we think of a state of significant change accompanied by excitement or agitation or both. It is not a stretch to say that the East Bay is in a current state of social and economic ferment. When Uber announced that it was moving its headquarters to Oakland, it became the signature event highlighting a more gradual process that has been taking place for years. It changed the general perception of Oakland, created a new national awareness of the East Bay, highlighted our unique assets, and created excitement about the future. This optimism has spread throughout the East Bay region in office parks and around BART stations as highly paid tech workers seek housing and new entertainment and restaurant venues, and their potential employers seek office locations easily accessible by public transit.

But the economic fermentation process comes with a large dose of agitation and social anxiety. As businesses and workers are driven out of higher cost areas in San Francisco and Silicon Valley, East Bay occupancy rates have plummeted and rents have skyrocketed. Residents and businesses that have grown in the East Bay over the past several decades are now facing an entirely different growth environment. While tech growth promises great things for the economy, gentrification poses challenges for long-time residents, if present business, financial and economic trends



continue, the fermentation process will create an East Bay far different from the one we see today. Will the fermentation process create a better economy and enable established businesses and residents to survive the impending changes? What is needed to ensure a successful "ferm?"

As a regional economic development membership organization, one of the primary roles of the East Bay Economic Development Alliance (East Bay EDA) is to understand our local economy and the forces of change affecting our residents, businesses and cities. Toward this end we produce studies to understand the East Bay economy. We

commission East Bay-specific economic forecasting services. We mine and analyze data. And, we partner with the San Francisco Business Times to produce the East Bay Book of Lists. One function of this publication is to provide a picture of the major participants in our economy and a deeper understanding of our industry sectors. Another function is to provide an extensive, up-to-date listing of resources to help businesses succeed, and a listing of companies that may be in the market for services.

Our rich region-specific research, data and forecasts are only one aspect of our strategies. We depend on our cross-sector leadership, especially as they engage in our eight member-driven committees that guide our agenda and workload. A healthy economy requires a variety of specialized interests with varying points of view working together. Our cross-sector, public-private structure gives us a better understanding of the "ingredients" of our economy and how those affect, and are affected by, the economy as a whole. This structure provides us with the collective guidance of those diverse interests and leads us to more sustainable solutions and agreements. The East Bay Book of Lists helps us identify the leaders in significant industry sectors, the differences in the economies of each city, and helps us network the available resources that impact business success and our quality of life.

Perhaps best of all, the East Bay Book of Lists documents the most important aspect of the East Bay economy, the people behind the organizations and businesses who make up our economic ecosystem. This is why East Bay EDA is proud to partner with the San Francisco Business Times to produce this publication. We hope it serves to connect people, that it is a resource for making the economy work efficiently for everyone, and that you find it as valuable as we do.

Darien Louie is the Executive Director for the East Bay Economic Development Alliance.

Our Leadership Committees:

- Business Development & Resource for Small Business Support
- Economic Development Directors' Council
- Employer Advisory for Education and Workforce Development
- International Trade & Investment
- Land Use & Infrastructure Legislation & Advocacy
- Marketing & Communications
- Membership Engagement

To find out more about joining the Alliance or participating in our committee work, please contact:

- Darien Louie**, Executive Director darien@eastbayEDA.org
- Denise Freeman**, Assistant to the Executive Director denise@eastbayEDA.org
- Robert Sabat**, Technology & Trade Director rsabat@eastbayEDA.org
- Adrianna Umeko**, Government Affairs & Communications Director adrianna@eastbayEDA.org
- Luis Aguilar**, Economic Development Analyst luis@eastbayEDA.org
- David Lu**, Economic Development Analyst david@eastbayEDA.org

The East Bay Economic Development Alliance (East Bay EDA) is a cross-sector membership organization serving Marinette and Contra Costa Counties, with 10+ years of leadership and collaborative history. Our mission is to be the regional voice and networking resource for strengthening the economy, building the workforce and enhancing the quality of life in the East Bay. www.EastBayEDA.org info@EastBayEDA.org (510) 772-6740



RISE WITH US.

DOWNTOWN

HAYWARD UPWARD

HAYWARDUPWARD

HERE'S THE TRUTH If you're starting a new business or expanding an existing one, finding a "business friendly" location isn't enough. For long-term success you don't need a friend; you need a partner.

HAYWARD

HAYWARDUPWARD.COM ECONDEV@HAYWARD-CA.GOV +1 510 583 5540

STRATEGIC | EDUCATED | ACCESSIBLE | DIVERSE

Hayward Made Video Series



East Bay Manufacturing Day 2016



Matt Oehrlein, Megabots Inc.



▶ ⏪ 🔊 1:12 / 4:48



Marketing and Branding Recommendation



1. New Marketing Material for Targeted Sectors
2. Quality of Life Marketing Materials for Decision-Makers
3. Presence at Targeted Events
4. Increase Media Engagement & Coverage

Service and Retail



- ▶ Increased Development Activity with new development
- ▶ Landed grocery store through targeted marketing
- ▶ Major Activity along Mission, Southland Mall

Super Market – Hesperian



Auto Row



Hayward

Residence Inn



90-room hotel

7,225 square feet of ground floor retail/commercial space

3,382 square feet of meeting room space

144 residential townhomes (Ford Site)



Holiday Inn Express

89 room hotel



Springhill Suites



96 rooms



Lincoln Landing



Ground level retail 80K Square Feet



Eden Shores Retail



Entertainment, Hospitality



Influx of new small business investment in the Downtown:

- High Scores Hayward
- Russell City Distillery
- Michael Leblanc Restaurant



Retail Recommendation



1. Modify Category to Commercial to include:
 - Hospitality (hotel, dining, entertainment)
 - Office

Industrial Sector



- Vacancy rate of 2.3% is a 15-year low
- Benefiting from regional market trends
- Focus on providing Concierge Service to capture new business investment from Advanced & Targeted Industries
- Focus on development of new modern space for these businesses to call home

Real Estate Development



Hayman Distribution Center

- 280,000 SF
- 32' Clear Height
- ESFR Sprinklers
- Preleased to LA Specialty



Hayward 92 Industrial Center (Baumberg Avenue)

- 333,365 SF
- 32' Clear Height
- ESFR Sprinklers
- Preleased to FedEx

Real Estate Development



Shea Center Hayward

- 275,000 SF Campus
- 4 Buildings
- 32 to 112K SF
- 26,' & 32' Clear Height
- ESFR Sprinklers
- Targeting Advanced Industries



Business Attraction



Retention & Expansion




Workforce Development





Welcome


to the
Hayward STEM Career Awareness Day
Sponsored by


 **LIFECHIROPRACTIC**
COLLEGE WEST


Institute for STEM Education
Program of California State University, East Bay


 **CHABOT**
COLLEGE


 **HAYWARD**


 **GATEWAYS EAST BAY STEM NETWORK**
A program of CALIFORNIA STATE UNIVERSITY, EAST BAY


 **East Bay**
EDA

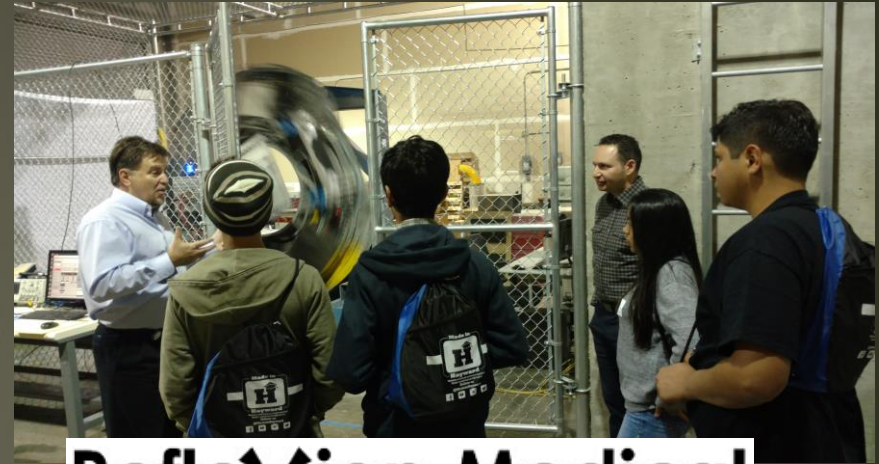
 **CALPINE**
NYSE:CPM

 **HAYWARD**
CHAMBER of
COMMERCE

 **ALAMEDA COUNTY**
Commission on the
STATUS OF WOMEN

 **HAYWARD**
PROMISE
NEIGHBORHOOD

 **ALAMEDA COUNTY**
Workforce
INVESTMENT
BOARD



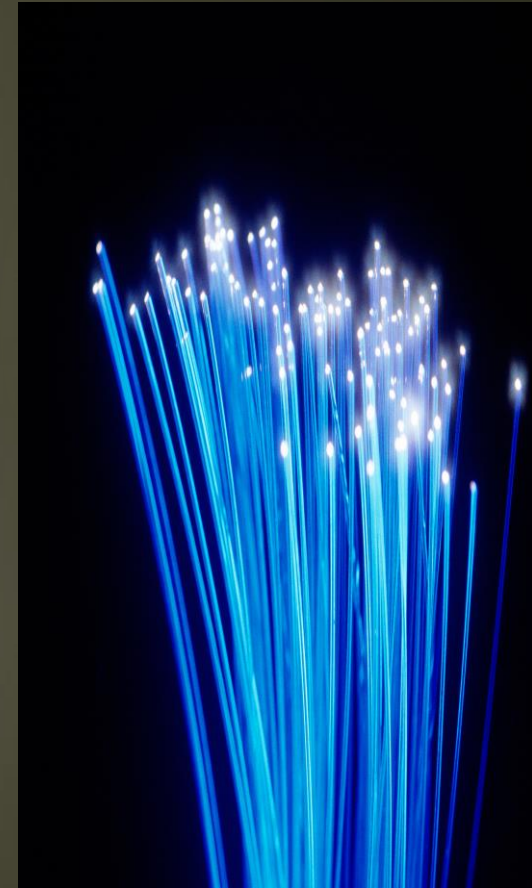
Reflexion Medical



Fiber Optic Network



- ▶ EDA awards \$2.74M grant
- ▶ Installation of approx. 11 miles of conduit and fiber optic cable
- ▶ Details on the grant and the Fiber Master Plan to be presented this month



Industrial Sector Recommendation Highlights



1. Expand Business Visitation Program
2. Expand Marketing to Advanced Industries
3. Develop Place-Making Program
4. Revise Zoning to Encourage Advanced Industries Growth
5. Expand Support to Hayward Workforce Development & STEM Initiatives

Small Business Workshops Partnership - ACSBDC



- Successful Business Plans
- Using Census Data for Market Research
- Merchandising for the Holiday Season
- Top Ten Tools for Online Marketing
- Meet the Lenders
- Starting Your Own Food Business
- Social Media Strategies for Success
- Maximize Your Website Effectiveness
- Business Law for Entrepreneurs
- Getting Certified for Government Business
- Accessing Capital
- eMarketing to Create New Customers

SUMMARY STATISTICS:

Attendance:	279
Average:	23 per workshop
Participant Rating	6.5 of 7

2015-2016 Results



- ▶ Businesses Assisted: 123
- ▶ Businesses Attracted: 20
- ▶ Jobs Created: 164
- ▶ Businesses Visited: 67
- ▶ Building Permit Valuation: \$9,350,455
- ▶ Land Purchase Value: \$21,390,000

Economic Development Awards



California Association of Local Economic Development (CALED):

- ▶ Award of Excellence – Promotions: “Passport to Downtown”
- ▶ Award of Merit
 - ▶ Partnerships: “Connecting the Dots: Workforce Development through Community Partnerships”
 - ▶ Programs: “Business Concierge Program”

Development Counsellors International:

- ▶ “40 Under 40: Rising Stars of Economic Development”

Next Steps:



- ▶ Council Feedback on CEDC proposed modifications
- ▶ Staff to return to Council with modifications to EDSP for Approval

Questions & Discussion



Item #7 LB-006

Establishment of a Council Infrastructure Committee



Establishment of a Council Infrastructure Committee & Appointment of Council Members to Newly Formed Committee



FEBRUARY 21, 2017

Maria Hurtado, Assistant City Manager

CAPITAL IMPROVEMENT PROGRAM



- ▶ \$195 million budget in FY17
- ▶ \$518 million planned for projects over the next 10 years
- ▶ \$370 million in unfunded identified needs
 - Police station replacement
 - Pedestrian bridge at South Hayward BART
 - Tennyson – Union Pacific Railroad grade separation
 - 1-880/West A St. interchange

INFRASTRUCTURE STANDING COMMITTEE



▶ **PURPOSE**

- ▶ Opportunity for a standing committee to have in-depth policy discussions and frame issues for full Council
- ▶ Work with staff on long-term strategic planning
- ▶ Address emerging infrastructure needs

INFRASTRUCTURE STANDING COMMITTEE



SCOPE

- ▶ Review funding options for unmet needs
- ▶ Discuss policy issues related to:
 - Sequencing of 10-year CIP plan
 - Planned transportation studies
 - Prioritization of unmet CIP needs
- ▶ Other possible topics:
 - Ride hailing apps and autonomous vehicles
 - Long-term planning for replacement/upgrades
 - Large scale technological investments

INFRASTRUCTURE STANDING COMMITTEE



COMMITTEE STRUCTURE

- ▶ 3-member standing committee meeting
- ▶ Initially Meet on a quarterly basis
- ▶ May meet more frequently in preparation for annual CIP budget development (Fall/Spring)

Staff Recommendation



- ▶ That Council Establish a Council Infrastructure Standing Committee, and
- ▶ That the Mayor appoint 3 members from the Council to serve on the Committee

NEXT STEPS



- ▶ If approved, the City Manager will work to schedule and coordinate the Committee's first meeting.
- ▶ The City Manager will monitor required staff resource demands during the first year to determine the best way to staff this Committee to support its mission.