

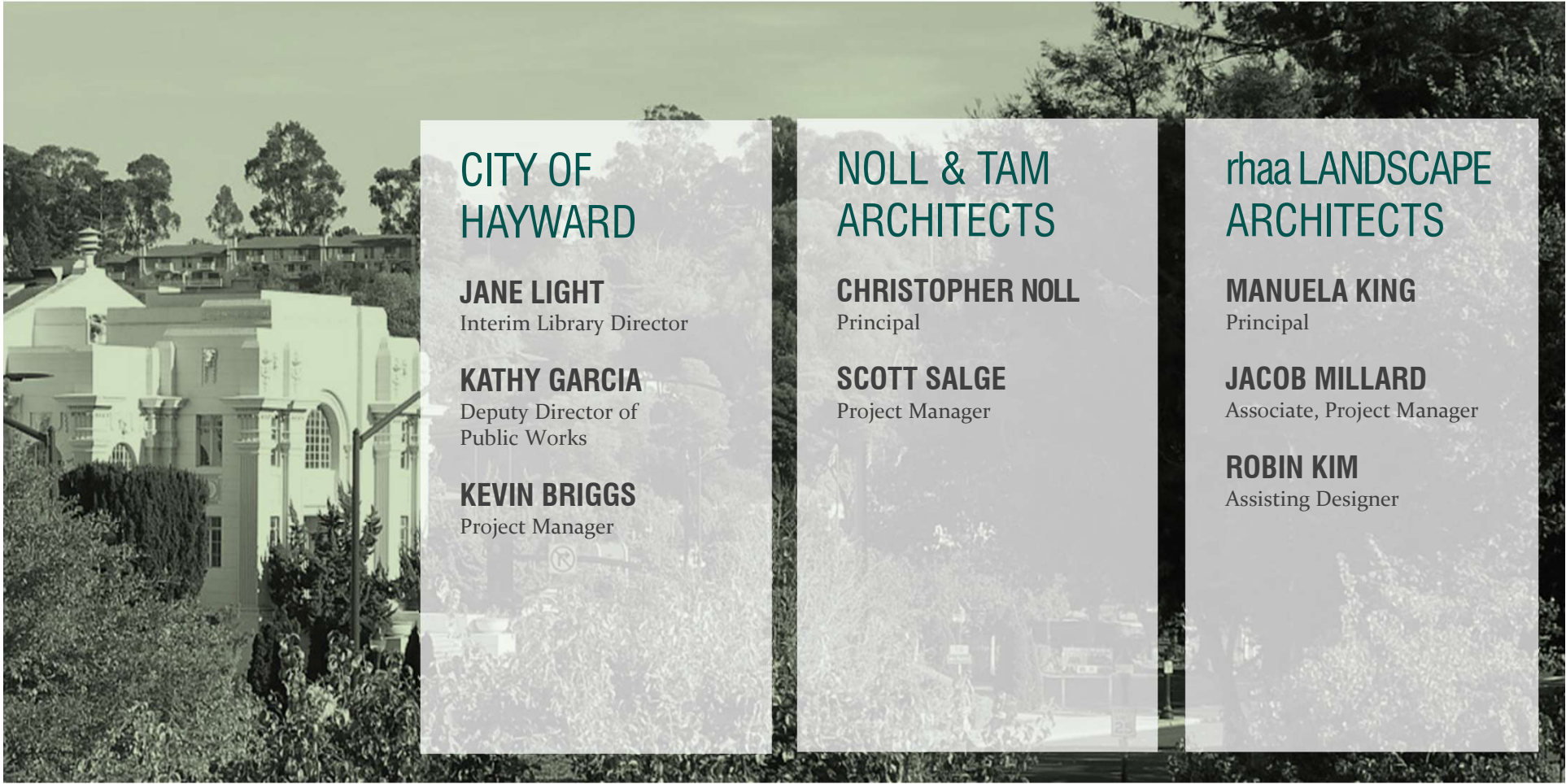
**CITY COUNCIL MEETING  
TUESDAY, JULY 10, 2018**

**PRESENTATIONS**

**ITEM 8 – WS 18-027**

**HERITAGE PLAZA, 21ST CENTURY LIBRARY -  
OVERVIEW AND REFRESHER  
OF THE HERITAGE PLAZA RESTORATION AND  
CONSTRUCTION PROJECT  
PLANS AND SPECIFICATIONS**

# 21<sup>ST</sup> CENTURY LIBRARY and Community Learning Center for **HAYWARD**



## CITY OF HAYWARD

**JANE LIGHT**  
Interim Library Director

**KATHY GARCIA**  
Deputy Director of  
Public Works

**KEVIN BRIGGS**  
Project Manager

## NOLL & TAM ARCHITECTS

**CHRISTOPHER NOLL**  
Principal

**SCOTT SALGE**  
Project Manager

## rhaa LANDSCAPE ARCHITECTS

**MANUELA KING**  
Principal

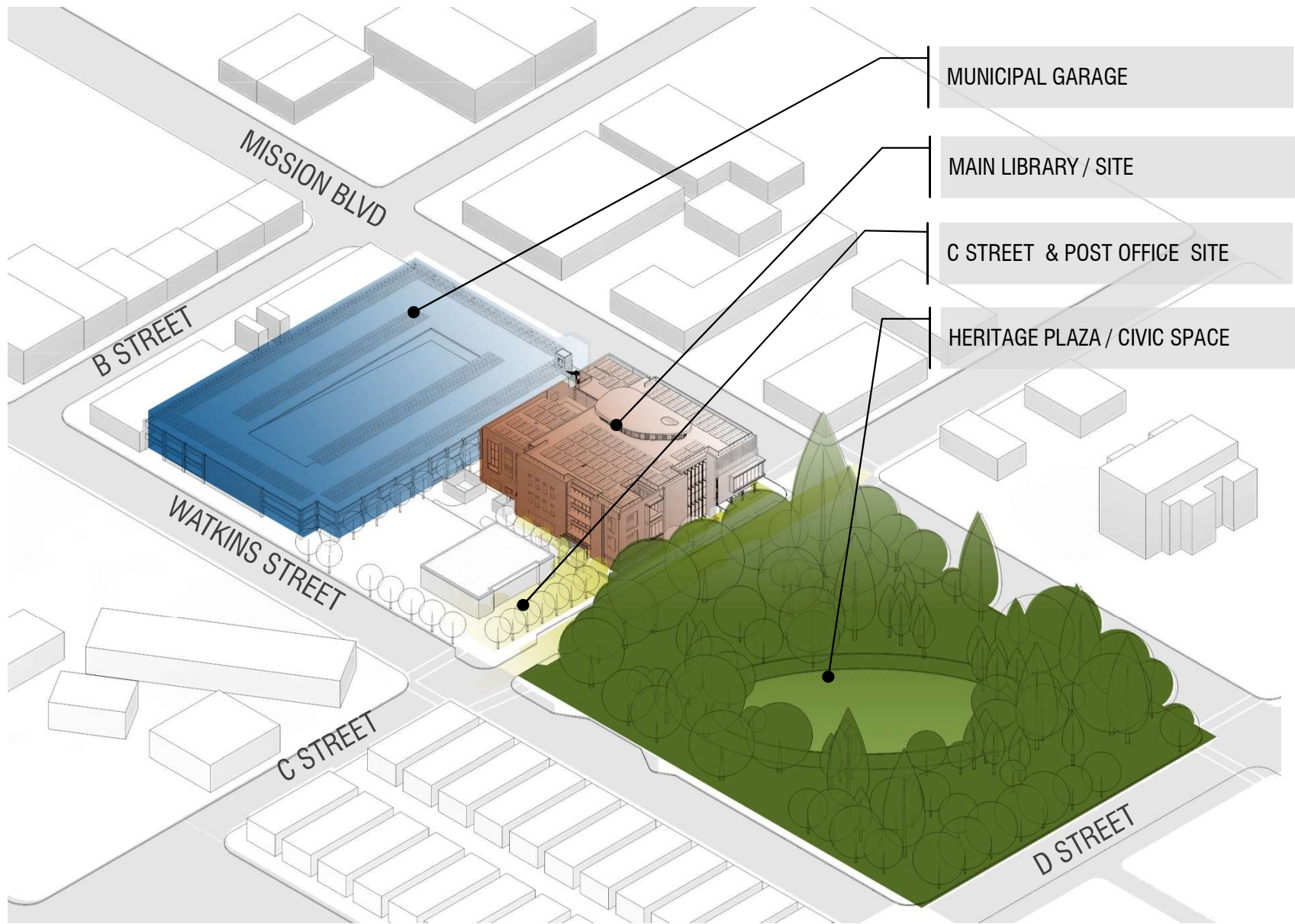
**JACOB MILLARD**  
Associate, Project Manager

**ROBIN KIM**  
Assisting Designer



HAYWARD CITY COUNCIL

| **NOLL & TAM** | 10 July 2018  
ARCHITECTS



## HAYWARD LIBRARY & COMMUNITY LEARNING CENTER HERITAGE PLAZA PROJECT SCOPE



# HAYWARD LIBRARY & COMMUNITY LEARNING CENTER PROGRAM HIGHLIGHTS

- Children's Homework Tutoring Center
- Story time Space
- Dedicated Teen Library Space and Homework Center
- Friends of the Library Store
- Digital Learning Center and Maker Lab Space
- Community Meeting Spaces
- Large Community Room for 200 people
- Community Learning Center for Hayward adults and seniors

**...and much more.**



## GREEN BUILDING AND SUSTAINABILITY GOALS

- Minimum building lifespan goal of 75 years
- Goal to Achieve LEED Platinum
- Eliminate building use of fossil fuels
- Harvest and reuse Rainwater for Library and Landscape
- Model of civic stewardship to the bay area and the nation

## ANNUAL BUILDING ENERGY USE GOALS BEYOND LEED

- Reduce the Library's energy consumption by 50%
- 100% solar powered Library to achieve annual "Zero Net Energy"



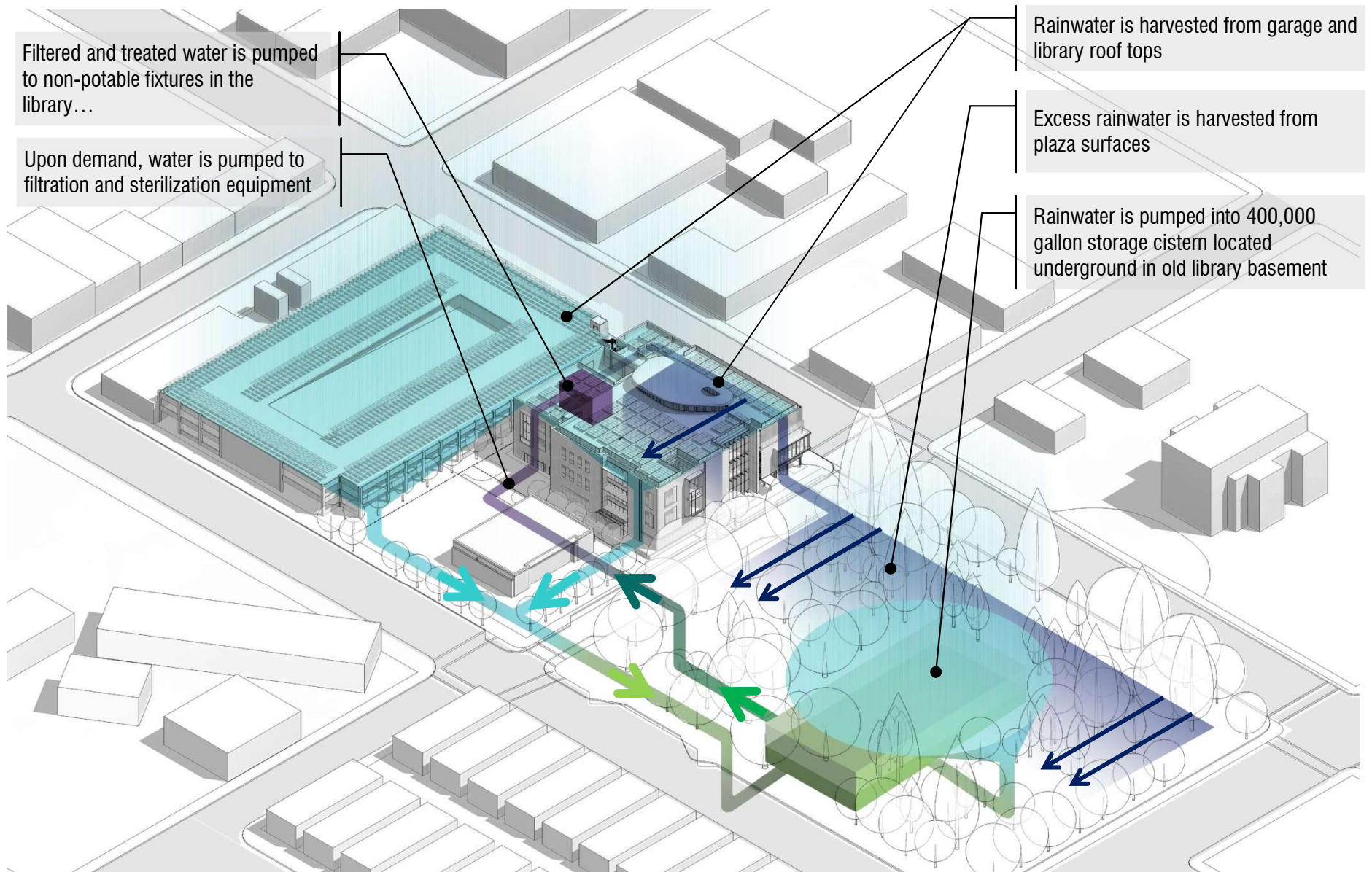
## SUSTAINABILITY AND ENERGY GOALS

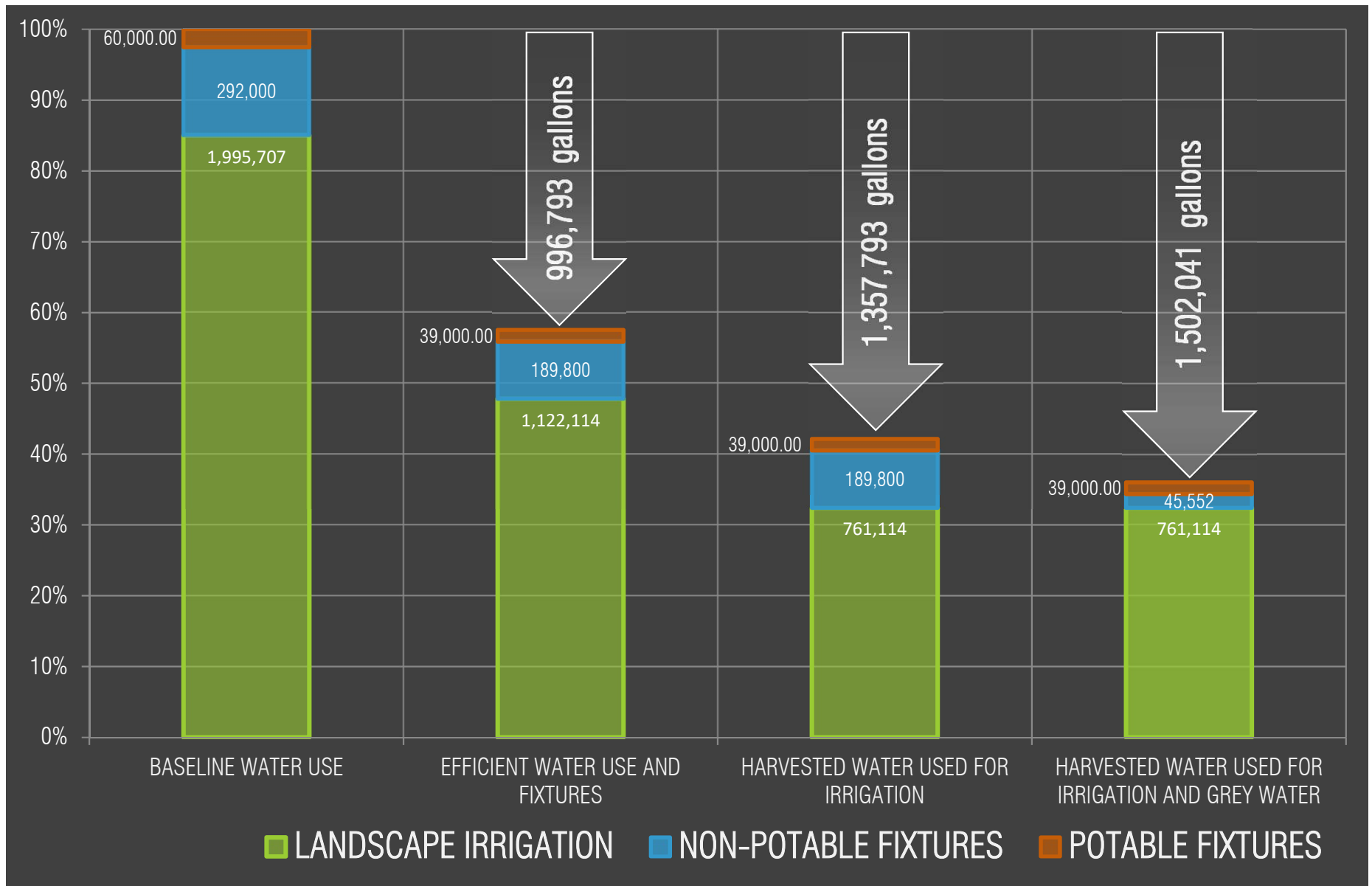
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# RAINWATER CAPTURE









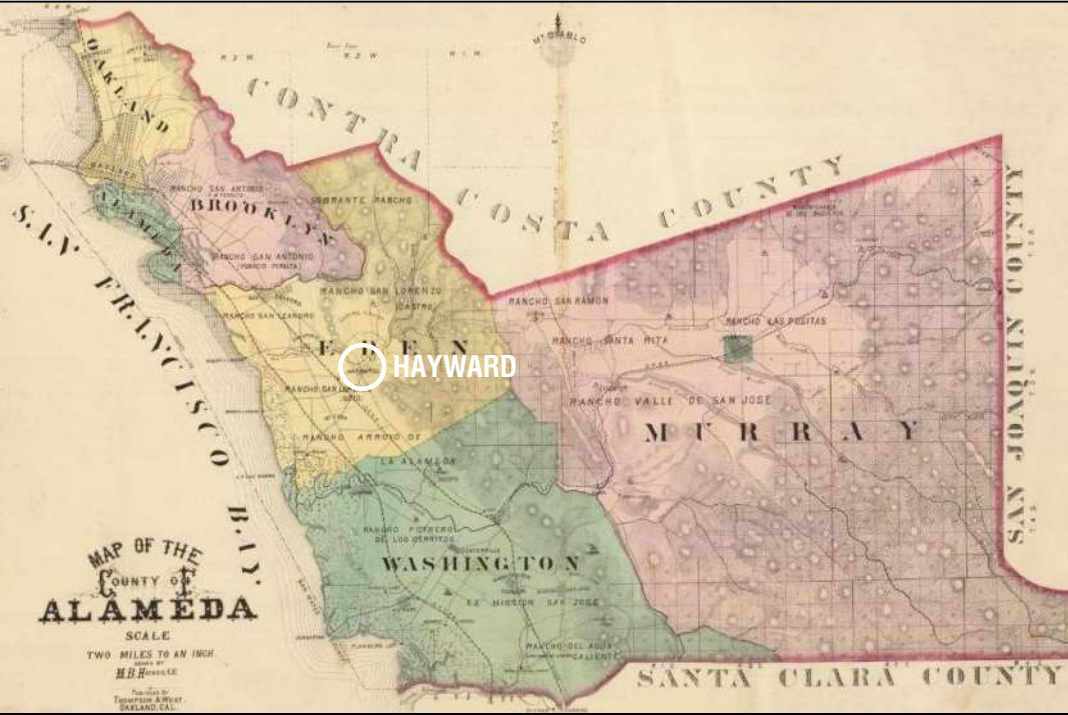
## PROJECT WATER USE REDUCTION GOALS



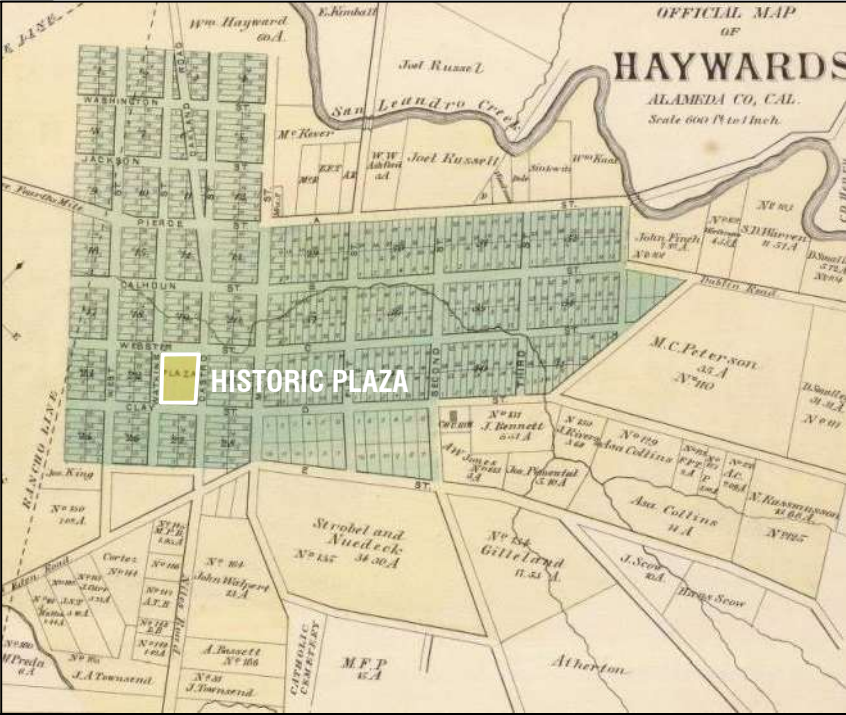
# HERITAGE PLAZA



# HISTORIC HAYWARD CITY MAPS 1878



COUNTY OF ALAMEDA 1878



HAYWARD CITY MAP 1878



Source: David Rumsey Historical Map Collection



# DOWNTOWN HAYWARD 1948



Images Courtesy: Hayward Area Historical Society



**rhaa**  
IN ARCHITECTURE AND DESIGN

**NOLL & TAM**  
ARCHITECTS

| 10 July 2018





FUTURE LIBRARY  
LOCATION

PROJECT BOUNDRY

EXISTING LIBRARY



## PROJECT SITE

NOLL & TAM  
ARCHITECTS | 10 July 2018





## 2018 PLAN WITH FORMER LIBRARY LOCATION





## 2014 PLAN

rhaa  
Innovative Architecture

NOLL & TAM  
ARCHITECTS

10 July 2018













## REDUCED AMOUNT OF TURF

rhaa  
Innovative. Collaborative. Sustainable.

NOLL & TAM  
ARCHITECTS

10 July 2018











# CHILDREN'S GARDEN

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ARCHITECTS



## INCLUSION OF JAPANESE AMERICAN MEMORIAL

rhaa  
Innovative. Responsive. Collaborative.

NOLL & TAM  
ARCHITECTS

10 July 2018

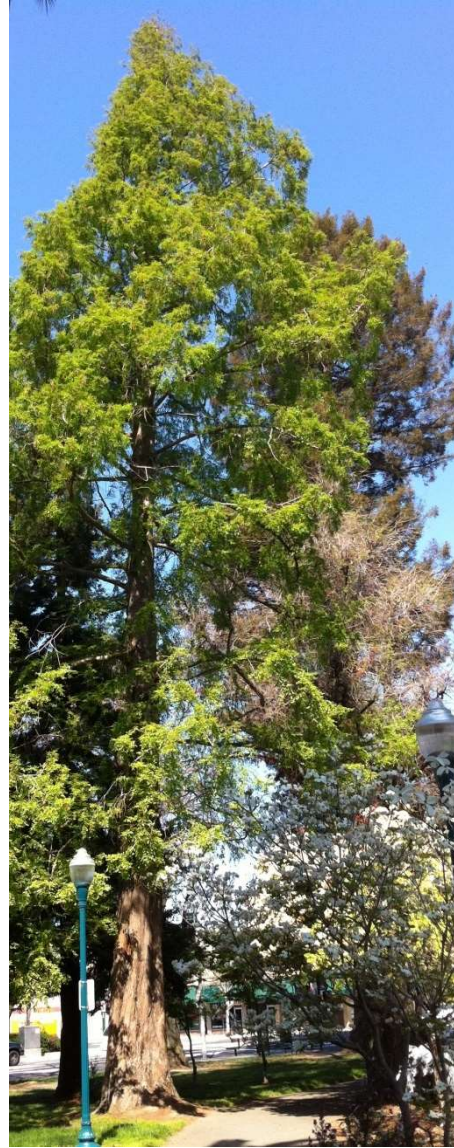




- COAST REDWOOD
- DAWN REDWOOD
- CANARY PALM
- GINKGO
- MAGNOLIA
- OTHER
- STORM DAMAGED TREES TO BE REPLACED

# SIGNIFICANT TREES













# CHILDREN'S GARDEN AT PLAZA

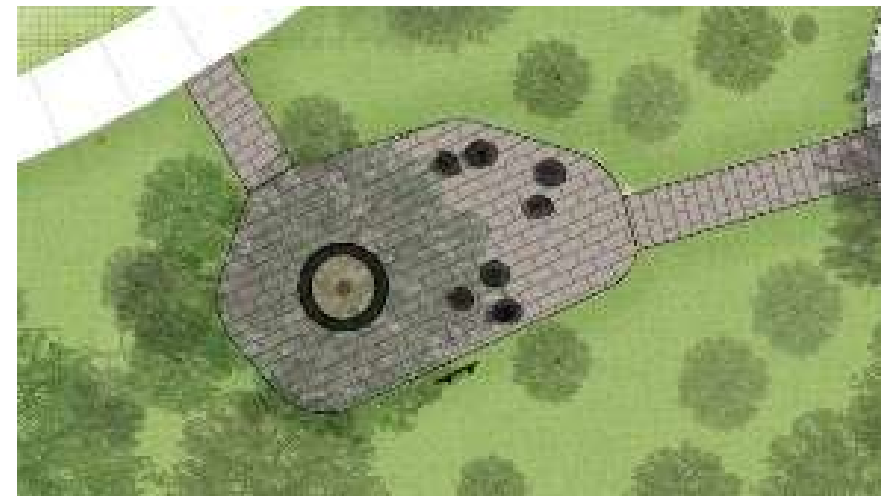
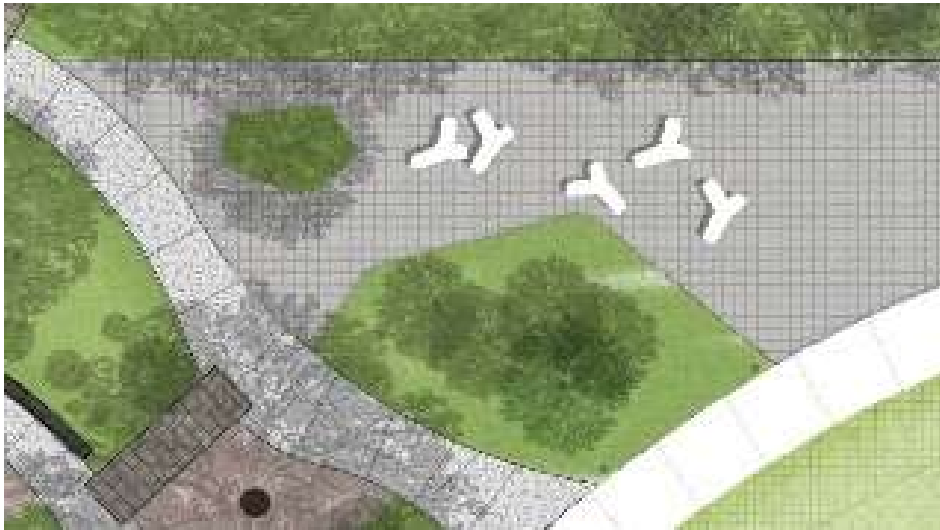


## CHILDREN'S GARDEN AT HERITAGE PLAZA





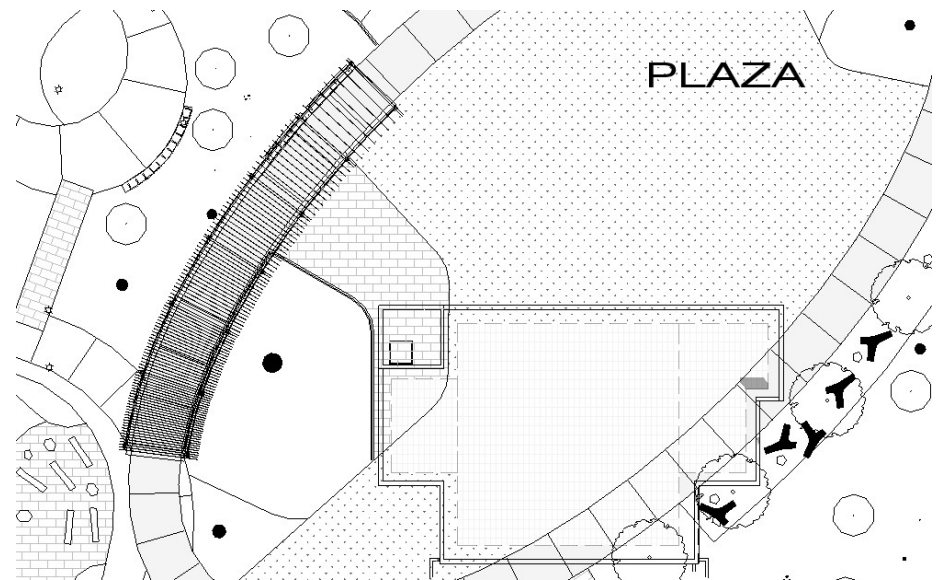
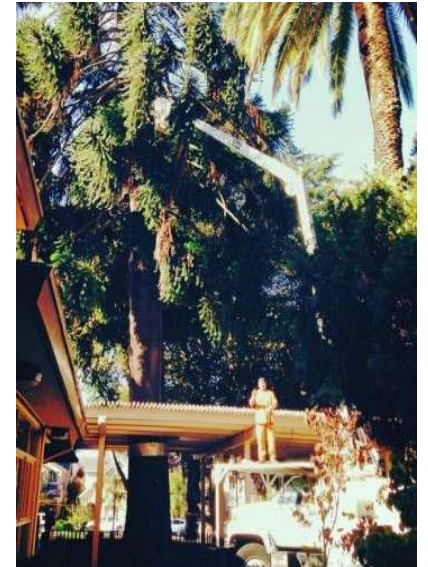
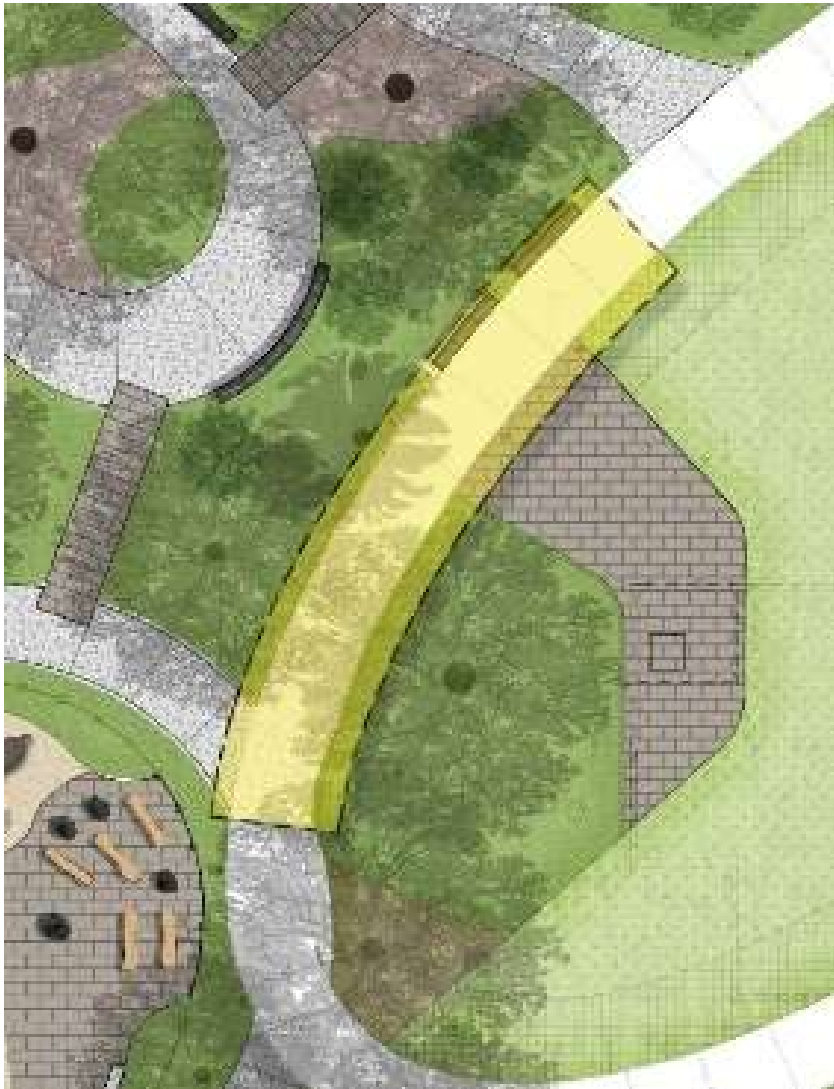
## OUTDOOR SEATING AREAS



## OUTDOOR SEATING AREAS

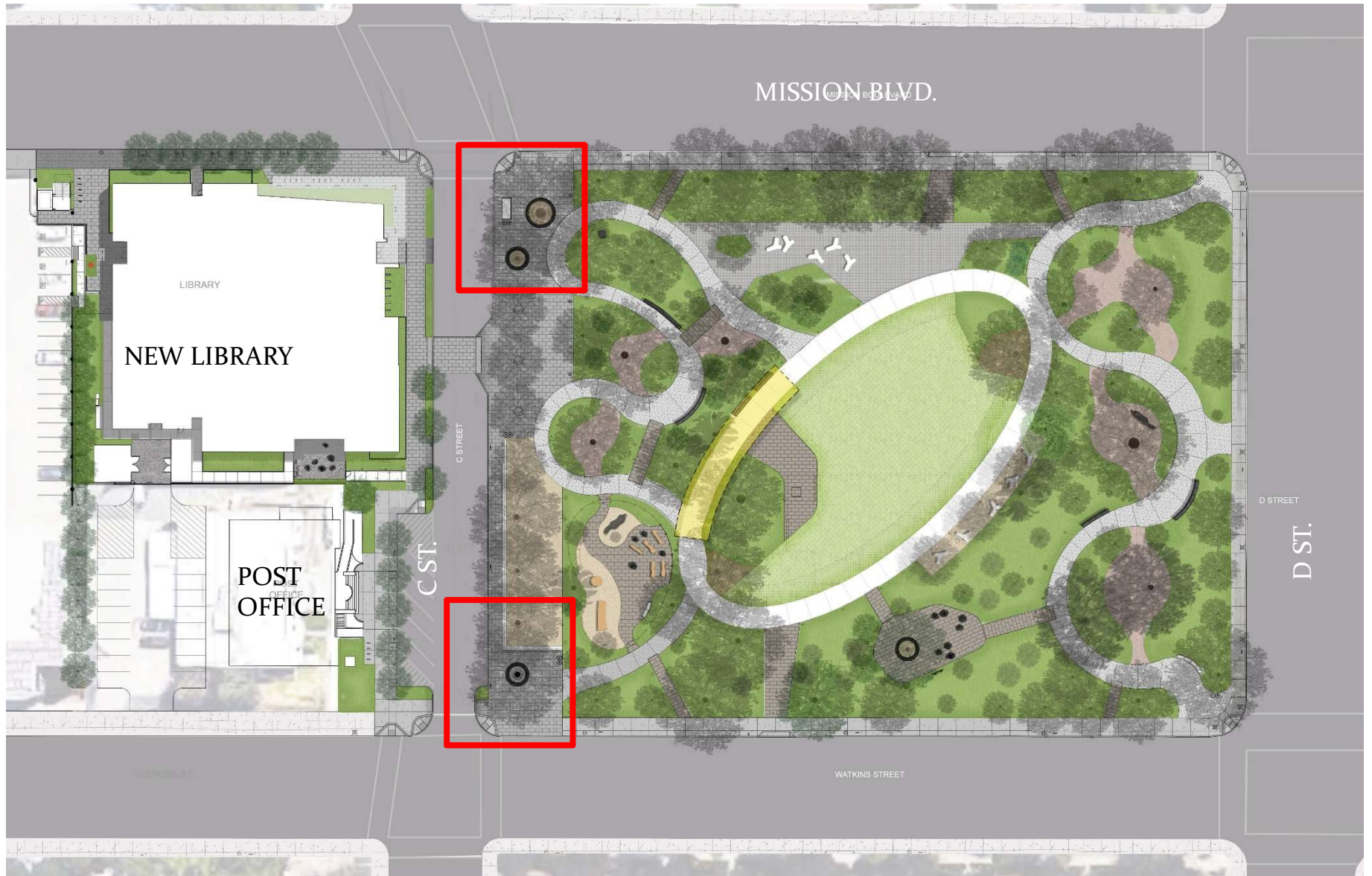






## OVERHEAD TRELLIS





## ENTRANCES TO PLAZA AT C STREET







## RECYCLED PRODUCT SEATING WITH ARMS





## SCULPTURAL FURNITURE





JAPANESE AMERICAN  
INTERNMENT MEMORIAL  
MARKER, PREFERRED LOCATION

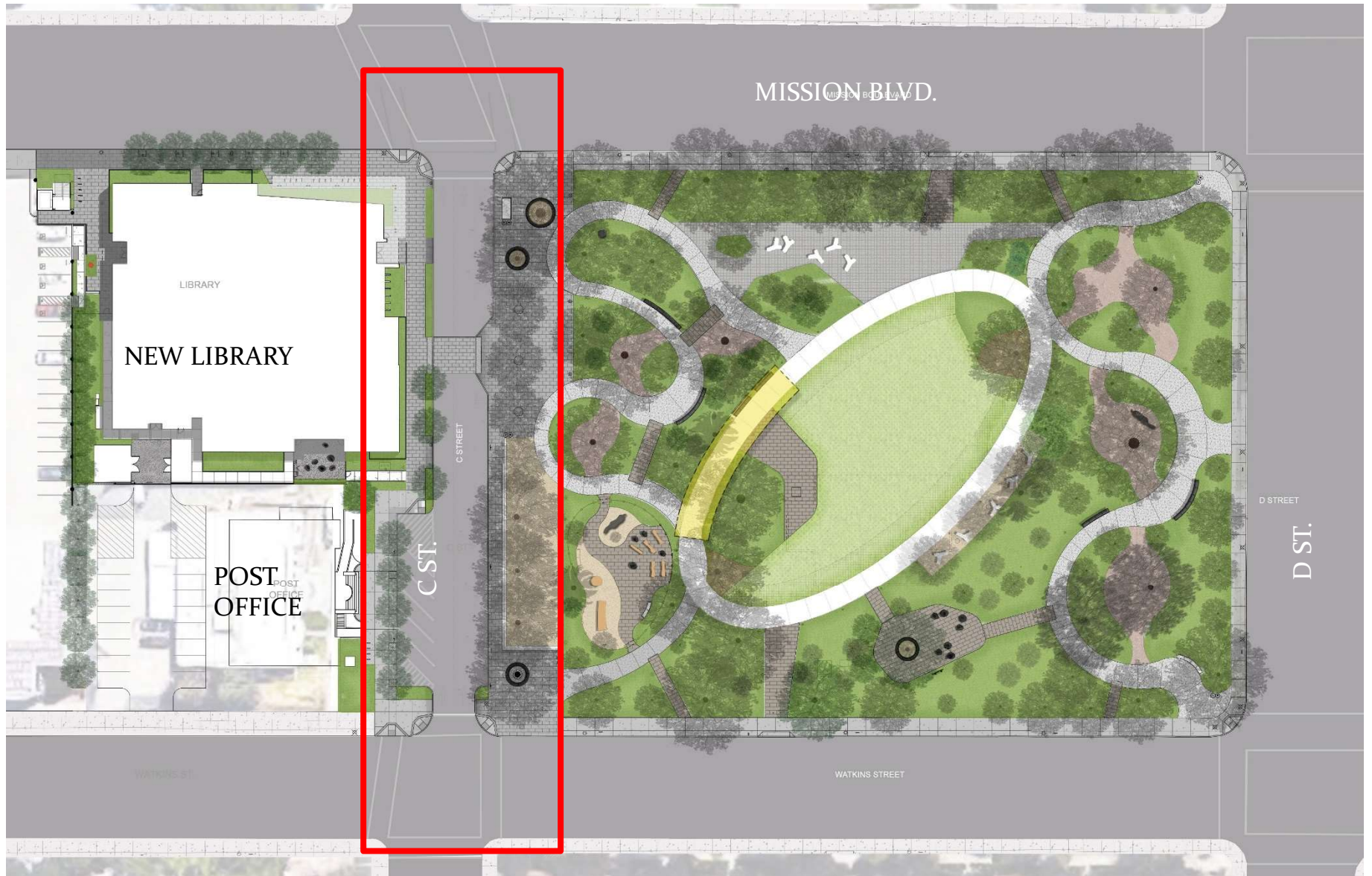


<p><b>1800 - 1820s</b> Henry Shaw grows up in England and comes to St. Louis to start a hardware business.</p> 	<p><b>1820s</b> Shaw first sees the land where the Garden will be located.</p> 	<p><b>1840 - 1851</b> Shaw retires and travels abroad to attend the first World's Fair in London. Visits the Royal Gardens at Kew and the Crystal Palace Exhibition, as well as Chisworth Gardens, inspiring the creation of his own Garden in St. Louis.</p>	<p><b>1859</b> Museum Building constructed.</p> 	<p><b>1860 - 1889</b> The Garden begins to take shape during Shaw's lifetime.</p> 	<p><b>1889</b> August 25, 1889 Shaw Dies</p> 	<p><b>1889 - 1915</b> The Garden is open two Sundays a year and for flower shows. The garden was finally opened an every Sunday in 1915. Today the garden is open year round.</p> 
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## HISTORICAL INTERPRETIVE ELEMENTS CONSERVED & NEW SIGNAGE, MARKERS & MONUMENTS





# C ST. STREETSCAPE DESIGN

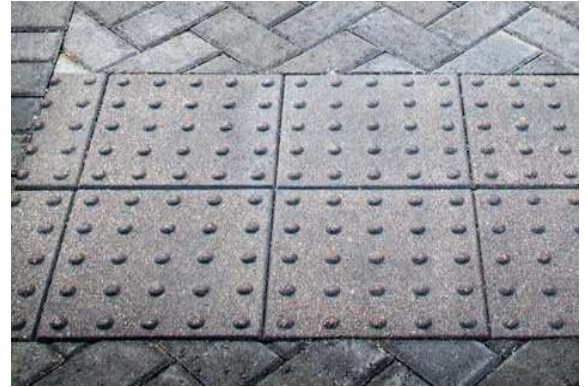
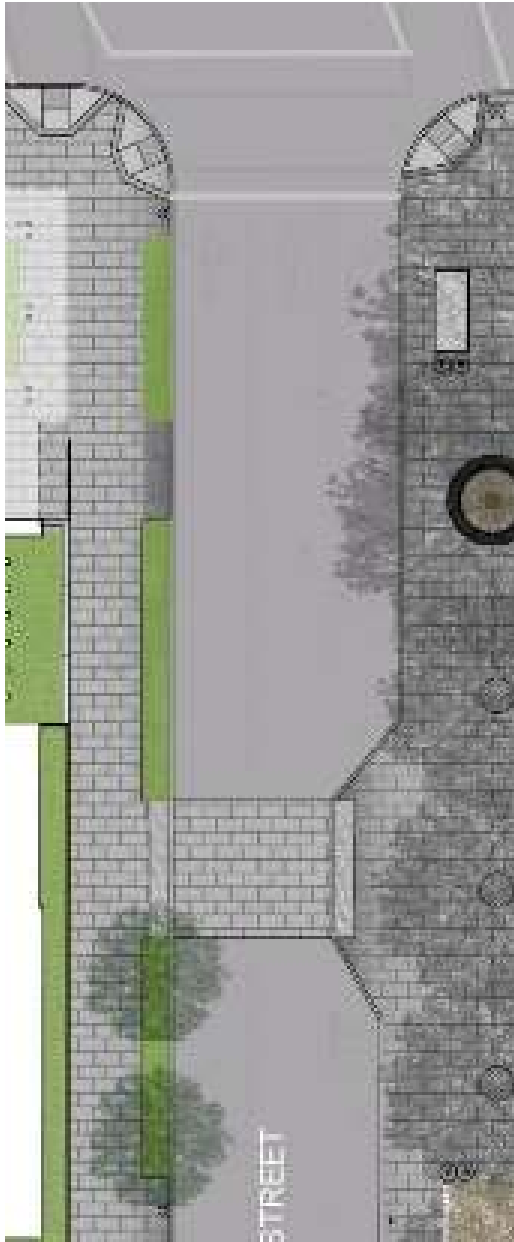




## PLAZA & C STREET

rhaa | NOLL & TAM | 10 July 2018  
ARCHITECTS



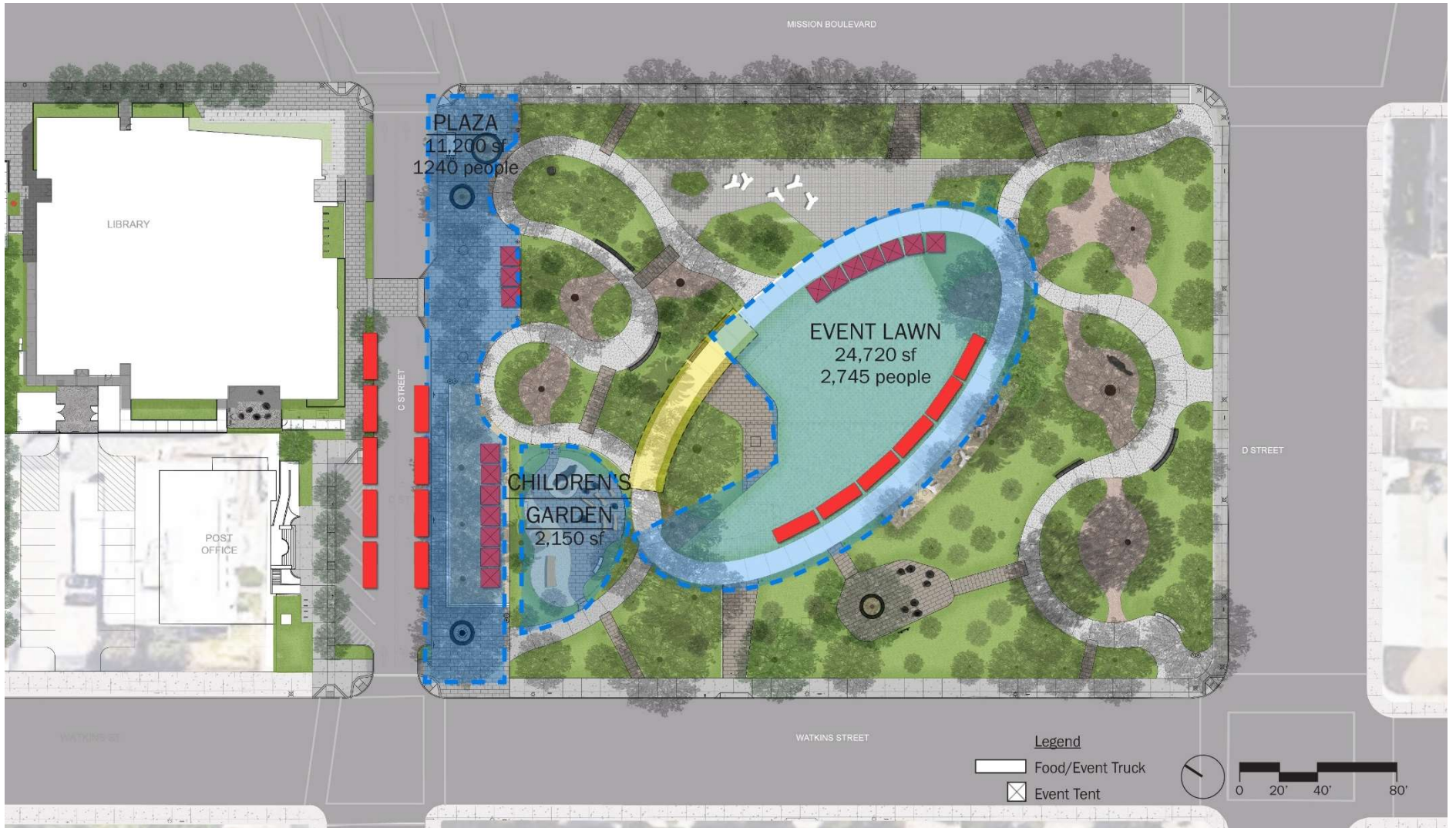


## C ST. STREETScape DESIGN

















## QUESTIONS

| NOLL & TAM | 10 July 2018  
ARCHITECTS



**ITEM 9 – PH 18-063**

**RESOLUTIONS OF FORMATION  
ESTABLISHING THE  
DOWNTOWN HAYWARD  
COMMUNITY BENEFIT  
DISTRICT AND  
APPROPRIATION OF FUNDS**

# **Downtown Hayward Community Benefit District**

**Adoption of Resolution of Formation  
July 10, 2018**

**John Stefanski  
Management Analyst II**



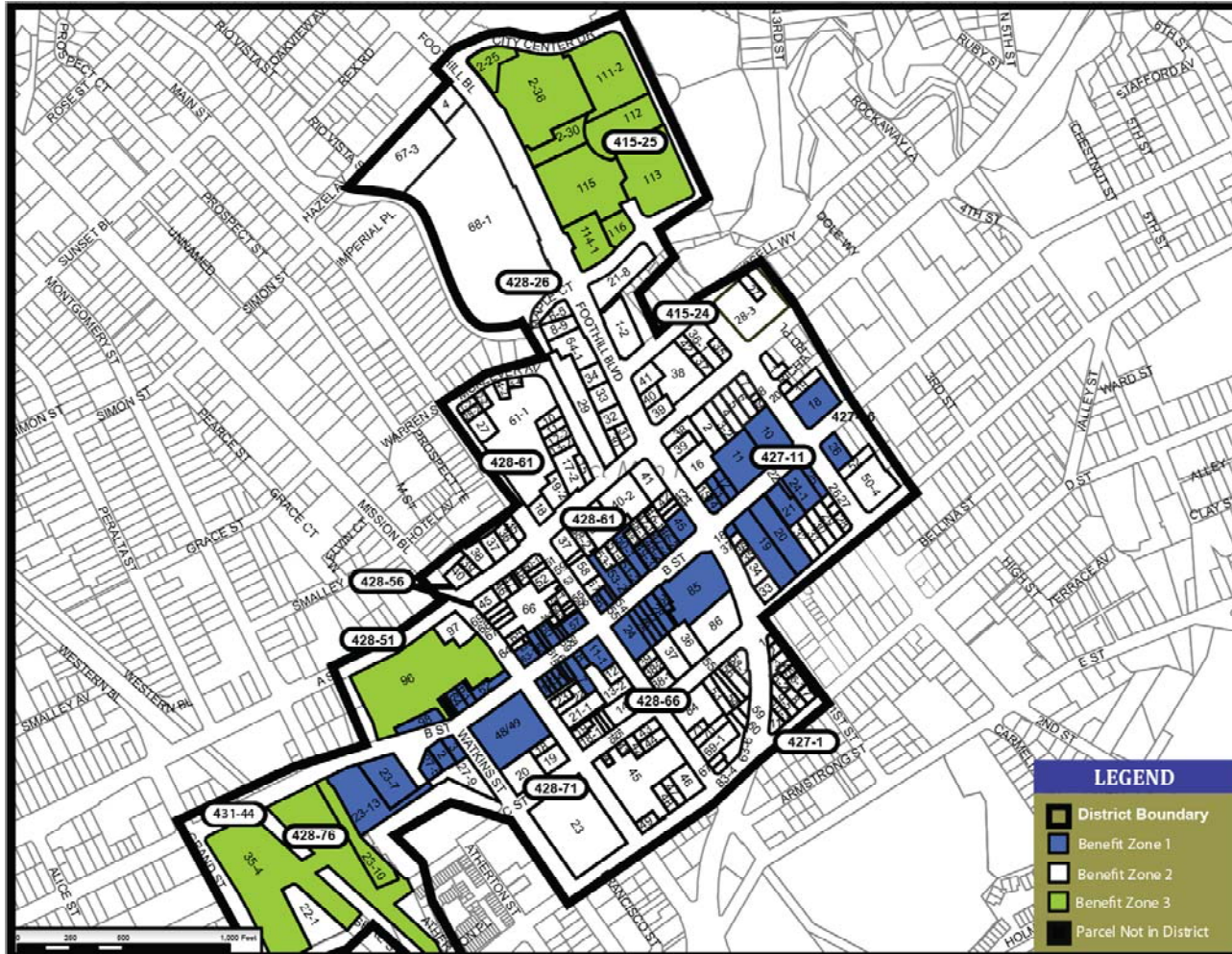


# Recommendation

*That the City Council conducts a public hearing and adopts the following:*

- 1. Resolution of Formation (If no majority protest exists)
  - Includes direction for “Hardship Policy”**
- 2. Resolution Appropriating the City’s first year assessment of \$163,845 from the General Fund (if no majority protest exists).*

# Boundary Map





# Downtown Hayward CBD

The CBD will provide special benefits under four categories or “buckets” of services:

1. Sidewalk Operations, Beautification, Order (69% of total budget)
    - Ex. Regular sidewalk and gutter sweeping, security, & graffiti removal.
  2. District Identity and Streetscape Improvements (15% of total budget)
    - Ex. Special event management, seasonal decorations, public art, bike rack installation
  3. Administration (13% of total budget)
    - Ex. Staff and administrative costs, financial reporting, accounting
  4. Contingency (3% of total budget)
    - Ex. City and County fees, reserves.
- **Estimated first year annual budget: \$595,644**

# Path to Establishment

<b>August 2014</b>	Formation of Downtown Hayward CBD Steering Committee
<b>Fall 2014</b>	Survey of Downtown Hayward Property Owners
<b>March 2015</b>	Council adoption of Ordinance 15-12, codifying framework for establishing CBDs
<b>March 2015- May 2018</b>	Petition Phase (50% of weighted ballots required, ~53% received)
<b>May 2018</b>	Council adoption of Resolution of Intention, triggering formal election by property owners to form the Downtown Hayward CBD
<b>July 2018</b>	<i>Public Hearing, Counting of Ballots, Adoption of Resolution of Formation.</i>





# Tonight's Process

1. **Public hearing**
2. **Opening and tabulation of ballots by City Clerk**
3. **Presentation of final weighted ballot count**
4. **Adoption of resolutions\***

In order to adopt the Resolution of Formation, there must be a weighted majority of the returned ballots voting in favor of adoption (e.g. no majority protest exists).

# Process Moving Forward

If approved tonight, the following will take place:

- 1 July 2018**  
File assessments with County Assessor for the next cycle of property tax bills.
- 2 July-August 2018**  
Steering Committee begins formation of non-profit management corporation and interim Board of Directors
- 3 September 2018**  
Council approval of contract with non-profit management corporation for administration of the district
- 4 September 2018 - July 2028**  
Downtown Hayward CBD term of operations (10 years)



**Questions & Comments?**

## **ITEM 10 – PH 18-054**

**PROPOSAL TO SUBDIVIDE A 5.1-ACRE SITE INTO 45 PARCELS TO ALLOW THE CONSTRUCTION OF 41 DETACHED SINGLE-FAMILY RESIDENCES WITH COMMON OPEN SPACE AREAS AND RELATED SITE IMPROVEMENTS AT 22626 4TH STREET (APNS 427-0036-033-05, 427-0036-033-06, 427-0036-033-07, 427-0036-055-19, & 427-0036-085-01) BY TONY DUTRA (APPLICANT) ON BEHALF OF DUTRA ENTERPRISES (OWNER), REQUIRING INTRODUCTION OF AN ORDINANCE AND ADOPTION OF A RESOLUTION TO APPROVE A VESTING TENTATIVE TRACT MAP, PLANNED DEVELOPMENT (PD) REZONE, SITE PLAN REVIEW, AND ADOPT A MITIGATED NEGATIVE DECLARATION (MND) WITH MITIGATION MONITORING AND REPORTING PROGRAM (MMRP) APPLICATION NO. 201704074**



# 4<sup>TH</sup>/B STREET RESIDENTIAL DEVELOPMENT PROJECT

CITY COUNCIL PUBLIC HEARING  
JAY LEE, ASSOCIATE PLANNER  
JULY 10, 2018



ELEVATION '4B-R'

ELEVATION '1A'

ELEVATION '4A'

ELEVATION '1B'

ELEVATION '4A'

# INTRODUCTION & BACKGROUND

**Applicant/Owner:** Dutra Enterprises

## **Requested Entitlements**

- 1. PD Rezone: RS to PD for lot size, lot coverage & setbacks**
- 2. Tentative Tract Map: subdivide 5 existing lots into 45 new lots**
- 3. Site Plan Review: 41 SFRs, common open space & private streets**



# INTRODUCTION & BACKGROUND: EXISTING





# INTRODUCTION & BACKGROUND: REVISIONS





# INTRODUCTION & BACKGROUND: REVISIONS

<b>HEART Outreach Results</b>	<b>Comments/Revisions</b>
<b>Homes blend into neighborhood</b>	<b>Retained Victorian &amp; Craftsman styles</b>
<b>Preference for Plan 2 &amp; 5</b>	<b>Incorporated diversity of plan types throughout development</b>
<b>Varied opinions on colors/materials</b>	<b>Incorporated greater variety of colors</b>
<b>More windows</b>	<b>Incorporated additional articulation on side elevations of corner lots</b>
<b>Varied opinions on garage doors</b>	<b>Incorporated enhanced doors &amp; trellises</b>

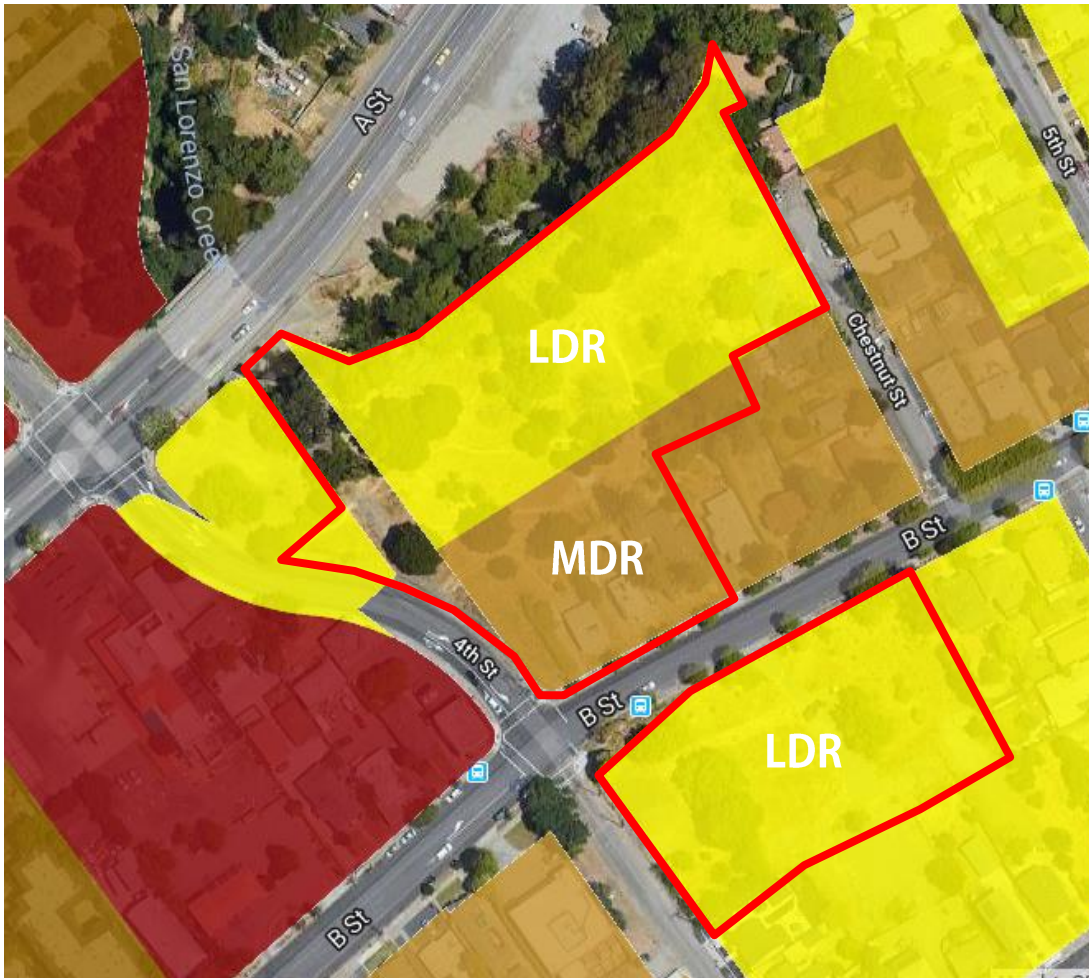




# PROPOSED PROJECT: ARCHITECTURE



# STAFF ANALYSIS: LAND USE

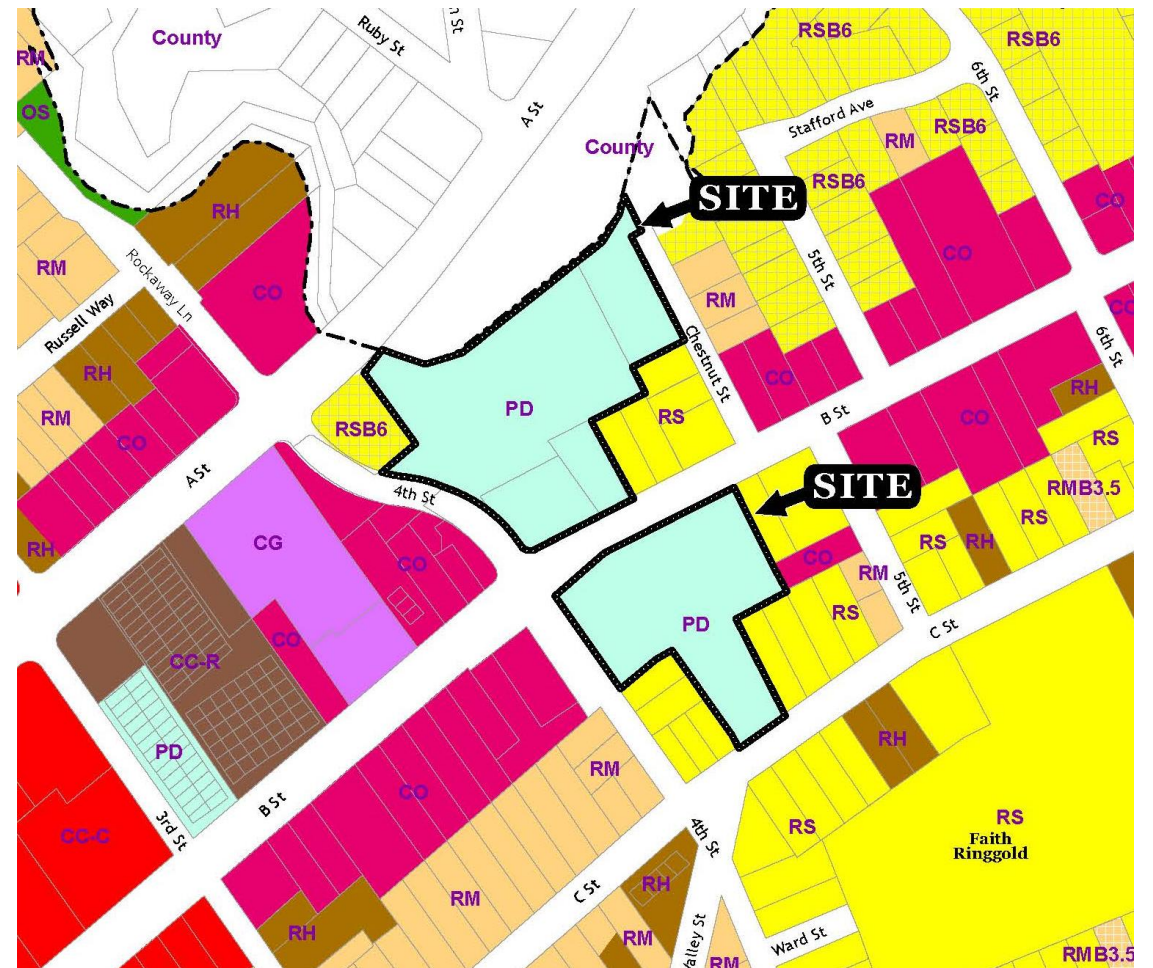
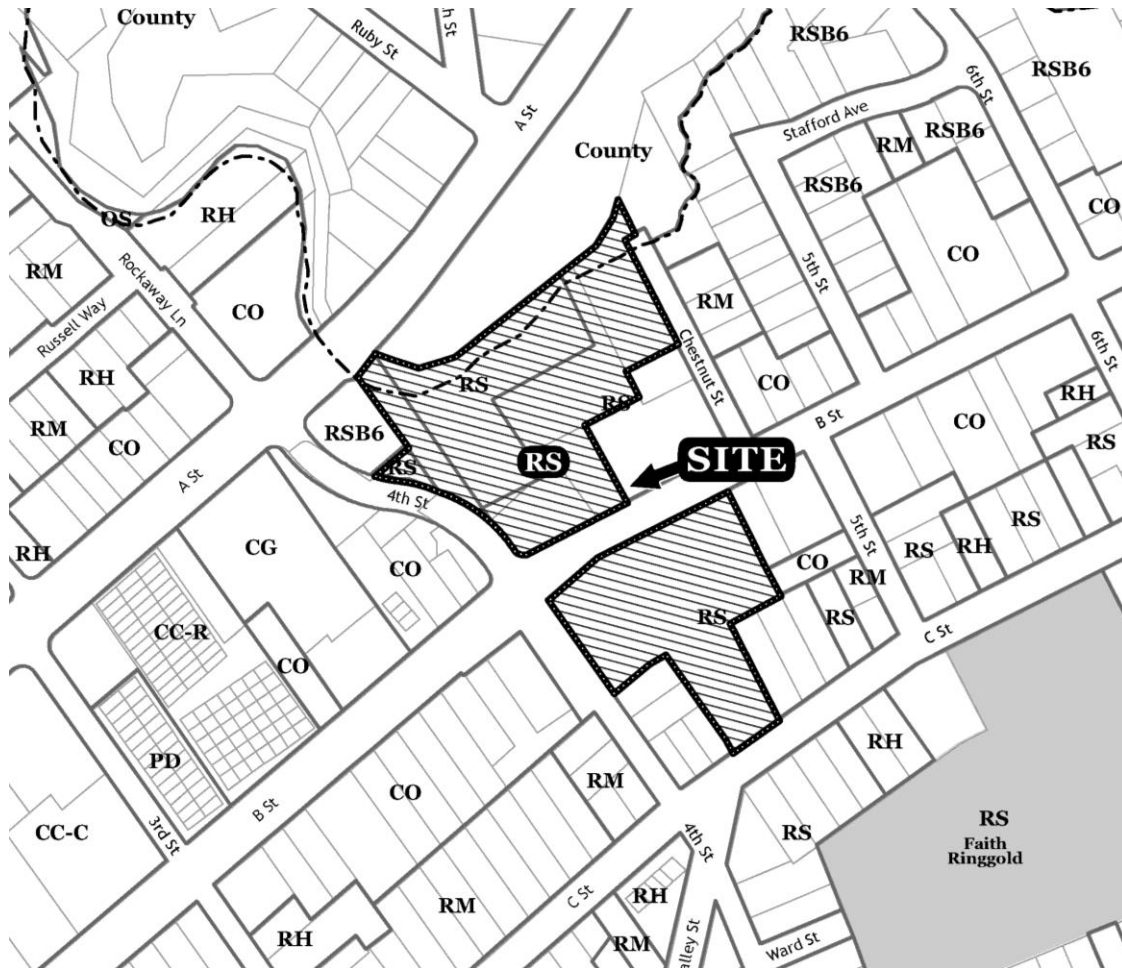


## General Plan Policies

1. Diversity of housing types
2. Residential uses close to services
3. Growth and infill development



# STAFF ANALYSIS: LAND USE



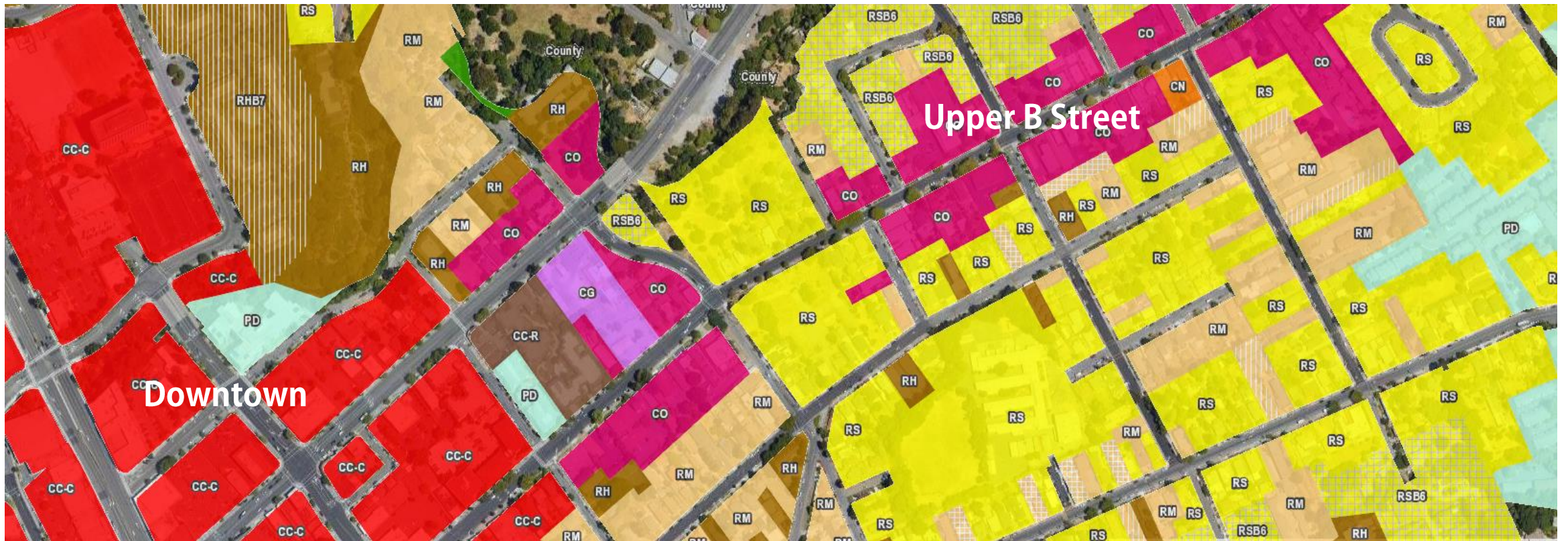
# STAFF ANALYSIS: LAND USE

## Zoning

Development Standard	HMC Requirement	Proposed Project
Min. Lot Size	5,000 sq. ft.	2,012 sq. ft.
Max. Lot Coverage	40%	53%
Min. Front Yard Setback	20 ft.	5 ft.
Min. Side Yard Setback	5 ft. or 10% of lot width (10 ft. max)	4 ft.
Min. Rear Yard Setback	20 ft.	4 ft.



# STAFF ANALYSIS: LAND USE



# STAFF ANALYSIS: LAND USE

## Other Land Use Policies

1. Hayward Foothills Trail Special Design Overlay District
2. Strategic Initiatives
  - Complete Communities
  - Complete Streets





# STAFF ANALYSIS: ARCHITECTURE



ELEVATION '4B-R'

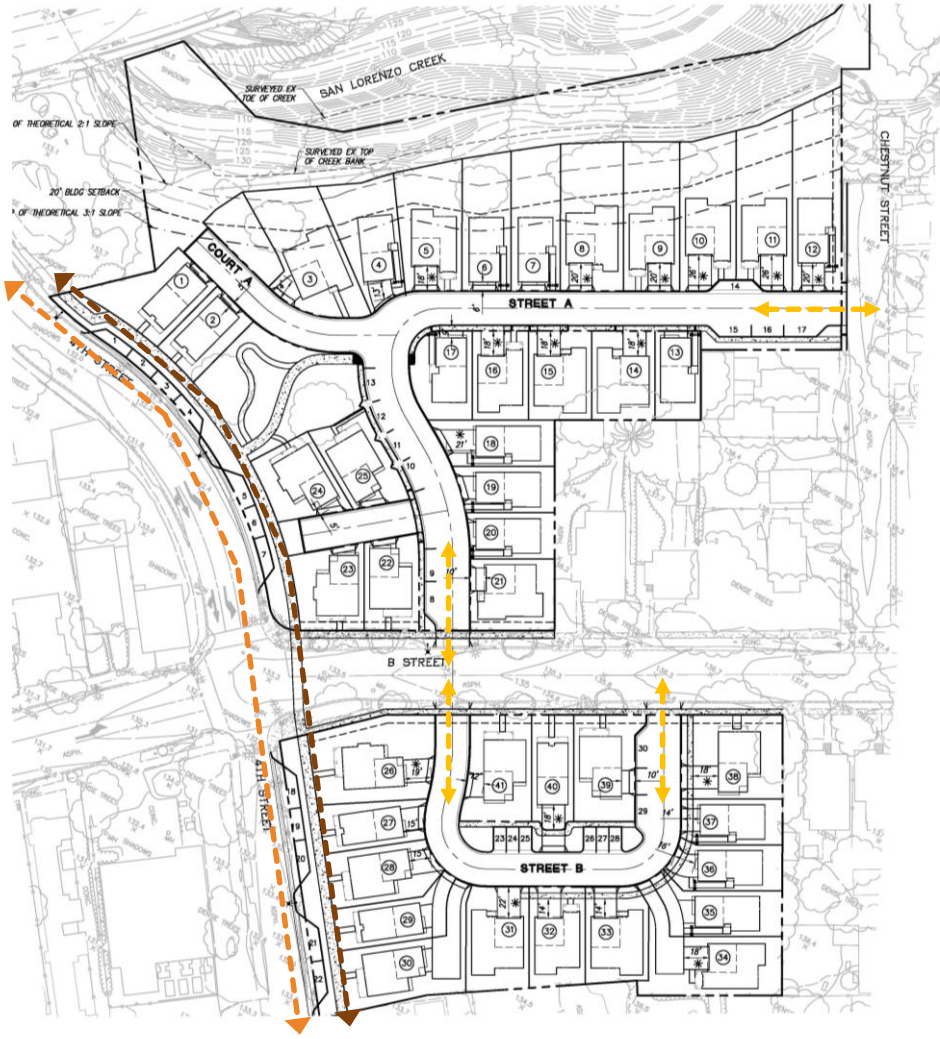
ELEVATION '1A'

ELEVATION '4A'

ELEVATION '1B'

ELEVATION '4A'

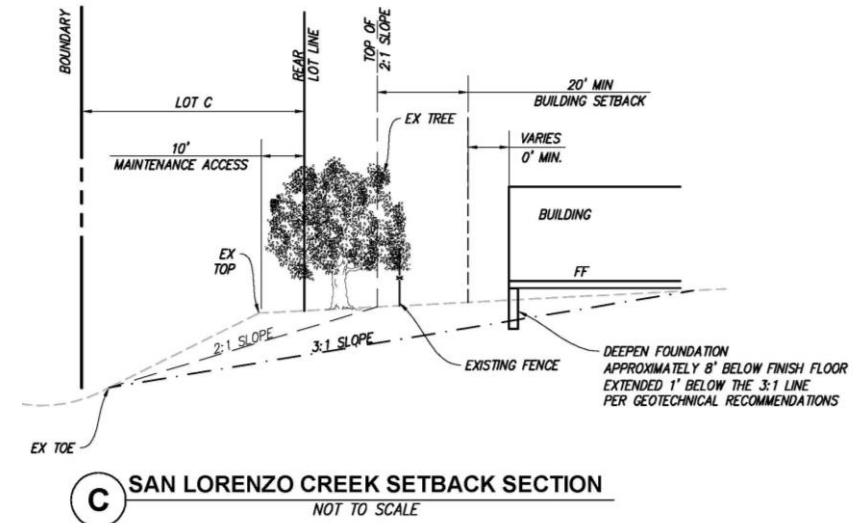
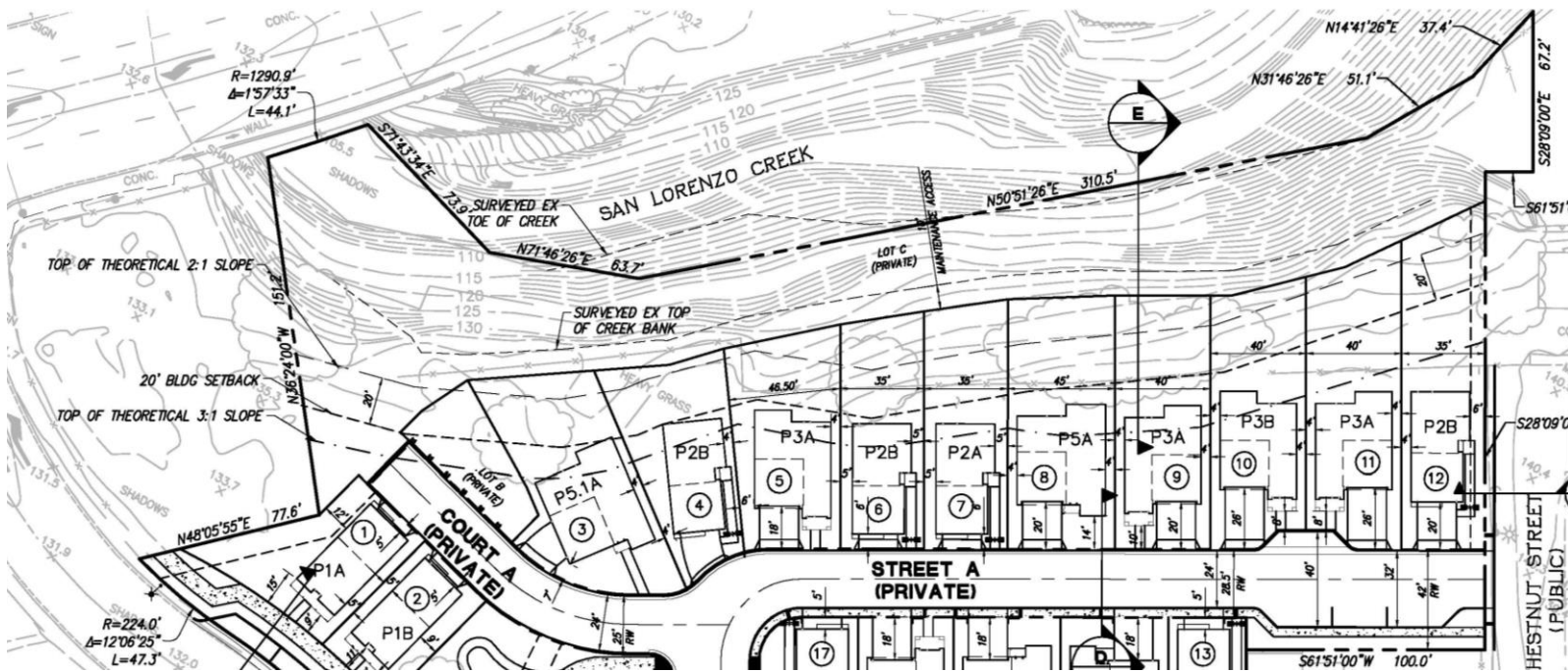
# STAFF ANALYSIS: CIRCULATION & PARKING



Parking Standard	Required	Proposed
Off-Street	82 spaces	82 spaces
Driveway	N/A	30 spaces
Street	N/A	30 spaces



# STAFF ANALYSIS: CREEK PROTECTION

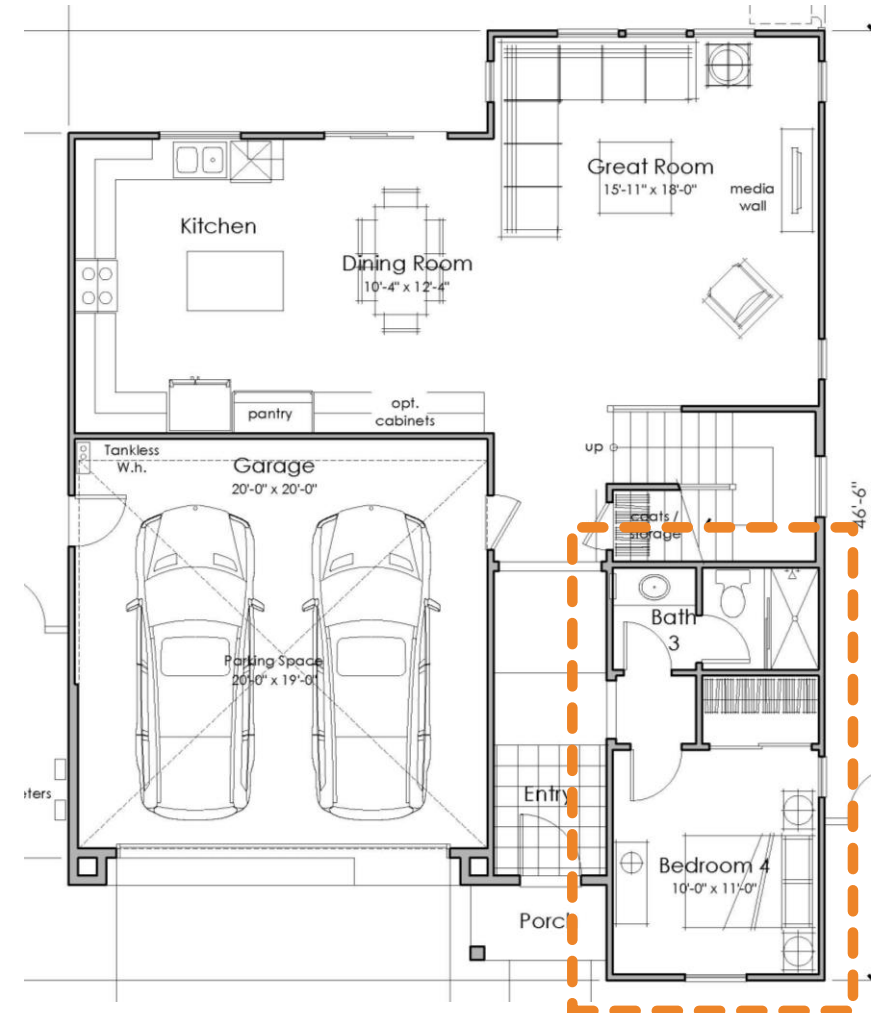
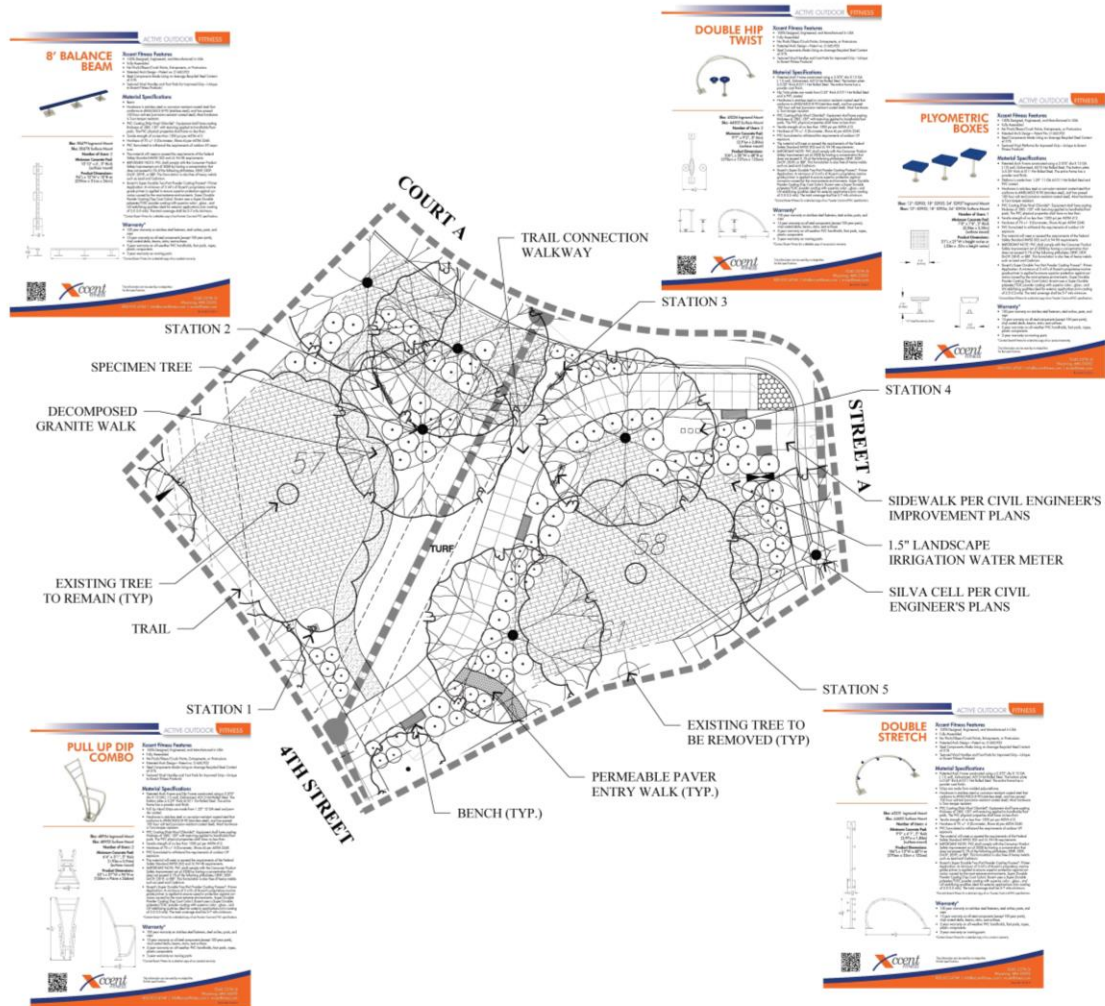


# STAFF ANALYSIS: AFFORDABLE HOUSING

- Applicants can provide on-site units or pay in-lieu fee per updated AHO (adopted 11/28/17 and effective 2/1/18)
- Projects deemed complete by 11/28/17 but receiving approval after 2/1/18 eligible to pay 50% of new in-lieu fee
- Project submitted on 7/12/17 and deemed complete on 11/21/17



# STAFF ANALYSIS: PD AMENITIES



# CEQA: TRAFFIC

**Table 16 Proposed Project Trip Generation**

Land Use	Dwelling Units	Daily Trips	AM Peak Hour Trips			PM Peak Hour Trips		
			In	Out	Total	In	Out	Total
Single-Family Homes <sup>1</sup>	41	458 <sup>1</sup>	9	25	34 <sup>2</sup>	27	16	43 <sup>3</sup>

**Table 17 Existing plus Project Conditions Intersection Level of Service**

No.	Intersection	Control	Peak Hour	Existing Conditions		Existing Plus Project Conditions		Change in Delay <sup>2</sup> (Sec)	Significant Impact?
				Delay	LOS	Delay	LOS		
1.	4th Street and A Street	Signal	AM	19.5	B	19.7	B	+0.2	No
			PM	23.8	C	24.2	C	+0.4	No
2.	4th Street and B Street	Signal	AM	12.3	B	12.8	B	+0.5	No
			PM	8.9	A	9.2	A	+0.3	No
3.	4th Street and C Street	All-Way Stop Control	AM	12.9	B	13.1	B	+0.2	No
			PM	11.6	B	11.8	B	+0.2	No

- Less-than-significant impact to traffic (LOS & queuing)
- Mitigation measures for driveway/transit conflicts
- Pedestrian/bus bulbouts, crosswalk improvements, & driveway signage
- COA: Bike sharrows & signage along 4<sup>th</sup> Street



# CEQA: CREEK-RELATED ISSUES

- **Habitat already fragmented by urban development and project site not expected to support wildlife movement**
- **No structures within creek bank and mitigation measures (less-than-significant impacts to geology & soils and hydrology & water quality)**

# STAFF RECOMMENDATION

## Staff Recommendation

- 1. Introduce ordinance to adopt requested zone change**
- 2. Adopt resolution to approve PD Preliminary Plan, Vesting Tentative Tract Map No. 8427, & Site Plan Review Application No. 201704074**
- 3. Adopt Mitigated Negative Declaration (MND) with Mitigation Monitoring & Reporting Program (MMRP)**



# STAFF RECOMMENDATION

Questions?

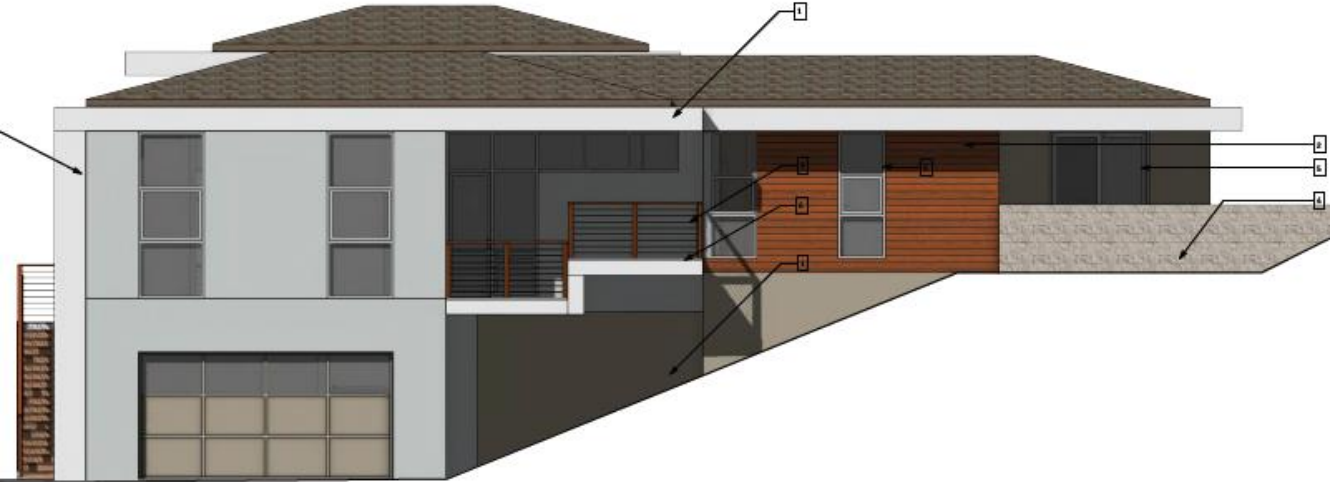
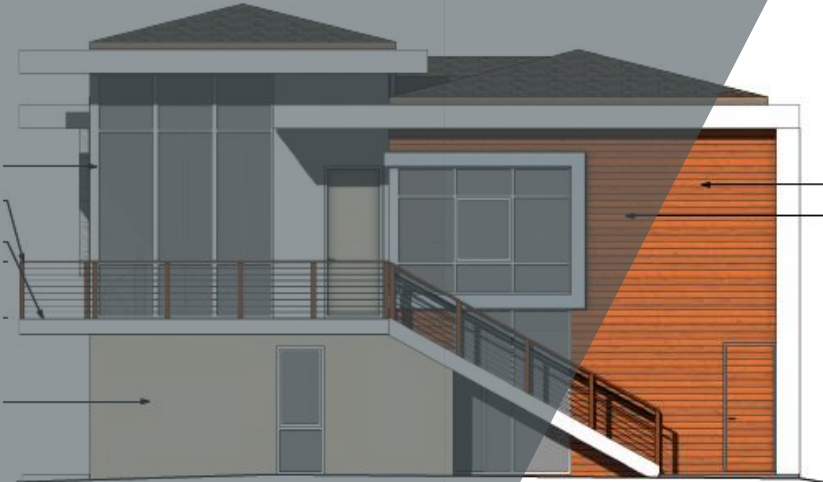
**ITEM 11 – PH 18-056**

**PROPOSAL TO CONSTRUCT A SINGLE-FAMILY RESIDENCE ON A VACANT 0.25-ACRE HILLSIDE LOT LOCATED AT 26620 CALL AVENUE (APN 081D-1665-026-00) BY SOMNADH ALLU (APPLICANT/OWNER), REQUIRING ADOPTION OF A RESOLUTION TO APPROVE A SITE PLAN REVIEW WITH GRADING PERMIT AND ADOPT A MITIGATED NEGATIVE DECLARATION (MND) WITH MITIGATION MONITORING AND REPORTING PROGRAM (MMRP) APPLICATION NO. 201703214**



# CALL AVENUE SINGLE-FAMILY RESIDENCE

CITY COUNCIL PUBLIC HEARING  
JAY LEE, ASSOCIATE PLANNER  
JULY 10, 2018



# INTRODUCTION

**Applicant/Owner:** Somnadh Allu

## **Requested Entitlements**

- 1. Site Plan Review: 2,762 SF single-family home**
- 2. Grading Permit: grading on hillside lot with slopes > 20%**

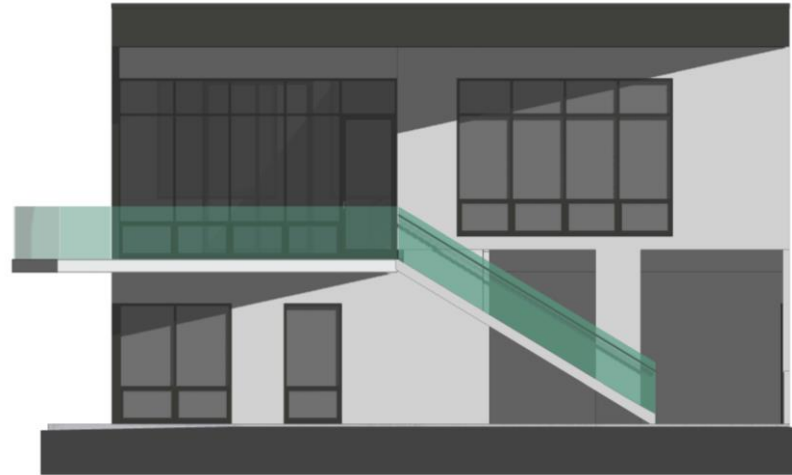


# PROJECT SITE



# REVISIONS

**Old Design**



**New Design**



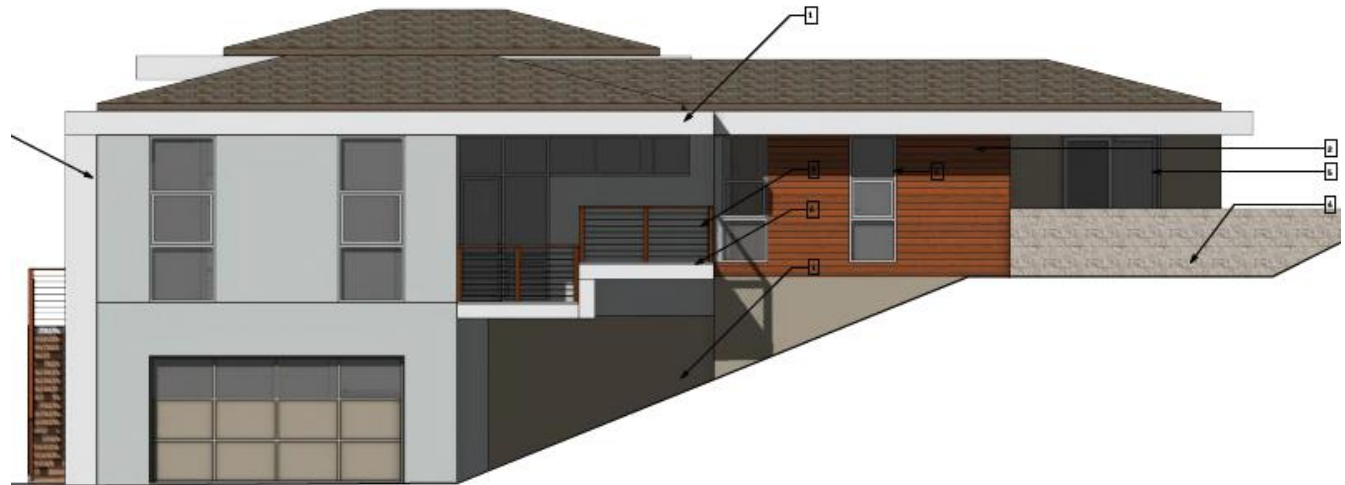


# REVISIONS

**Old Design**



**New Design**



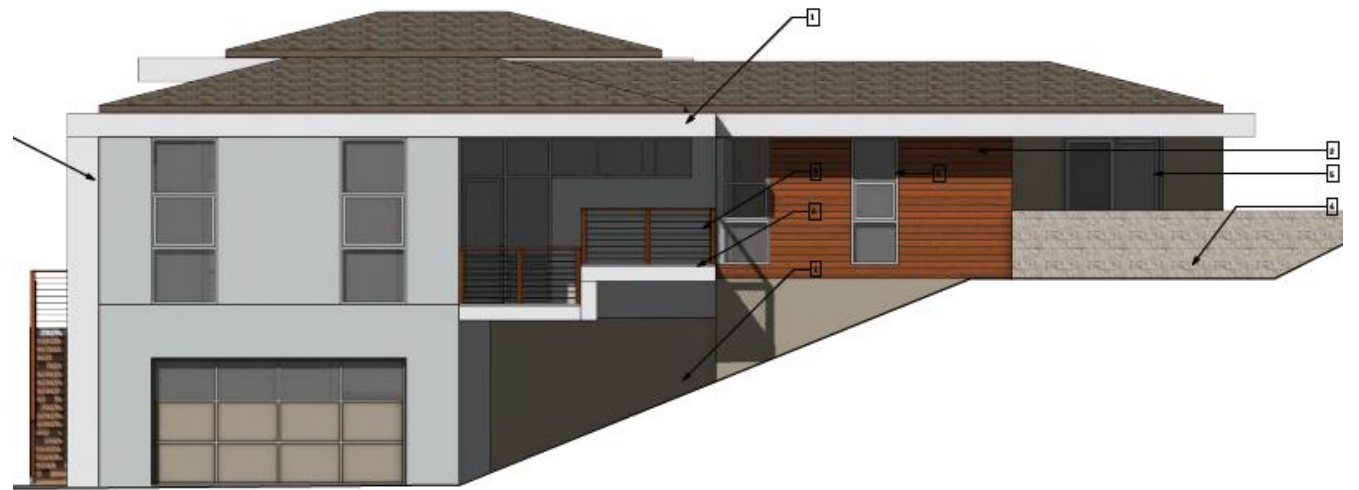
# GENERAL PLAN & ZONING

## Zoning

Development Standard	HMC Requirement	Proposed Project
Min. Lot Size	10,000 sq. ft.	10,719 sq. ft.
Max. Lot Coverage	40%	28%
Min. Front Yard Setback	20 ft.	30 ft.
Min. Side Yard Setback	6 ft. 6 in. (10% of lot width)	7 ft.
Min. Rear Yard Setback	20 ft.	56 ft.
Max. Building Height	30 ft.	25 ft. 6 in.
Min. Off-Street Parking	3 enclosed spaces	3 enclosed spaces



# HILLSIDE DESIGN GUIDELINES



## **Project Impact: Geology & Soils**

**Mitigation Measure:** Recommendations and mitigation measures set forth in the Geotechnical Engineering Report prepared by Wayne Ting & Associates, dated March 2017, in regard to seismic design, site preparations, foundations, retaining walls, concrete slab-on-grade, and drainage.



# STAFF RECOMMENDATION

## Staff Recommendation

- 1. Recommend approval of Site Plan Review with Grading Permit Application No. 201703214**
- 2. Recommend adoption of Mitigated Negative Declaration (MND) with Mitigation Monitoring & Reporting Program (MMRP)**

# STAFF RECOMMENDATION

Questions?



**ITEM 12 – LB 18-041**

**REVIEW OF POLLING AND  
DIRECTION ON POTENTIAL  
NOVEMBER 2018 BALLOT  
MEASURES**

# Potential November 2018 Ballot Measures

City Manager, Kelly McAdoo  
July 10, 2018





# **Presentation and Discussion Points**

- Public Outreach and Engagement
- Feasibility Polling Results
- Staff Recommendation

# Public Outreach and Engagement



**HAYWARD RESIDENTS:**  
Tell us what you think!  
**SURVEY INCLUDED**

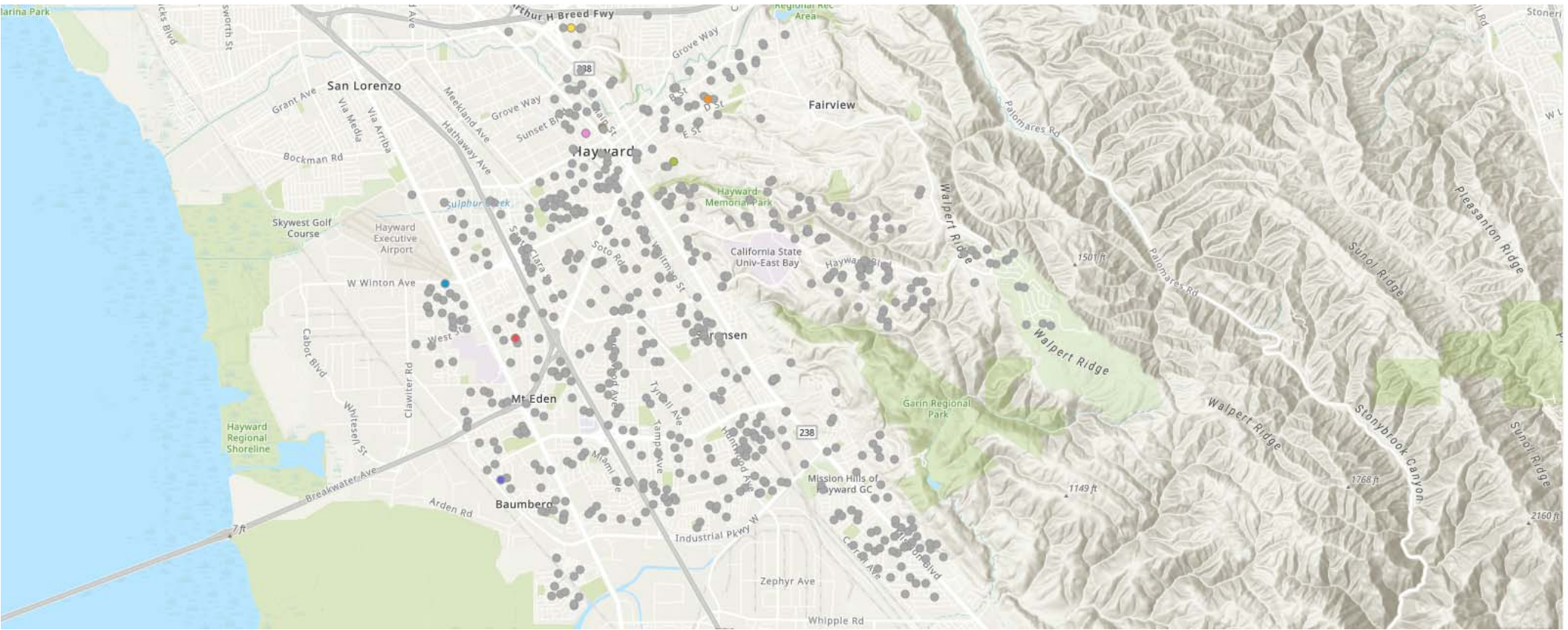
- Meetings and Presentations
- Hayward Listens Survey
  - Mailer #1 | Brochure and Reply Card
  - Digital Outreach and Engagement
  - Online at [www.haywardlistens.com](http://www.haywardlistens.com)



# Hayward Listens Survey Questions

1. Is the City fulfilling its promise to provide essential city services?
  - a. Yes
  - b. No
  - c. I don't know
2. Are there other City services (beyond police, fire, library, street repairs and repaving, and emergency response and preparedness) that are a priority for you?
  - a. Open ended
3. What do you think about the proposals to increase the City's Transient Occupancy Tax (also known as the Hotel Tax) and/or the City's Real Property Transfer Tax?
  - a. I support the City's proposals
  - b. I have concerns
4. Other comments or questions?

# Geographic Distribution of Hayward Listens Responses





# Hayward Listens Survey Results

- Qualitative not quantitative
- Is the City fulfilling its promise to provide essential city services?
  - Yes – 390 (50.85 percent)
  - No – 176 (22.95 percent)
  - Don't know – 201 (26.20 percent)
- What do you think about the proposals to increase the City's TOT and RPTT?
  - I support the City's proposals – 339 (44.2 percent)
  - I have concerns – 428 (55.8 percent)
- Open-ended results available at: [www.hayward-ca.gov/HaywardListens.com](http://www.hayward-ca.gov/HaywardListens.com)
- Alignment with the feasibility surveys



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City of Hayward:  
Real Property Transfer Tax and Transient Occupancy Tax  
Feasibility Survey

June 2018



The City of Hayward commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for a real property transfer tax and transient occupancy tax to support City of Hayward services with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential support; and
- Use demographic and/or voter behavioral characteristics to validate the representativeness of the sample.

## Methodology Overview

- Data Collection Landline (66), cell phone (34), text to online (433), and email to online (71) interviewing
- Universe 43,596 likely November 2018 voters in the City of Hayward
- Fielding Dates June 7 through June 14, 2018
- Interview Length 20 minutes
- Sample Size 604
- Margin of Error  $\pm 3.96\%$

The data have been weighted to reflect the actual population characteristics of likely voters in the City of Hayward in terms of their gender, age, and political party type.



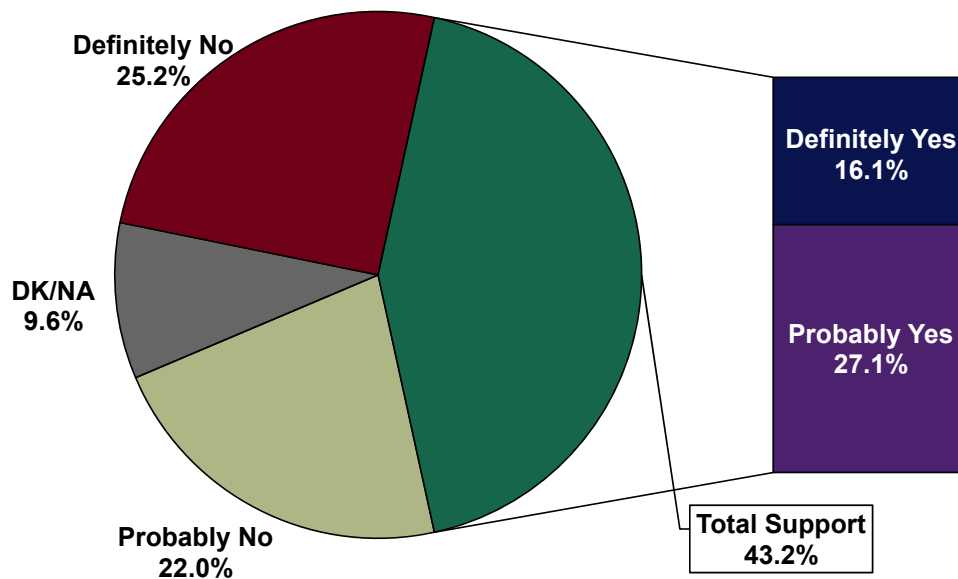


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## Key Findings

# Uninformed Support for Real Property Transfer Tax

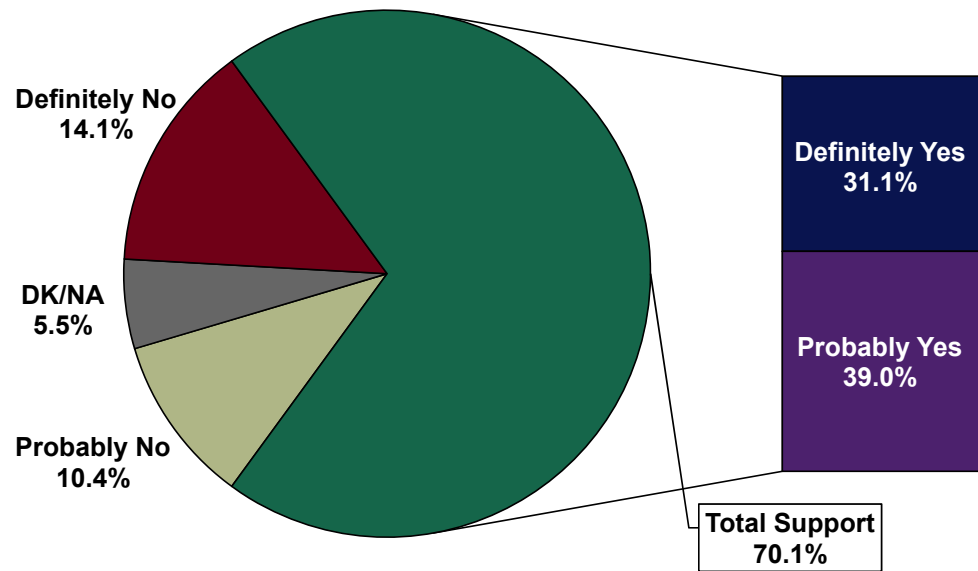


To support City of Hayward services, with revenue that cannot be taken by the State, including:

- fixing potholes and repairing streets and sidewalks;
- emergency and firefighter response times;
- neighborhood police patrols;
- disaster preparedness;
- extended library hours and after-school programs; and
- unrestricted general revenue purposes;

shall Hayward increase the rate of its real property transfer tax, collected once upon purchase of real estate, from \$4.50 to \$10 per \$1,000, providing \$14.8 million dollars annually, until repealed by voters, all funds benefiting Hayward?

# Uninformed Support for Transient Occupancy Tax



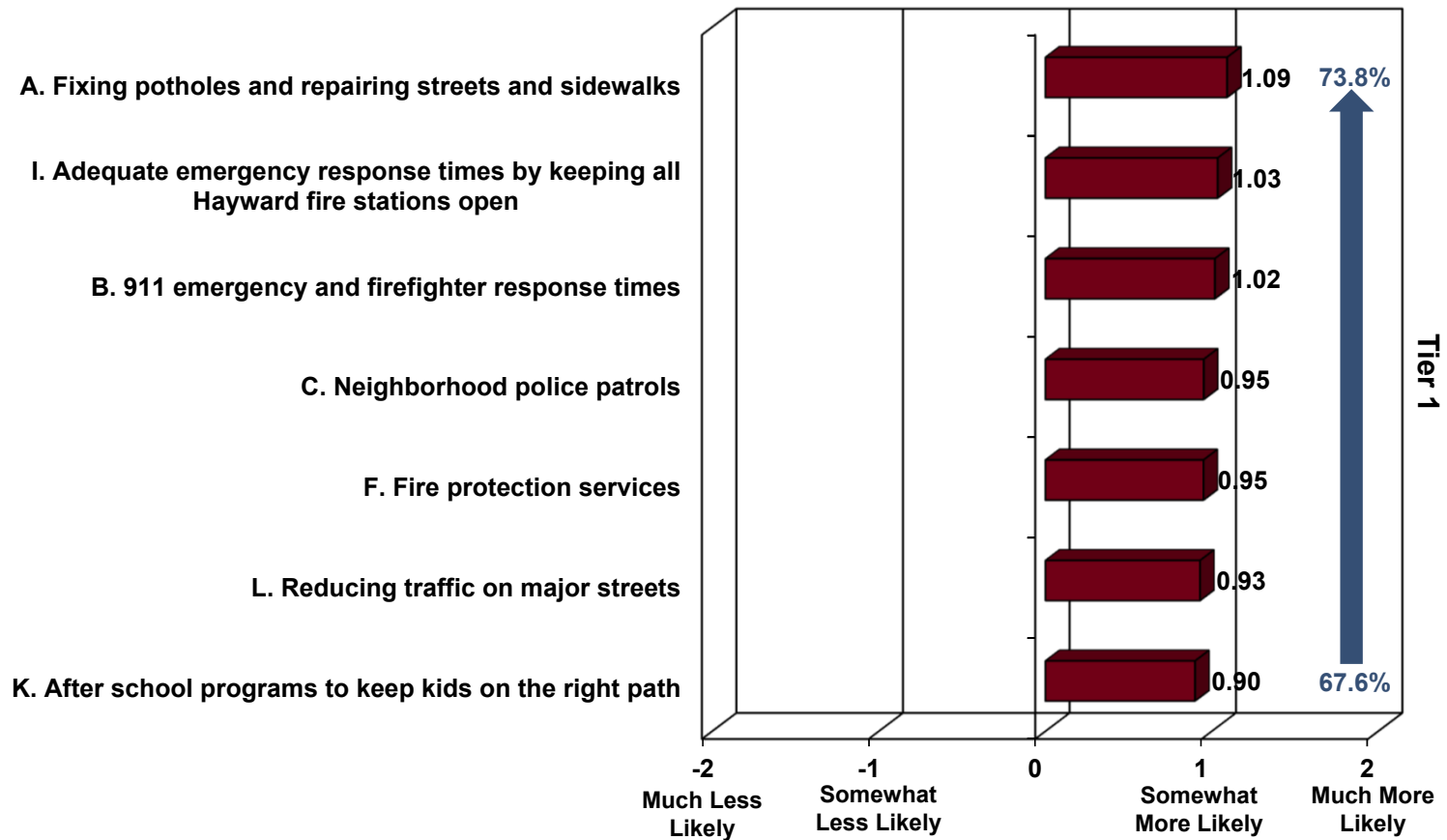
To support City of Hayward services, with revenue that cannot be taken by the State, including:

- fixing potholes and repairing streets and sidewalks;
- 911 emergency and firefighter response times;
- neighborhood police patrols;
- disaster preparedness;
- extended library hours and after-school programs; and
- unrestricted general revenue purposes;

shall the City of Hayward increase the ongoing transient occupancy tax paid only by hotel and motel guests from 8.5% to 12%, providing \$3 million dollars annually, with all funds staying in Hayward?

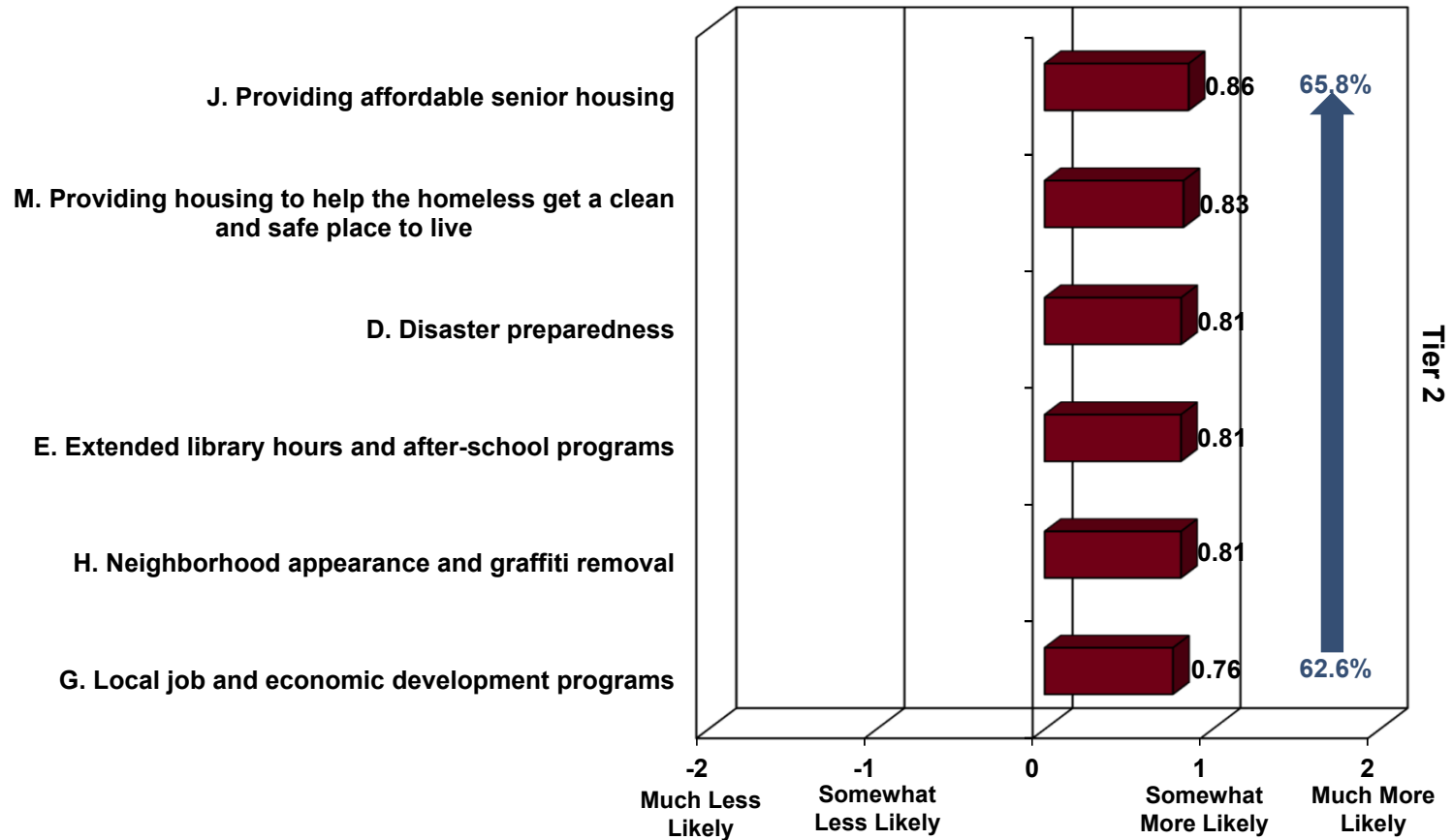


# Features of the Measure I



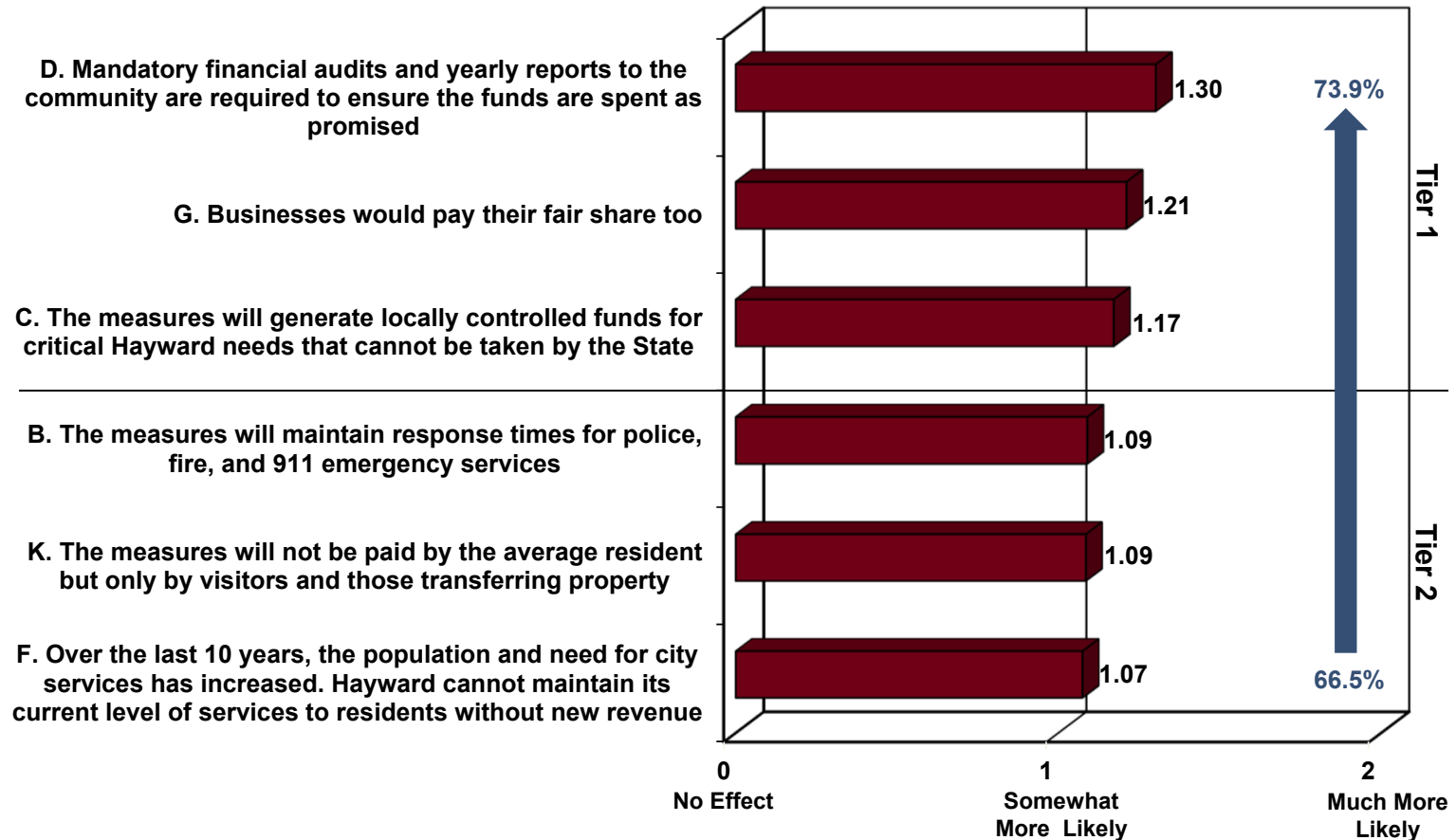
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

# Features of the Measure II



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

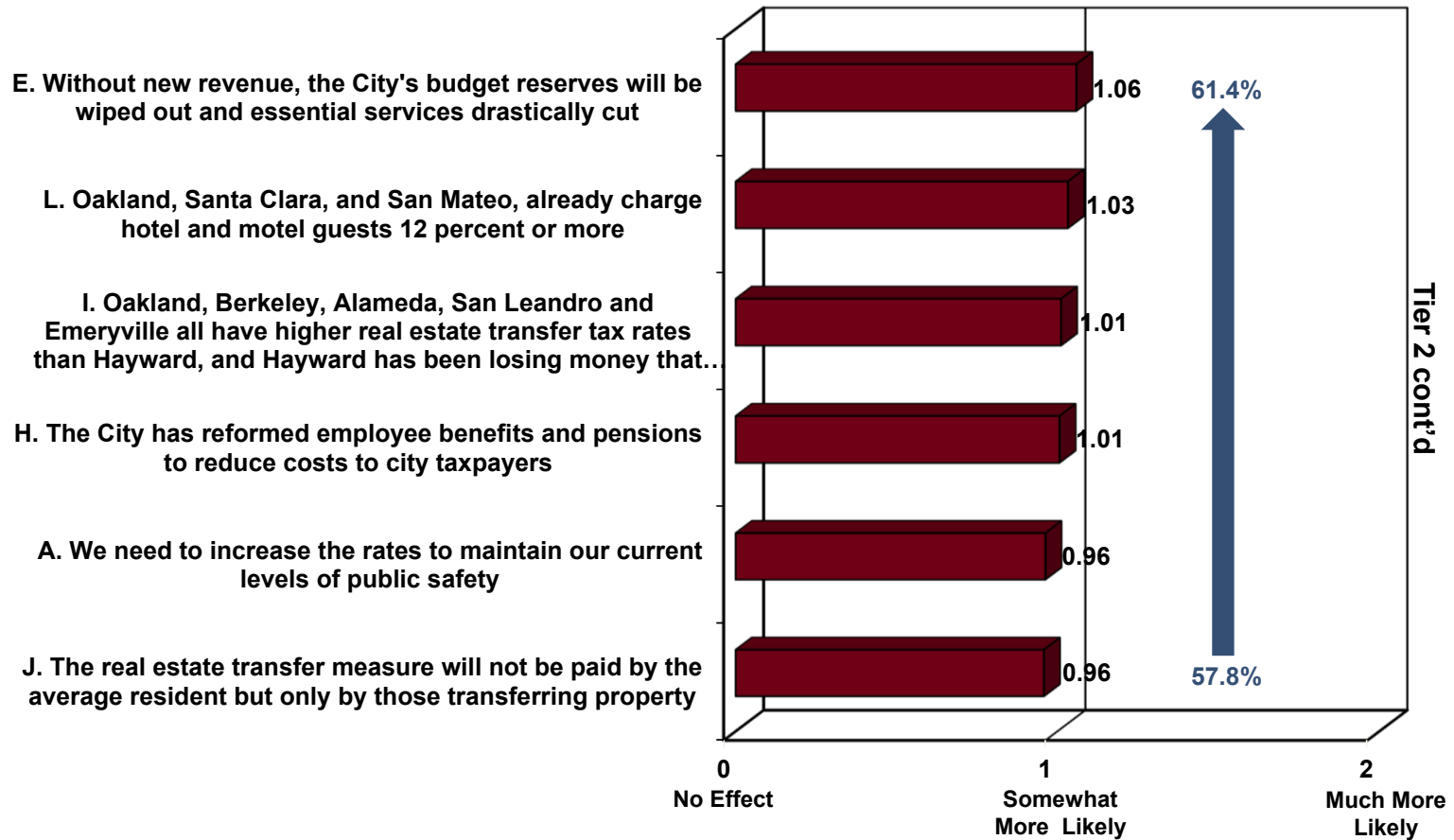
# Informational Statements I



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

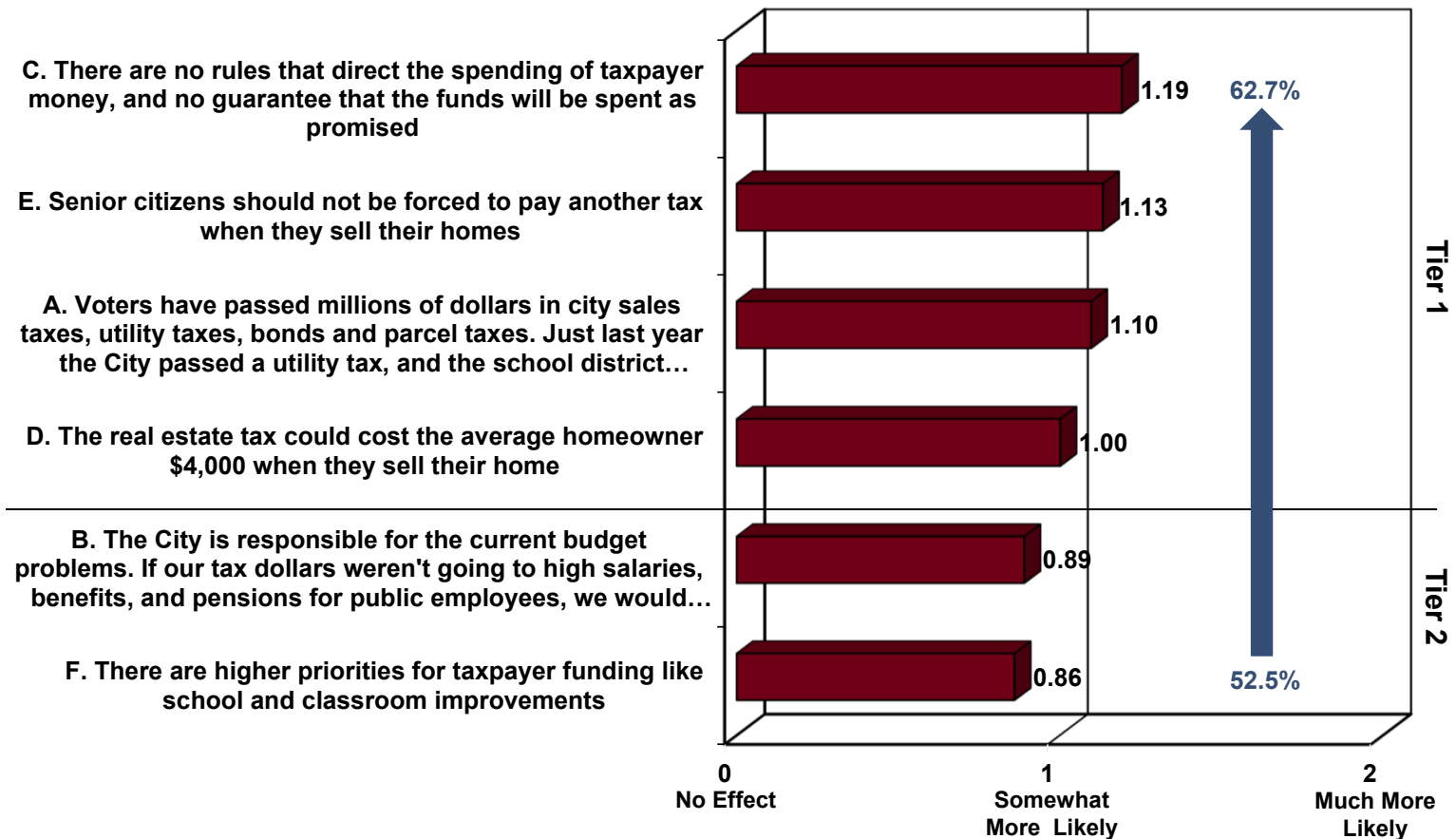


# Informational Statements II



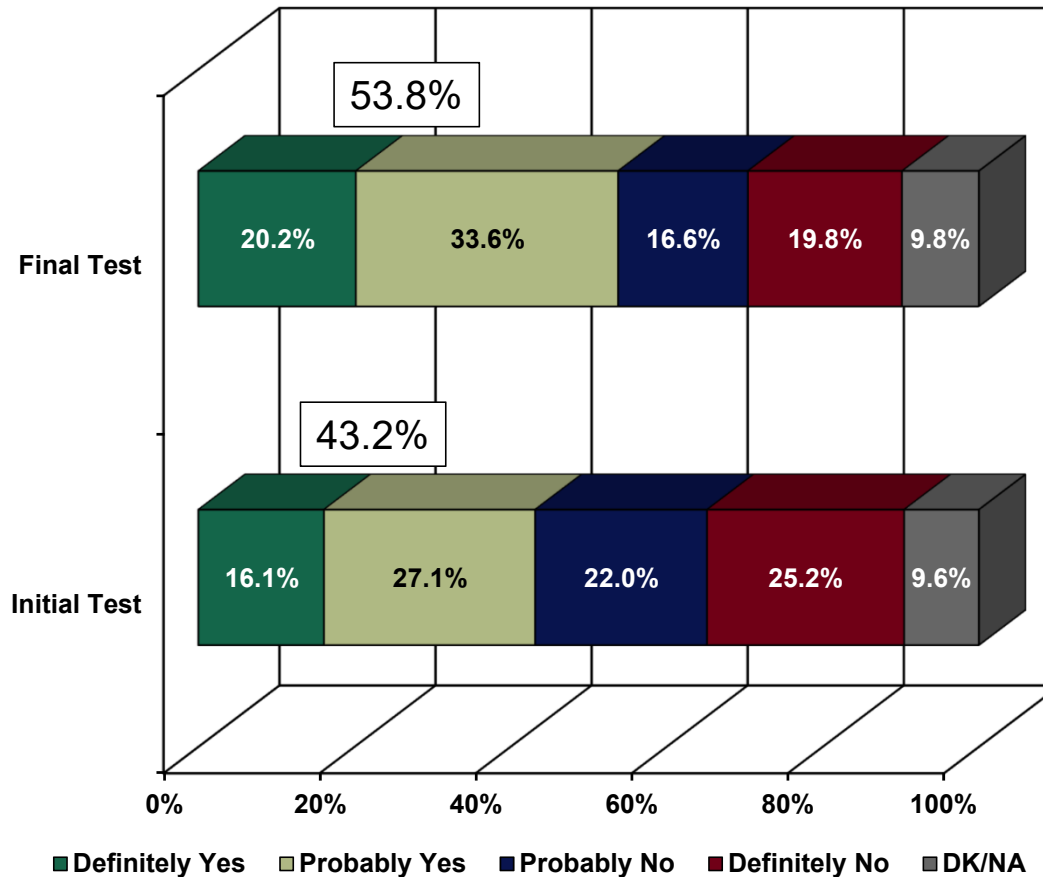
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

# Critical Statements



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

# Informed Support for Real Property Transfer Tax



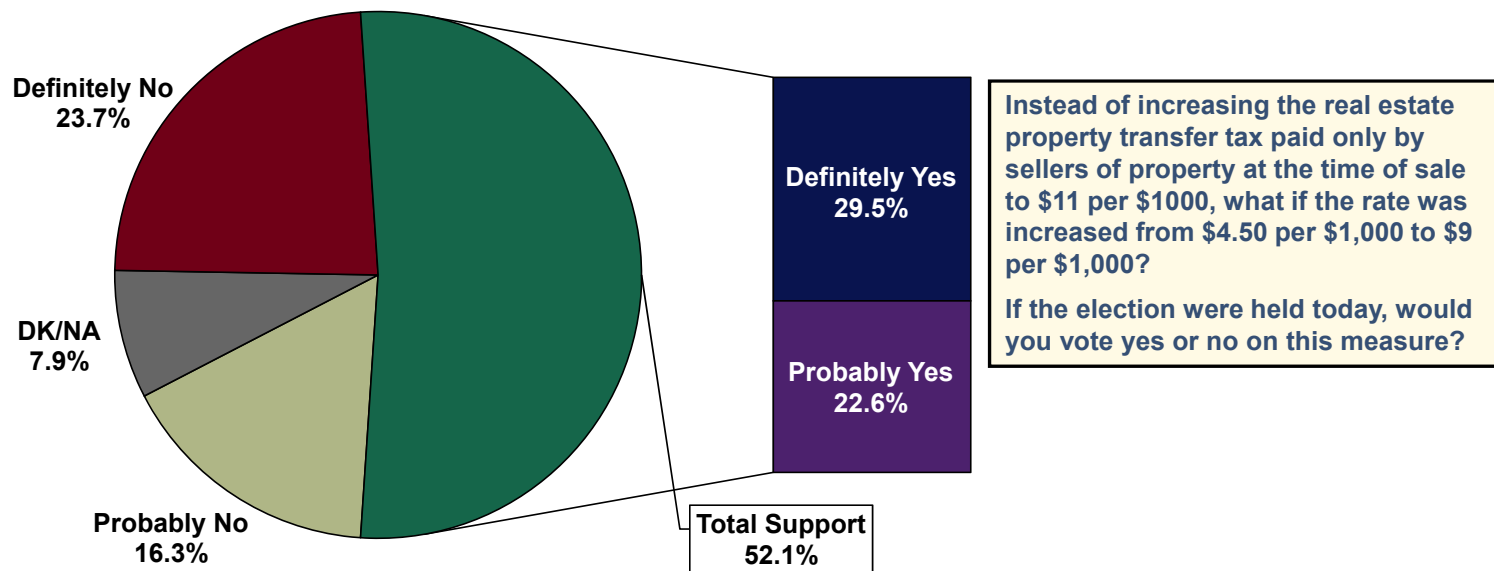
To support City of Hayward services, with revenue that cannot be taken by the State, including:

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- neighborhood police patrols;
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- extended library hours and after-school programs; and
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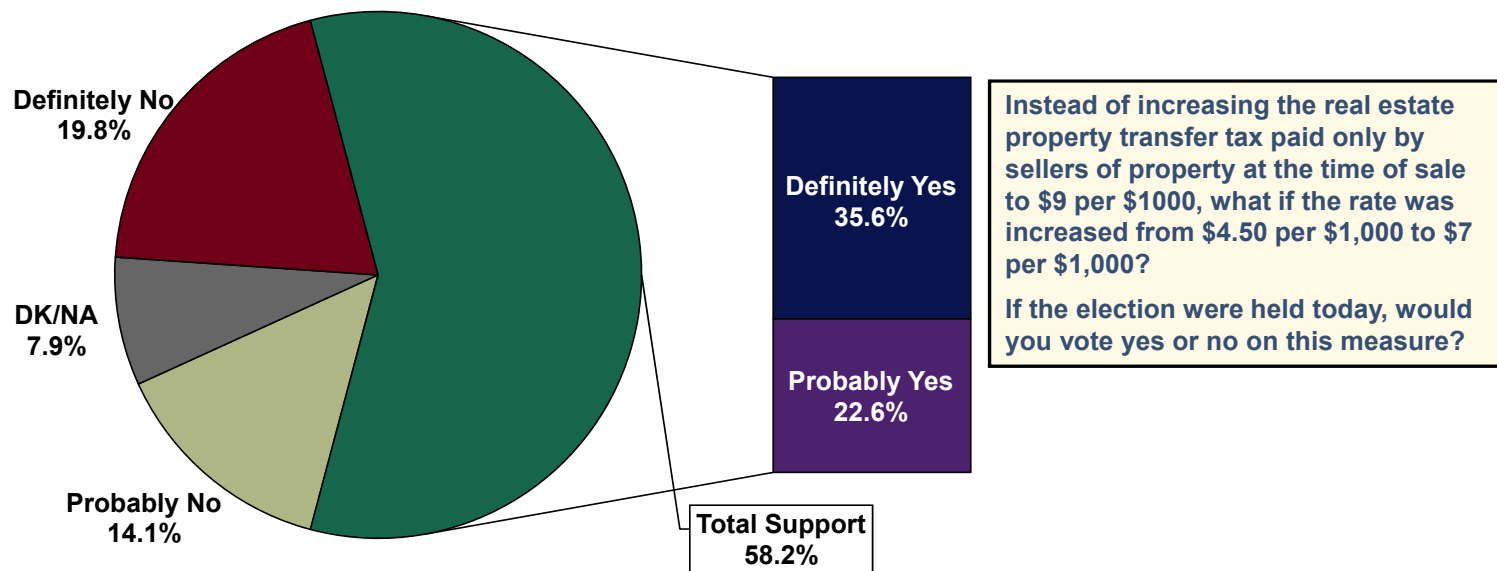
shall Hayward increase the rate of its real property transfer tax, collected once upon purchase of real estate, from \$4.50 to \$10 per \$1,000, providing \$14.8 million dollars annually, until repealed by voters, all funds benefiting Hayward?



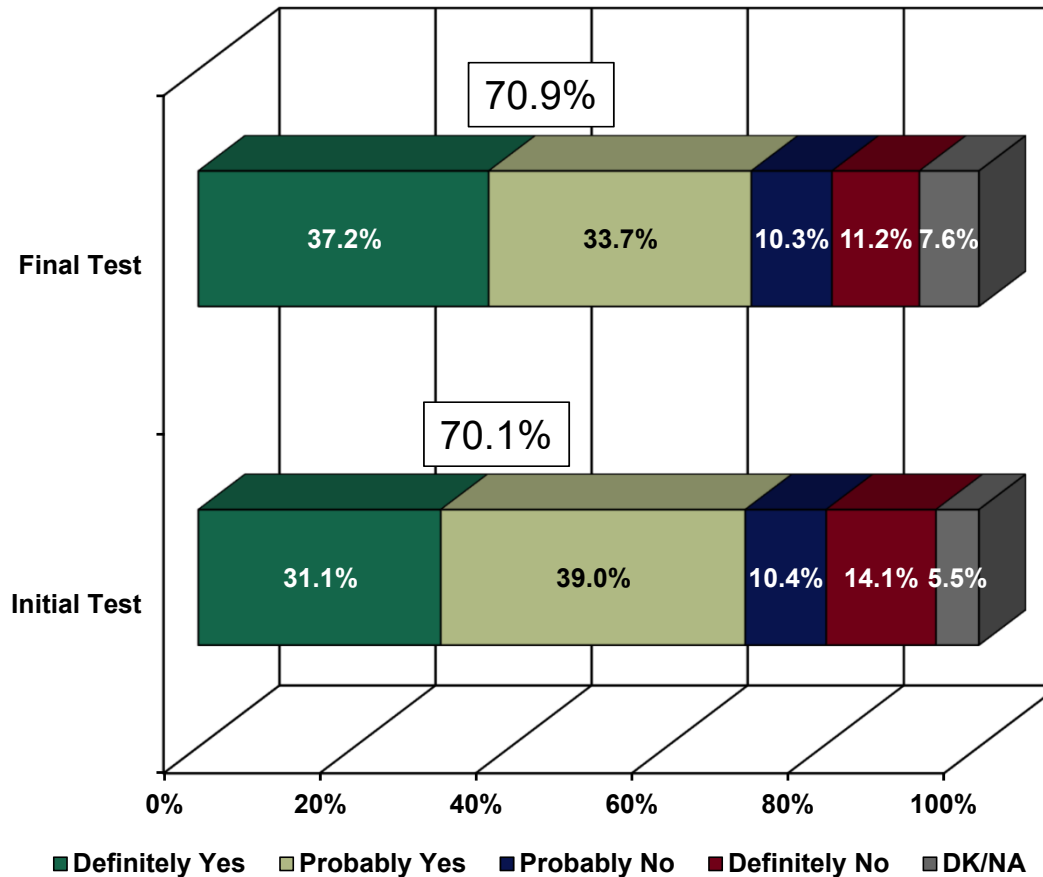
# 2017 Survey -- Support for Alternative Real Estate Transfer Tax Rate – \$9 per \$1000



# 2017 Survey -- Support for Alternative Real Estate Transfer Tax Rate – \$7 per \$1000



# Informed Support for Transient Occupancy Tax



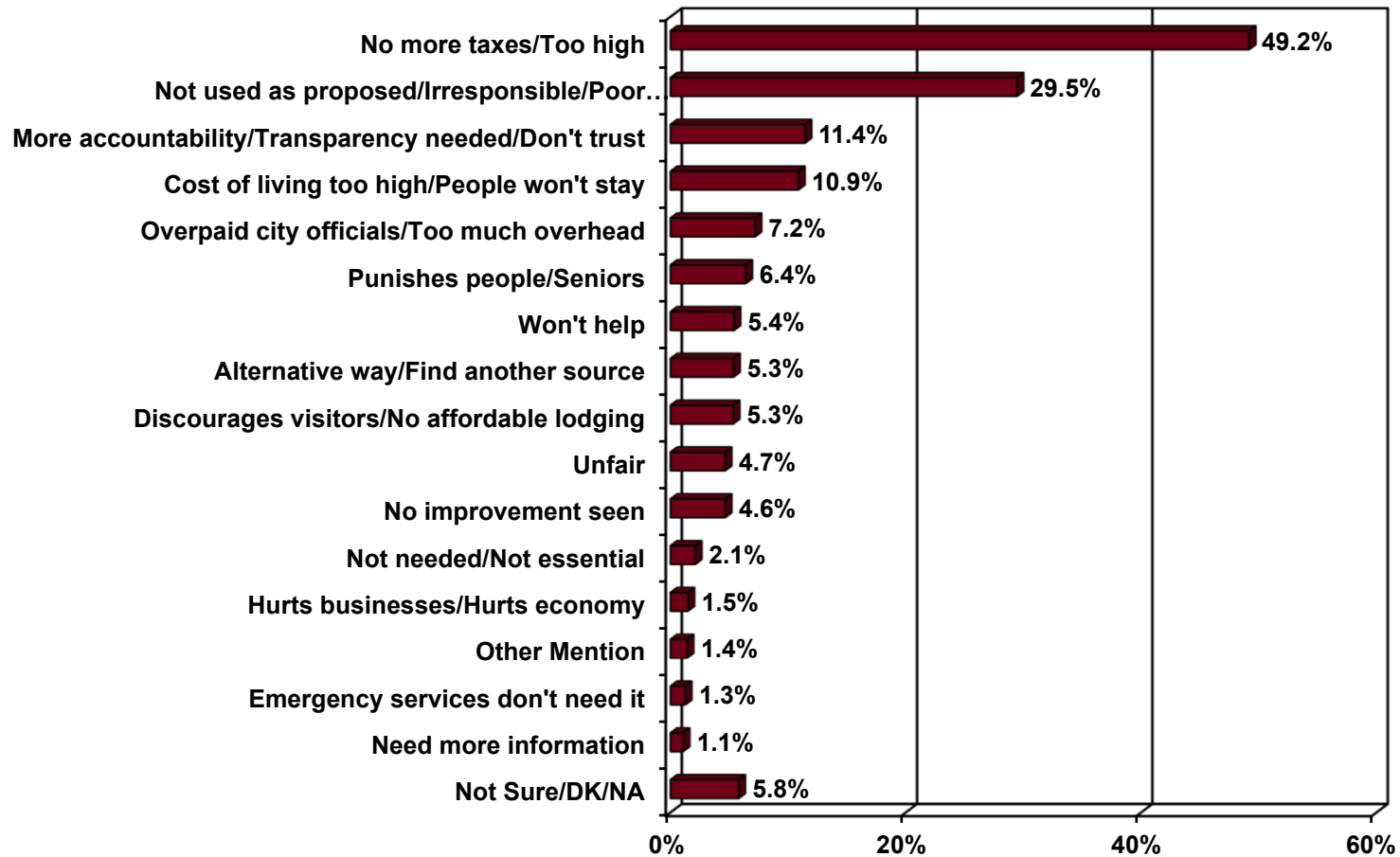
To support City of Hayward services, with revenue that cannot be taken by the State, including:

- fixing potholes and repairing streets and sidewalks;
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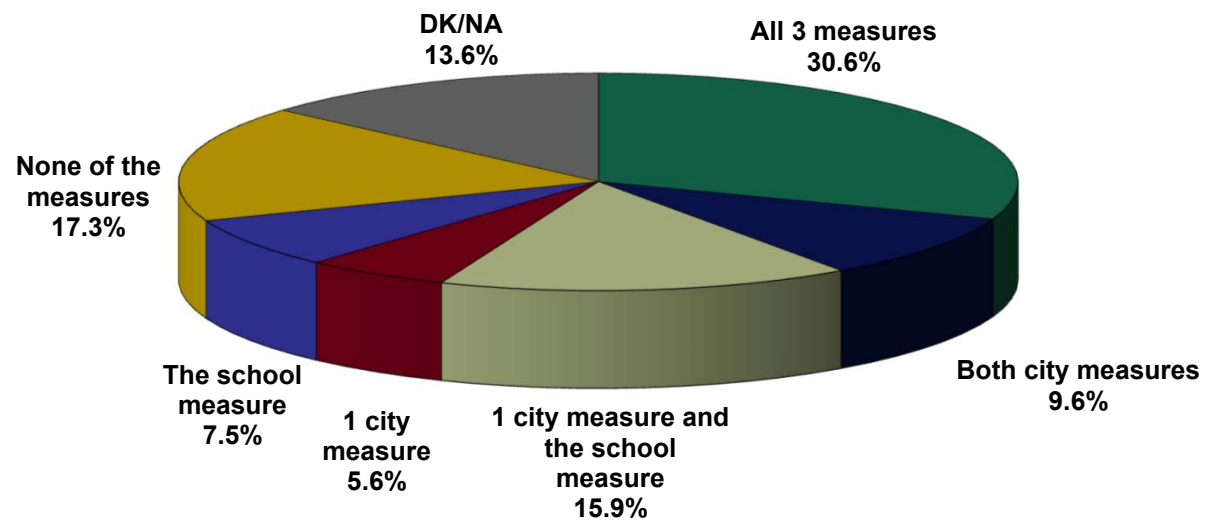
shall the City of Hayward increase the ongoing transient occupancy tax paid only by hotel and motel guests from 8.5% to 12%, providing \$3 million dollars annually, with all funds staying in Hayward?



# Reasons for Not Supporting Tax Measures



# Breakdown of Vote Among Competing Measures



## Summary & Recommendations

- The survey revealed a base of voter support for real property transfer tax increase and a very solid based of support for a transient occupancy tax increase.
- Top tier features of the measures (listed below) suggest that some of the items in the ballot questions could be revised to address respondent priorities.
  - Fixing potholes and repairing streets and sidewalks
  - Adequate emergency response times by keeping all Hayward fire stations open
  - 911 emergency and firefighter response times
  - Neighborhood police patrols
  - Fire protection services
  - Reducing traffic on major streets
  - After school programs to keep kids on the right path
- Top tier informational statements included:
  - Mandatory financial audits and yearly reports to the community are required to ensure the funds are spent as promised
  - Businesses would pay their fair share too
  - The measures will generate locally controlled funds for critical Hayward needs that cannot be taken by the State
  - The measures will maintain response times for police, fire, and 911 emergency services



## Summary & Recommendations

- The measures will not be paid by the average resident but only by visitors and those transferring property
  - Over the last 10 years, the population and need for city services has increased. Hayward cannot maintain its current level of services to residents without new revenue
  - Without new revenue, the City's budget reserves will be wiped out and essential services drastically cut
  - Oakland, Santa Clara, and San Mateo, already charge hotel and motel guests 12 percent or more
  - Oakland, Berkeley, Alameda, San Leandro and Emeryville all have higher real estate transfer tax rates than Hayward, and Hayward has been losing money that would go to fund local city services
  - The City has reformed employee benefits and pensions to reduce costs to city taxpayers
- Given the survey findings, the current simple-majority required for approval, Godbe Research recommends that the City of Hayward continue the process to prepare for a November 2018 election, and that the real property transfer tax rate be set at no higher than \$9 per \$1,000.



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59 Damonte Ranch Parkway, Suite B309  
Reno, NV 89521

Pacific Northwest Office  
601 108th Avenue NE, Suite 1900  
Bellevue, WA 98004

# Recommendations and Next Steps

- Recommending placement of two measures on the November 2018 ballot to:
  - Increase the Transient Occupancy Tax (TOT) from 8.5 percent to 12 percent; and
  - Increase the Real Property Transfer Tax (RPTT) from \$4.50 per \$1,000 of property value to \$8.50 per \$1,000 of property value
    - For example, a \$4 RPTT increase equates to a \$2,000 increase in closing costs on the sale/purchase of a \$500,000 home
- Requesting direction on ballot question(s) to bring back to City Council for consideration and potential approval on July 17.



# Recommended TOT Ballot Question

To support City of Hayward services, with revenue that cannot be taken by the State, including:

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- Neighborhood and police patrols;
- Disaster preparedness;
- Extended library hours and after-school programs; and
- Unrestricted general revenue purposes;

Shall the City of Hayward increase the ongoing transient occupancy tax paid only by hotel and motel guests from 8.5% to 12 % providing \$3 million dollars annually, with all funds staying in Hayward?

# Recommended RPTT Ballot Question

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- Neighborhood and police patrols;
- Disaster preparedness;
- Extended library hours and after-school programs; and
- Unrestricted general revenue purposes;

Shall the City of Hayward increase the rate of its real property transfer tax, collected once upon purchase of real estate, from \$4.50 to \$8.50 per \$1,000, providing \$7.4 million dollars annually, until repealed by voters, all funds benefiting Hayward?

# Questions

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