

Economic Development Element

Program	Description	Implements Which Policy(ies)?	Responsible Departments	Supporting Departments/Partners	Implementation Timeframe	Status	2025 Update	Strategic Priority
ED-1: Economic Development Strategic Plan Annual Report	<p><b>1. Economic Development Strategic Plan Annual Report.</b> The City shall submit an annual report to the City Council that evaluates the implementation of the Economic Development Strategic Plan. <i>[Source: New Program; City Staff] (FSR)</i></p>	ED-1.2	City Manager	Development Services	Annual (Complete)	Ongoing	<p>In 2025, the Economic Development Division transitioned from time-limited COVID-19 economic recovery efforts to ongoing, standard economic development programming aligned with the Economic Development Strategic Plan (EDSP). Following the completion of recovery initiatives in 2024, staff focused on embedding successful program elements into core service delivery.</p> <p>Throughout the year, the Division emphasized business attraction, expansion, and retention through the City's Business Concierge and ombudsman services. Key activities included proactive corridor outreach and tours, direct support to concierge clients, and coordination across departments to advance projects that contribute to job creation, sales tax generation, and investment in catalytic and strategic industries. Progress and outcomes were regularly reported to the Council Economic Development Committee, demonstrating continued alignment with and implementation of the EDSP.</p>	Grow the Economy EP1, EP3, EP8, EP10
ED-2: Branding and Marketing Program	<p><b>2. Branding and Marketing Program.</b> The City shall develop and maintain a branding and marketing strategy and materials to promote Hayward and maximize the effectiveness of the City's communication materials and website. <i>[Source: New Program; EDSP/MPSP/CSO]</i></p>	ED-5.1, ED-5.6	City Manager	Development Services, Chamber of Commerce, California State University East Bay	2014-2016 (Complete)	Ongoing	<p>In 2025, the City continued implementation of its Branding and Marketing Program through targeted initiatives that build upon the City's established branding framework. The Economic Development Division led the second year of Hayward Restaurant Month, further promoting local eateries, increasing visibility for participating businesses, and reinforcing Hayward as a dining destination.</p> <p>The City also completed a second round of the Hashtag Hayward program in 2025, utilizing funding previously allocated and approved by City Council. Through targeted, business-led marketing campaigns, the program helped improve Hayward's perception on social media while supporting small businesses in strengthening their digital presence. These campaigns also generated earned media and organic content that extended the reach of the City's branding efforts beyond direct City-led communications.</p> <p>Collectively, these Ongoing initiatives advanced the objectives of the Branding and Marketing Program by maintaining consistent promotion of Hayward's businesses and reinforcing the City's broader economic development and marketing goals.</p>	
ED-3: Energy and Sustainability Businesses Program	<p><b>3. Energy and Sustainability Businesses Program.</b> The City shall coordinate with the Chamber of Commerce and the East Bay Economic Development Alliance to develop a program that supports and attracts businesses in the renewable and energy-efficiency sector to Hayward. <i>[Source: Climate Action Plan] (MPSP/JP/AGC)</i></p>	ED-1.7, ED-6.11	City Manager	Development Services, Chamber of Commerce, East Bay Economic Development Alliance, Public Works & Utilities	2017-2019 (Complete)	Ongoing	<p>The City of Hayward has coordinated and collaborated with the East Bay Economic Development Alliance (EDA) on the East Bay Forward document, which outlines strategies for attracting emerging industries, including green tech businesses. Utilizing the findings and strategies from this collaboration, staff integrated these goals into the Business Concierge Program.</p> <p>This proactive approach has already led to the successful attraction of several major green tech businesses to Hayward, reinforcing our commitment to sustainability and economic growth. Moving forward, the City will continue to work closely with the Chamber of Commerce, East Bay EDA, and State organizations to build partnerships and further establish Hayward as a hub for energy and sustainability businesses.</p>	
ED-4: Business Resource Center and Website	<p><b>4. Business Resource Center and Website.</b> The City shall develop and maintain a business resource center and website. <i>[Source: New Program; City Staff] (CSO)</i></p>	ED-1.10, ED-1.17, ED-1.18, ED-2.1, ED-2.2, ED-2.3, ED-2.4, ED-2.7, ED-2.8, ED-3.4, ED-3.5, ED-5.1	City Manager	Development Services, Information Technology, Library and Community Services, Chamber of Commerce	2014-2016 (Complete)	Ongoing	<p>In 2025, the City continued to maintain and utilize the Business Resource Center and Website as a core tool for supporting the local business community. Building on the updates completed in 2024, the platform continued to serve as a centralized hub providing businesses with access to essential information, guidance on site selection, and direct points of contact with City staff.</p> <p>Economic Development staff continued to monitor and update business-facing webpages to ensure information remains accurate, current, and responsive to business needs. This Ongoing maintenance supports a consistent, user-friendly experience for businesses and reinforces the City's commitment to providing clear, accessible resources that help businesses navigate City processes and operate successfully in Hayward.</p>	

ED-5: International Business Program	<p><b>5. International Business Program.</b> The City shall develop and promote an international business program to expand and diversify the economic base of Hayward and to promote businesses that reflect the cultural diversity of the Hayward community. <i>[Source: New Program, City Staff] (MSP/CSO/AF)</i></p>	ED-1.8, ED-1.9, ED-2.1	City Manager	Development Services	2020-2040 (Complete)	Ongoing	<p>In 2025, the City continued to advance the International Business Program through the Business Concierge Program, which remains a primary mechanism for attracting, supporting, and retaining international businesses in Hayward. Through personalized assistance, streamlined coordination, and Ongoing support, the Concierge Program helped international firms navigate local processes and integrate into the local economy.</p> <p>The City continued to attract and support businesses in advanced and emerging industries, including artificial intelligence, robotics, biotechnology, battery manufacturing, and clean technology. This focus on innovation-driven sectors has contributed to the diversification of Hayward's economic base and reinforced the City's position as a competitive location for globally oriented businesses.</p> <p>By supporting international firms and advanced industries, the City continues to strengthen economic vitality while reflecting the cultural and industrial diversity of the Hayward community. These Ongoing efforts position Hayward as an increasingly global destination for innovative businesses and long-term investment.</p>	
ED-6: Industrial Technology and Innovation Corridor Marketing Strategy	<p><b>6. Industrial Technology and Innovation Corridor Marketing Strategy.</b> The City shall develop and maintain a branding and marketing strategy to promote economic investment and business and development opportunities within the Industrial Technology and Innovation Corridor. <i>[Source: New Program, City Staff] (MSP)</i></p>	ED-1.16	City Manager	Development Services, Public Works - Engineering and Transportation, Public Works & Utilities, Police, Fire, City Attorney	2020-2040 (Complete)	Ongoing	<p>The City successfully completed the development of the Industrial Technology and Innovation Corridor Marketing Strategy, beginning with the creation of the Industrial Technology and Innovation Corridor Baseline Profile Report in 2015. This report continues to provide valuable insights into the corridor and is regularly utilized by the Economic Development Division. The report has laid the groundwork for attracting economic investment and business development opportunities within the corridor.</p> <p>Moving forward, staff will focus on updating the data and identifying emerging trends to ensure the strategy remains relevant and effective in promoting business and development opportunities. With the baseline profile in place, the strategy has already been established, and the primary task ahead will be to enhance it with updated information to reflect current market conditions and opportunities.</p>	
ED-7: Local Hire Incentives	<p><b>7. Local Hire Incentives.</b> The City shall develop a package of business incentives (e.g., reduced business license fees) to encourage Hayward businesses to hire local residents. <i>[Source: New Program; GP/TF, RC/CCL] (MSP/RDR)</i></p>	ED-1.19	Finance	City Manager, Development Services, City Attorney, Public Works & Utilities.	2014-2016 (Complete)	Ongoing	<p>In 2025, the City continued implementation of local hire incentives through Ongoing workforce development programming aligned with the intent of this program. The Hire Hayward program was completed, having successfully supported local hiring and training efforts within industrial and advanced manufacturing sectors.</p> <p>Building on this foundation, the Tuition Assistance Program remained active in 2025 through continued partnerships with local higher education institutions and vocational training providers. Through this program, the City has supported over 600 Hayward residents in upskilling and pursuing education and training opportunities that align with the workforce needs of local employers, particularly in skilled trades and advanced industries.</p> <p>Together, these efforts continue to strengthen the local workforce pipeline, connect residents to employment opportunities, and support businesses in accessing a qualified, locally based labor force, consistent with the goals of the Local Hire Incentives program.</p>	Grow the Economy EP8, EP9
ED-8: Business Incubator Study	<p><b>8. Business Incubator Study.</b> The City shall partner with the Hayward Chamber of Commerce, local business organizations, and college business programs to explore the feasibility of establishing a business incubator. The City shall submit a feasibility report to the City Council and additional actions shall be determined based on direction from the City Council. <i>[Source: New Program, City Staff] (P/IC/PSB)</i></p>	ED-2.1, ED-2.2, ED-2.6	City Manager	Finance, Development Services, Library and Community Services, Chamber of Commerce, Chabot College, California State University East Bay.	2017-2019 (Complete)	Ongoing	<p>In 2025, the City continued to advance the objectives of the Business Incubator Study through partnerships that support entrepreneurship, innovation, and early-stage business development. Rather than pursuing a City-operated incubator facility, efforts focused on leveraging regional partnerships and existing institutional assets to foster startup activity in Hayward.</p> <p>The City partnered with California State University East Bay (CSUEB), Pegasus Tech Ventures, and the Small Business Development Center (SBDC) to host a regional Startup World Cup event at CSUEB. The event featured startup pitch competitions and panel discussions, providing emerging companies with opportunities for exposure, mentorship, and investment connections. The winning startup received \$10,000 and advanced to compete in the global Startup World Cup finals in San Francisco. The East Bay regional winner ultimately went on to win the global competition, securing \$1,000,000 in funding. This outcome demonstrated the strength of Hayward's entrepreneurial ecosystem and the City's ability to support innovation through strategic partnerships. These efforts continue to inform the City's approach to fostering entrepreneurship and evaluating future business incubation strategies consistent with the intent of this program. In addition, Economic Development staff have attracted new businesses that are building and offering business incubator and accelerator support in the fields of EV battery, sustainable advanced materials, and biotechnology. Several of these businesses are funded by the Federal government.</p>	Grow the Economy EP8

ED-9: Business Attraction, Expansion, and Retention Program	<p><b>9. Business Attraction, Expansion, and Retention Program.</b> The City shall develop a comprehensive business attraction, expansion, and retention program. <i>[Source: Modified Program; GPUTF, PC/CC (CSO/MSP)]</i></p>	ED-1.4, ED-1.5, ED-1.6, ED-1.7, ED-1.8, ED-1.9, ED-2.6, ED-3.1, ED-3.2, ED-3.4, ED-3.5, ED-3.6, ED-4.7, ED-6.8, ED-6.12	City Manager, Finance	Development Services, Library and Community Services	2014-2016 (Complete)	Ongoing	<p>The City of Hayward's Business Concierge Program serves as a cornerstone of the City's commitment to business attraction, expansion, and retention program. This "white glove" service is designed to assist new and existing businesses at every step of their journey. The program supports business owners with site selection, technical permitting assistance, and navigating the City's permit and entitlement processes. Additionally, it provides critical coordination with utility providers and other regulatory agencies, ensuring a seamless experience for businesses looking to establish or expand operations in Hayward. Through personalized assistance and a proactive approach, the Economic Development team acts as a direct liaison between business owners and city departments, addressing concerns quickly and fostering a business-friendly environment. By delivering real-time answers and resolving issues efficiently, the Business Concierge Program plays a vital role in retaining businesses, attracting new investments, and promoting economic growth across the city.</p>	Grow the Economy EP5, EP6
ED-10: Town-Gown Economic Partnership	<p><b>10. Town-Gown Economic Partnership.</b> The City shall coordinate with Chabot College and California State University, East Bay to develop a formalized Town-Gown Economic Partnership. <i>[Source: New Program; Public, GPUTF (MSP/IGC)]</i></p>	ED-4.1	City Manager	Development Services, Chabot College, California State University East Bay	2014-2016 (Complete)	Ongoing	<p>In 2025, the City continued to advance its Town-Gown Economic Partnership with Chabot College and California State University, East Bay through coordinated workforce development and economic engagement initiatives. Collaborative efforts between the City and its higher education partners remained focused on connecting students, residents, and local businesses.</p> <p>The business showcase video series developed in partnership with CSUEB continued to generate views in 2025 and has served as a model replicated by other jurisdictions seeking to highlight local businesses through student-led content. These videos remain accessible through the City's digital platforms and continue to support local business visibility.</p> <p>The Tuition Assistance Program continued through 2025 in partnership with Cal State East Bay, Chabot College, and Eden ROP, assisting more than 600 Hayward residents in pursuing education and training aligned with local workforce needs. In addition, City-funded, job-targeted job fairs continued to connect residents with local employers and are funded to continue through 2027. Collectively, these efforts reflect the City's ongoing commitment to strengthening its relationship with local academic institutions and supporting pathways to high-quality employment for Hayward residents.</p>	Grow the Economy EP9
ED-11: Town-Gown Economic Strategic Plan and Annual Report	<p><b>11. Town-Gown Economic Strategic Plan and Annual Report.</b> The City shall coordinate with Chabot College and California State University, East Bay to develop a Town-Gown Economic Strategic Plan that focuses on enhancing the college-town economy and culture of Hayward. The City shall submit an annual report to the City Council that evaluates the implementation of the Strategic Plan. <i>[Source: New Program; City Staff] (MSP/IGC/PSR)</i></p>	ED-3.3, ED-3.6, ED-4.1, ED-4.2, ED-4.3, ED-4.4, ED-4.5, ED-4.6, ED-4.7, ED-5.6	City Manager	Development Services, Library and Community Services, Chabot College, California State University East Bay	2017-2019 (Complete)	Ongoing	<p>In 2025, the City continued to advance the goals of the Town-Gown Economic Strategic Plan through ongoing collaboration with Chabot College and California State University, East Bay. Economic Development efforts remained focused on strengthening the connection between higher education, workforce development, and the local economy.</p> <p>The Tuition Assistance Program continued to serve as a key implementation tool of the Town-Gown Economic Strategic Plan, supporting Hayward residents in pursuing education and training aligned with local workforce needs. Through 2025, the program has assisted more than 600 residents, while City-funded, job-targeted job fairs continued to connect students and residents with local employers and remain funded through 2027.</p> <p>In addition, Economic Development staff worked directly with California State University, East Bay leadership, including the Provost, to provide guidance on aligning educational and training goals more closely with the needs of local and regional industries. Collectively, these efforts support the long-term objectives of the Town-Gown Economic Strategic Plan by strengthening workforce pipelines, supporting economic mobility, and reinforcing Hayward's college-town economy.</p>	Grow the Economy EP9
ED-12: Customer Service Survey	<p><b>12. Customer Service Survey</b> The City shall develop and maintain a customer service survey to evaluate and identify opportunities to improve permit procedures and the customer service of the Development Services Department and Finance Department (business license permitting). The survey will be sent to applicants after permits for the project are approved or denied. <i>[Source: New Program; City Staff] (MSP)</i></p>	ED-6.1, ED-6.3, ED-6.4, ED-6.6	Development Services	City Manager, Finance	2014-2016 (Ongoing)	Ongoing	<p>Surveys are regularly sent to customers and available at City Hall for an evaluation of the City's customer service. Development Services and Permit Center surveys were released in Spring 2019 and will continue to solicit customer feedback on ways to improve and expand customer service delivery. Additionally, after action surveys are regularly conducted following ED program completion to assess program impact and potential best practices for future iteration. Surveys conducted in 2025 included business participant surveys following the Restaurant Month promotion and the Small Business Resiliency Workshop the City held in partnership with the California Office of Small Business Assistance.</p>	

ED-13: Permit Processing Software	<p><b>13. Permit Processing Software.</b> The City shall upgrade its Development Services permit processing software to streamline review, allow the submission of electronic applications, reduce costs, and monitor processing time. <i>[Source: New Program; City Staff] (CSO/FB)</i></p>	ED-6.4, ED-6.5	Development Services, Information Technology	City Manager	2014-2016 (Ongoing)	Complete	In 2023, the City launched the permit system to streamline entitlement and permit processing. The ePermit system allows for the electronic submittal and review of Planning, Building, Engineering and Fire-related permits and applications. These efforts meet the intent of this program.	
ED-14: Ombudsperson Service	<p><b>14. Ombudsperson Service.</b> The City shall develop an ombudsperson service to assist commercial and industrial business and new development applicants with the City's permit and entitlement process, and to provide coordination assistance with utility providers and other regulatory and permitting agencies. <i>[Source: New Program; City Staff] (CSD)</i></p>	ED-6.3	City Manager	Development Services, City Attorney, City Clerk	2014-2016 (Complete)	Ongoing	The City of Hayward's Business Concierge Program, formerly known as the Ombudsman Program, offers a "white glove" service designed to assist new and existing businesses. This program provides comprehensive support throughout the business journey, including site selection, technical permitting assistance, and facilitating smoother interactions with city departments. The Economic Development team serves as an intermediary between business owners and city staff, promptly addressing concerns and ensuring real-time or faster responses than external parties typically receive. This proactive approach fosters a business-friendly environment and helps streamline processes. As part of this initiative, the City is committed to providing service that assists commercial and industrial businesses, as well as new development applicants, with the City's permit and entitlement processes. Additionally, this service coordinates with utility providers and other regulatory and permitting agencies to provide seamless support for businesses.	
ED-15: Cultural Commission	<p><b>15. Cultural Commission.</b> The City shall establish a Cultural Commission to coordinate the efforts of various arts, culture, and historical groups within Hayward and to assist with cultural event planning reflective of Hayward's diversity. The Commission shall also evaluate funding mechanisms for public art and performance projects. <i>[Source: New Program; Community Outreach] (MPSP)</i></p>	ED-5.2	City Manager	Development Services	2020-2040	Not started	<p>In 2025, Economic Development staff continued to explore opportunities to support and coordinate arts, culture, and historical activities that reflect Hayward's diversity. While a formal Cultural Commission has not yet been established, staff advanced the intent of this program through partnerships and event-based collaboration.</p> <p>Economic Development served as the primary liaison in attracting the Bay Area Philharmonic to Hayward, supporting the organization's 2025 season hosted at Chabot College. The Bay Area Philharmonic's programming incorporates local artists and performers, contributing to community engagement and cultural representation. These efforts support cultural activation and collaboration while informing future consideration of more formal coordination structures consistent with the goals of this program.</p>	