

# **CITY COUNCIL MEETING**

**April 23, 2024**

## **PRESENTATIONS**

**Item #9**

**WS 24-009**

**HHTF Continuation**

## Work Session Item

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# HHTF Continuation: Work Session Regarding the Term of Homelessness Housing Task Force (HHTF)

**April 23, 2024 | City Council**

Christina Morales, Housing Division Manager

Ayush Patel, Management Analyst I

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# PURPOSE

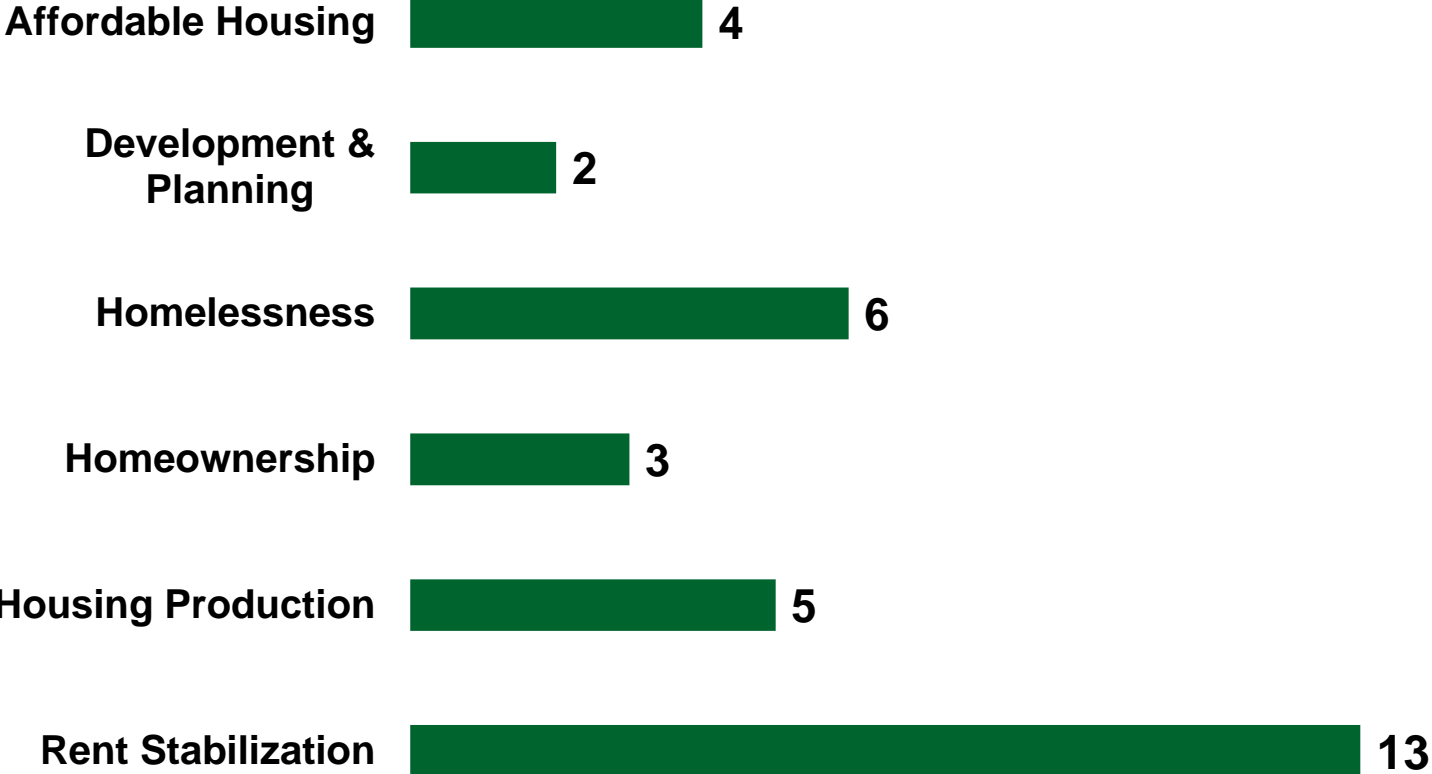
The Homelessness-Housing Task Force reached its term limit in March 2024. Council should discuss the task force's future and make a recommendation.

**HHTF term limit expired.**

**Council discusses task force's future.**

**City Council recommends action as needed.**

# HHTF AGENDA ITEMS BY POLICY TYPE



## Policies, Programs, & Plans Reviewed

- Residential Rent Stabilization and Tenant Protections
- Tenant Relocation Assistance
- Incentives to housing production workplan
- Updates to the Affordable Housing Ordinance
- Rent registry discussion

# PROPOSED OPTIONS

## REASONS TO MAINTAIN

Provides review for agenda items

Provides venue for in-depth policy discussions

Additional avenues for public participation

Direction for policy priorities

## REASONS TO ELIMINATE

Full Council desires detailed input

Urgent items expedited to the full Council

Diminishing public participation

Inconsistent meeting schedule



**Convert to Committee**  
*No Term limit*



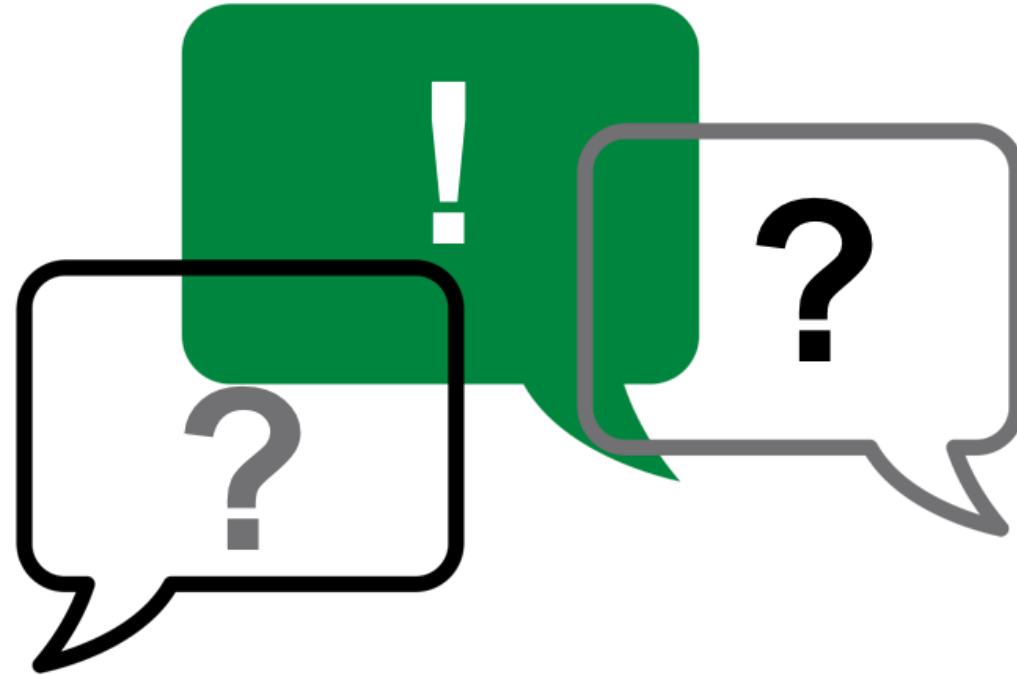
**Reestablish Task Force**  
*Term Limit*



**Disband Task Force\***

*\*Staff would refer relevant agenda items to full Council directly*

# QUESTIONS



**Item#10**

**WS 24-011**

**FY 2025 Strategic  
Roadmap**




# STRATEGIC ROADMAP WORK SESSION



City Council  
April 23, 2024

# Updated Vision Statement

The City of Hayward is a place where people want to be. It has a growing economy, good housing options, cradle-to-career educational opportunities, an inviting downtown, and vibrant neighborhoods across the city. Its diverse and inclusive community is well supported with robust city services and is kept healthy and safe through innovative programs. It is a regional leader in addressing the housing & homelessness crises. It is also a leader in climate resilience and environmental justice to prepare residents to face the impacts of climate change. City staff have what they need to thrive in their work and take pride in helping Hayward continually improve.

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# Updated Priorities

# Priorities for Code Enforcement

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Rank	Project	Score
1.5	Street Vendor Enforcement	2.4
1.5	Vacant Property Enforcement	2.4
3	Tobacco/Cannabis Enforcement	1.2

# Priorities for Economic Development/ Planning



Rank	Project	Score
1	Small businesses and popups in residential areas	4.0
2	How midsize cities revitalized downtowns	3.8
3	Ordinances that may have adverse impacts	3.0
4	Encouraging worker-owned cooperatives	2.7
5	Amenities and branding in industrial area	1.5

# Other Comments



- I like how we are focusing on Downtown Hayward. What we are faced with today is the following: Getting downtown Hayward active and simultaneously getting a handle on street vending.
- Outside of recruitment, I'd like for PD to have a specific focus area around mitigating theft.
- Agree with deprioritizing streamlining cannabis, however still want to revisit Cannabis tax rates as part of EP6 (revisiting outdated ordinances that could be stifling economic development)
- Increasing Volunteerism - Would like for us to promote active non-profits on a city webpage and uplift with volunteer opportunities in our external communications

# Other Comments



- Agree with modifying CP5 to include building out more bike parking infrastructure. Less concerned with EV charging for e-bikes at this point.
- Ok with removing dog bag initiative as full staff project, but would like to ask KHCGTG to develop a pilot through their adopt a block program for us to discuss at a future date
- BART parking lots - Ok with deprioritizing, but want staff to remain responsive to BART as it relates to their TOD developments
- Ok with tabling People's Budget discussion for next year's roadmap conversation
- I know there is a lot of staff commitment coming up, so happy to be told you can only get to even one new project, if at all

# QUESTIONS?





**Item #11**

**PH 24-019**

**Community Agency  
Funding**

# **FY 2025 Annual Action Plan and FY 2025 Community Agency Funding Recommendations**

**City Council Public Hearing, April 23, 2024**

Amy Cole-Bloom, Community Services Manager  
Emily Hwang, Management Analyst



# The Community Agency Funding Process



# FY 2025 Annual Action Plan

- Framework for identifying housing and community development needs and priorities through community engagement
- Guides the City's federal CDBG entitlement investment decisions over the designated period
- Priority needs:
  - Expand & Improve Public Infrastructure & Facilities
  - Preserve, Protect, and Produce Housing Stock
  - Public Services & Quality of Life Improvements
  - Economic Development

# Recommendations for Fiscal Year 2025

CATEGORY	FUNDING SOURCE	SUM OF FY 2024 REQUESTS	SUM OF FY 2024 RECOMMENDATIONS
Economic Development and Infrastructure-Neighborhood Facilities	CDBG	\$1,453,963	\$508,245
Public Services	CDBG	\$554,642	\$346,756
Social Services	General Fund	\$1,176,880	\$554,950
Arts & Music	General Fund	\$183,790	\$132,000
	<b>TOTAL</b>	<b>\$3,369,275</b>	<b>\$1,541,951</b>

\*Totals do not include non-competitive applications

# Themes from April 2 Work Session

- Technical assistance from staff to improve competitiveness for applications
- Prioritization of food security projects and shelter providers if additional funding available

# CSC Recommendations for Additional Funding



## Economic Development and Infrastructure (CDBG)

Downtown Streets Team

Up to \$208,297 in addition to the \$200,000 award

La Familia's Family Emergency Shelter Coalition

Up to \$20,000 in addition to the \$15,000 award

South Hayward Parish

Up to \$83,831 in addition to the \$32,831 award

Any remaining amounts to be split equally among agencies recommended for partial funding not to exceed their request

# CSC Recommendations for Additional Funding



## Public Services (CDBG)

A1 Housing, Eden Council for Hope and Opportunity (ECHO), La Familia

Allocate evenly across the above organizations, not to exceed their requested amount



## Social Services (General Fund)

Be a Mentor, Daily Bowl, EYFC Clubhouse, Kina Evans, San Lorenzo Family Help Center, and Immigrant Institute of the Bay Area

Allocate evenly across the above organizations, not to exceed their requested amount



# Recommendation

## That the City Council:

1. Approves authorization of the CDBG FY 2025 Annual Action Plan submission
2. Approves CDBG funding allocations for FY 2025
3. Approves General Fund funding allocations for FY 2025

# Discussion & Next Steps

## Next Steps

- **April 1, 2024 – May 2, 2024: Public Comment Period**  
Submit comments to [emily.hwang@hayward-ca.gov](mailto:emily.hwang@hayward-ca.gov)
- **Friday, May 15, 2024: FY 2025 Annual Action Plan submission**  
(tentative, depending on timing of HUD award announcement)
- **June 4, 2024: FY 2025 Budget Adoption** which will include amended resolution and funding attachment to reflect actual CDBG award

## Discussion Process

1. Clarifying questions from Council
2. Public comment
3. Council discussion and motion

**Item #12**

**LB 24-012**

**Council-Appointed  
Officer's Employment  
Agreement**

# **Adopt a Resolution Approving a New Employment Agreement between the City of Hayward and the Interim City Manager and Authorize the Mayor to Execute the Agreement**

**Presenter: Brittney Frye, Director of Human Resources**

# New Council Appointed Officer Employment Agreement

**New Employment Agreement Effective May 6, 2024 until such time as a permanent City Manager is chosen and assumes that office.**

CLASSIFICATION	AGREEMENT	FISCAL IMPACT
(Interim) City Manager	Maintain majority of salary and benefits provided for in current City Manager Employment Agreement	No Additional Fiscal Impact

# Recommendation

- That Council adopts a resolution approving a New Employment Agreement between the City of Hayward and Interim City Manager Dustin Claussen and Authorize the Mayor to Execute the Agreement.