

# FY21-22 Annual Report to City Council

## Downtown Hayward Improvement Association



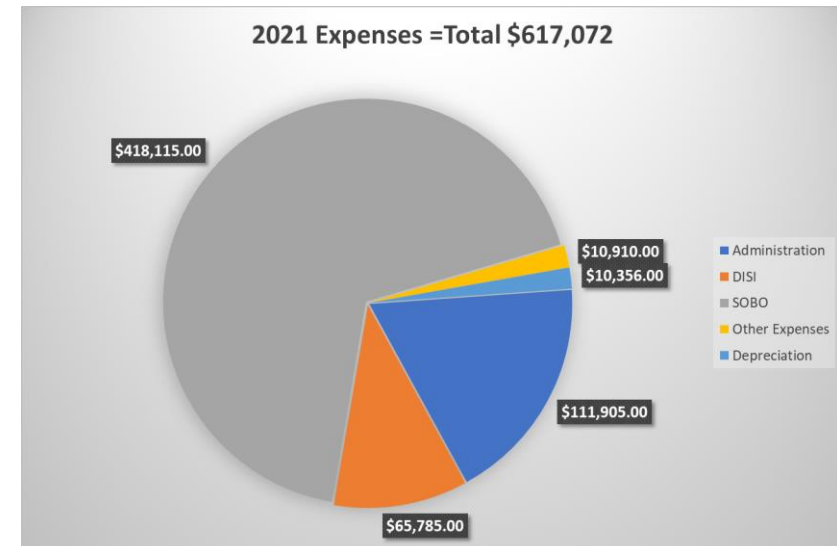
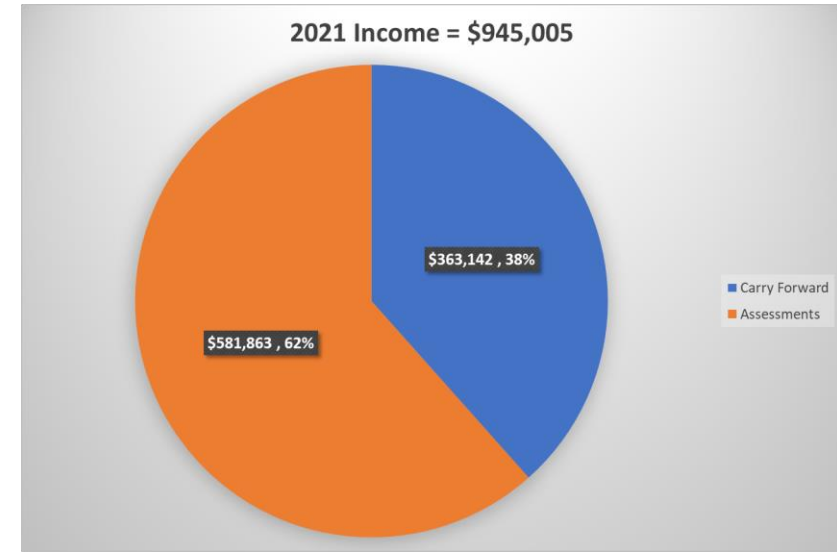
Presented by Dominic Li Mandri  
District Manager | New City America, Inc.

## History

- Interim Board established September 2018; formed for 10-year term; ends in 2028
- Sept. 2018 – Jan. 2019: Corporation Formed, Bylaws Adopted, Bank Selected and Insurance Acquired
- March 2019: DHIA Logo Selected
- July 2019: Maintenance Operations Commenced

# Overview

- 9 Member Board of Directors
- Annual Budget: Approx. \$595,000
- 239 Parcels/150 Property Owners
- Provides services to downtown property owners above and beyond what the City of Hayward provides; the DHIA does not clean municipal/private parking lots
- Majority of district business is conducted through three Advisory Committees



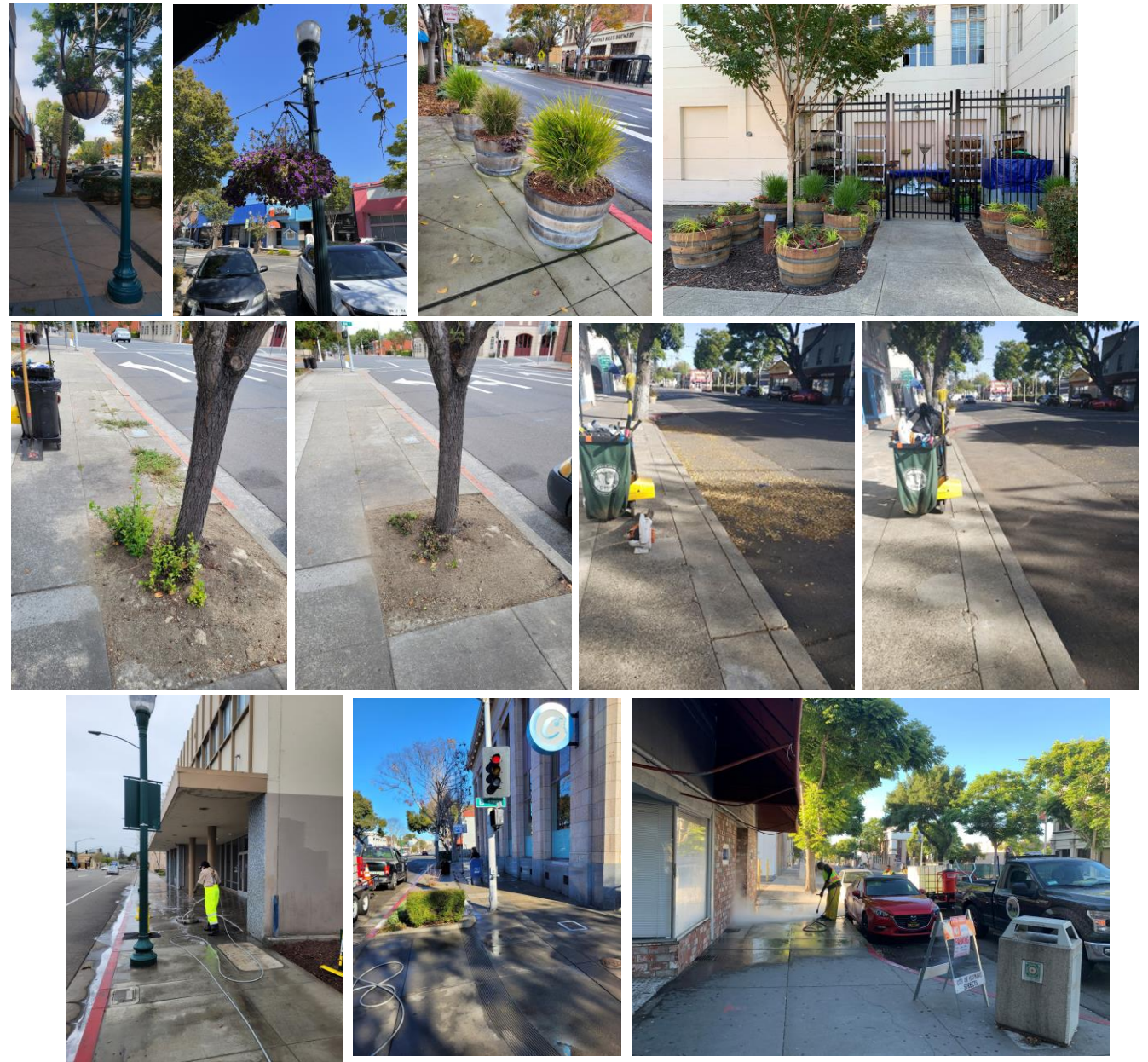


# Three Advisory Committees

- Sidewalk Operations, Beautification & Order (SOBO) Committee:
  - Oversees the District's Clean & Safe operations and enhanced landscaping program
- District Identity & Streetscape Improvement (DISI) Committee:
  - Oversees the District's marketing and media promotion, as well as its local placemaking projects and special events
- Land Use & Project Review Committee:
  - Reviews the District's land use and mobility issues, in addition to reviewing new development projects and capital improvement projects in downtown

# Sidewalk Operations, Beautification & Order (SOBO) Highlights

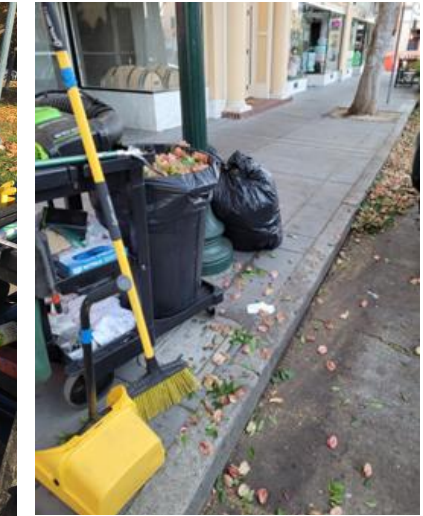
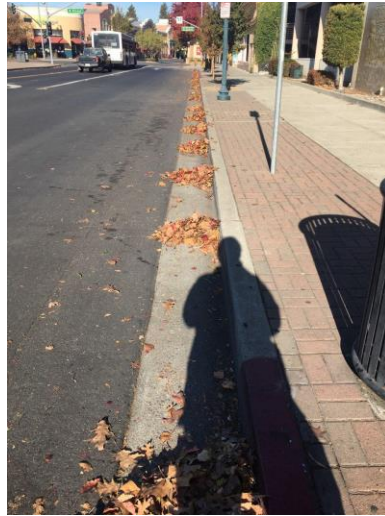
- Provided seven days-a-week maintenance coverage of the downtown area for the year
- Deployed two separate private security firms as a pilot to conduct local patrols in downtown in June and Nov. 2021.
- Installed 25 new hanging flower baskets on B Street in August 2021;
- Provided regular steam cleaning services districtwide year-round
- Rolled out camera pilot project to install 5 ALPR cameras at key intersections in downtown





# DHIA IN-HOUSE MAINTENANCE STATISTICS 2021-22

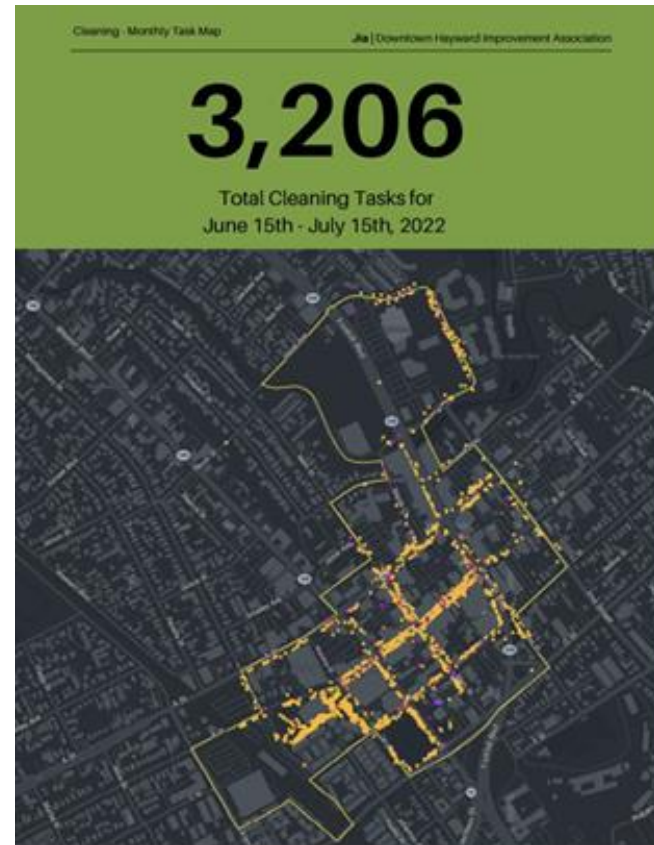
- Approx lbs. of Trash Removed . . . . . 40,000 lbs.
- Approx lbs. of Leaves Removed . . . . . 13,125 lbs.
- Graffiti Removed . . . . . 430+
- Incidents of Debris Removed . . . . 740+
- # of times the district steam cleaned: 10
- 32 Planted Barrels Installed / 25 Flower Baskets Hung
- 2 Security Guard Patrol Firms Engaged: Length of Patrol Service: 5 months → \$86,000 expended



# 2022 DHIA Maintenance Ops Transition



- After managing maintenance operations in-house for the last 3 years, in April 2022, the Board elected to transfer district maintenance operations to a third-party vendor: NexStreet.
- Since May 1<sup>st</sup>, 2022, NexStreet has provided all district maintenance services for the DHIA.
- NexStreet also tracks all completed maintenance tasks in-district via an app (JIA) which illustrates where the maintenance concerns occur in downtown.

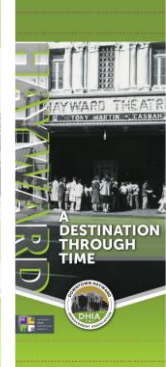
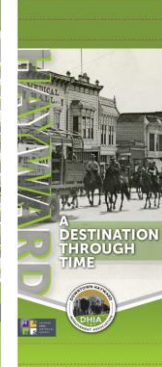
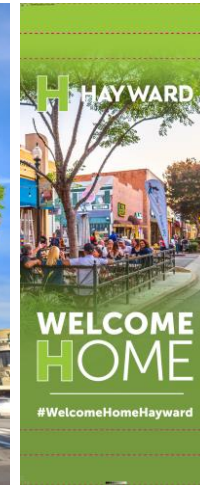


Ex. of monthly maintenance reports



# District Identity & Streetscape Improvement (DISI) Highlights

- In 2021, partnered with the City to launch the Together for Hayward street party and assisted in the year-long street closures on Main Street.
- In 2021, the DHIA contracted with Chamber of Commerce to provide Social Media services to district; in 2022, the DHIA has contracted with Olive Creative Strategies to promote the downtown.
- Since May 2022, DHIA has gained 3,700+ SM followers from scratch
- Supported local events to bring families back to downtown → May Day, Street Parties, Mariachi Festival, more in 2023.
- Designed new “Welcome Home” banners for installation on B Street; new historical banners on the way!





# Downtown PR/SM Services



**KQED** Inform. Inspire. Involve.

Arts & Culture Critics' Picks Cultural Commentary Food & Drink Rebel Girls Arts Video

### Hayward's Hawaiian May Day Festival Is a Delicious Celebration of Polynesian Diaspora

By Alan Chazaro May 5 Save Article

The May Day festival will be a good chance to score some Hawaiian shave ice—and any number of other Pacific Island specialties.





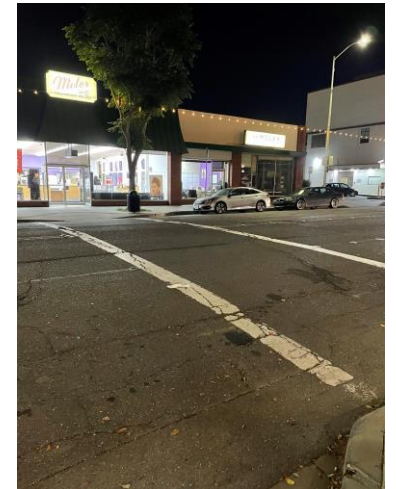
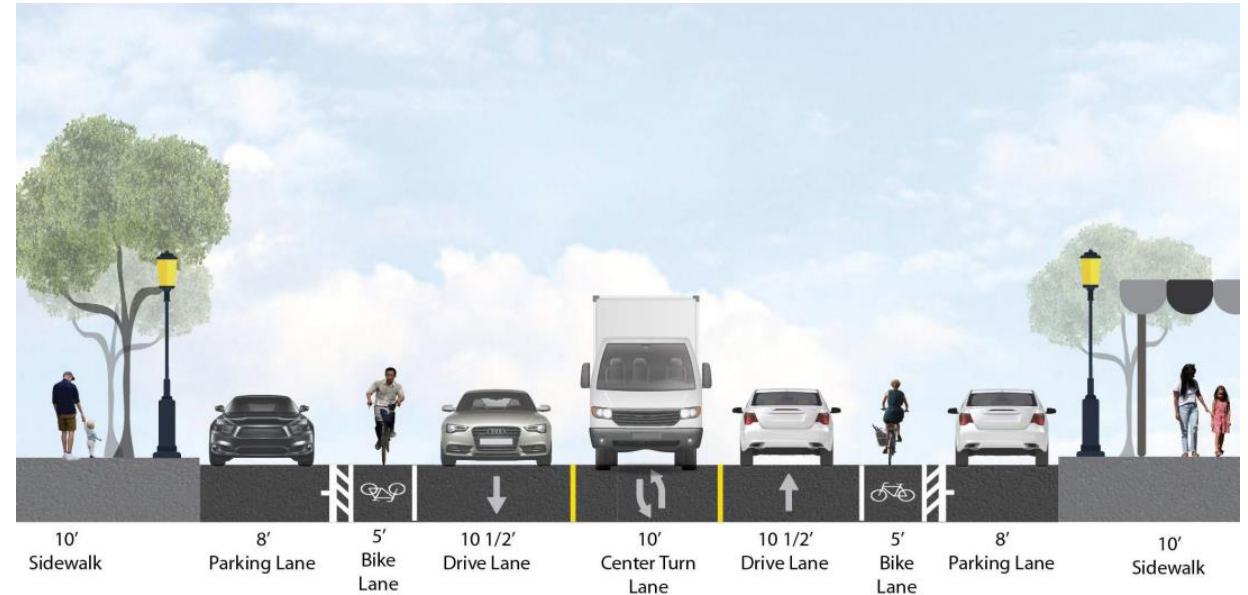
# DHIA Supported Events/Programs in Downtown





# Land Use & Project Review Highlights

- Worked closely with City staff to review and provide feedback to the Main Street Complete Street capital improvement project.
- Advocated for traffic calming measures specifically on Main Street crosswalks
- Reviewed Main/Maple Project development and drafted letter of support
- Coordinated with the City on several code enforcement concerns in downtown





# Highlights in 2021 - 2022





# Potential Projects in 2022-23



CAL STATE  
**EAST BAY**  
COLLEGE OF BUSINESS & ECONOMICS



# End of Year Transition

- At the October 5, 2022, Annual Board Meeting, New City America announced it's plans to transition out of management of the DHIA by the end of this fiscal year (December 31<sup>st</sup>, 2022).
- New City America is a San Diego-based business, and after four (4) years of management of all aspects of the DHIA, we feel it would be best if the Board had an opportunity to explore more local management options.
- NCA has been authorized by the Board to issue an RFP for management of the DHIA, and anticipates releasing said RFP within the next two weeks.



Thank you!

