



**MINUTES OF THE SPECIAL CITY COUNCIL MEETING**  
**Conference Room 2A**  
**777 B Street, Hayward, CA 94541**  
**Tuesday, January 14, 2020, 6:00 p.m.**

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The Special City Council meeting was called to order by Mayor Halliday at 6:00 p.m., followed by the Pledge of Allegiance led by Mayor Halliday.

**ROLL CALL**

Present: COUNCIL MEMBERS Zermeño, Márquez, Mendall, Lamnin, Wahab, Salinas  
MAYOR Halliday  
Absent: NONE

**PUBLIC COMMENTS**

Ms. Peggy Guernsey, Hayward resident, urged the Council to bring businesses and manufacturing companies to Hayward.

Mr. Ben Granholm, Western Propane Gas Association representative, urged the Council to take a more holistic view of the complementary role propane plays with decarbonization efforts including solar, wind and other renewable fuels.

**WORK SESSION**

1. Work Session Regarding Proposed Workplan to Incentivize Housing Production in the City of Hayward (Report from City Manager McAdoo) **WS 20-001**

Staff report submitted by Deputy City Manager Ott, dated January 14, 2020, was filed.

Deputy City Manager Ott announced the report and introduced Housing Manager Morales who provided a synopsis of the staff report.

Mr. Ethan Elkind with Council of Infill Builders provided a high-level overview of the Accelerating Infill in Hayward – Options to Boost Housing report, which included vision for Hayward 2030 Infill Development, and barriers and solutions for infill development in Hayward.

There being no public comments, Mayor Halliday opened and closed the public comments section at 6:35 p.m.

Council Members were in general support of the proposed workplan to incentivize housing production and offered the following comments: while Development of Accessory Dwelling Units (ADUs) increase housing options, they also impact neighborhoods due to lack of parking; stress goals for low income and moderate income housing; consider moving up the timeline for review of

the Inclusionary Housing Ordinance; consider minimizing objectives, under each category, to two to three in order to achieve a realistic workplan; consider examining development impact fees for affordable units as opposed to reducing them; consider using “community building amenity” instead of “retail space”; have information prominent on the Development Services webpage to entice the development community to meet Regional Housing Need Assessment (RHNA) goals; consider the Economic Development Committee Concept Review process for smaller projects to help developers move projects faster; evaluate using affordable housing dollars to pay city fees for developments that have higher levels of affordability; prioritize preserving Hayward residents; ensure creating more affordable housing; consider adjusting the Affordable Housing Ordinance and lock fees for developers; ensure funding is allocated to affordable and moderate housing and potentially for residents that want to perform ADU upgrades; there was concern with an unequal distribution of ADUs. Council Members praised City staff for the work accomplished thus far related to housing efforts.

Mayor Halliday opened the public comments section at 7:21 p.m.

Ms. Macy Leung, Allied Housing-Abode Services representative, appreciated the opportunity to participate in the workplan as a development partner in support of staff's proposal.

Ms. Angela Andrews, Planning Commissioner, suggested the City Council hold a joint meeting with the Planning Commission for future housing discussions and also regarding climate change, asked to consider how infill projects are impacting neighborhoods and noted that infrastructure was needed to demand less parking to meet housing goals.

Ms. Peggy Guernsey, Hayward resident, noted neighborhoods are impacted with not enough parking spaces on the streets, commented that there should be a dedicated lane for buses, and urged the Council to help bring rapid bus lanes to Hayward.

Mayor Halliday closed the public comments section at 7:30 p.m.

## **PUBLIC COMMENTS**

Mayor Halliday reopened the public comments section at 7:31 p.m., in response to public interest.

Mr. Mike Cox, Hayward resident, spoke about safety concerns attributed to illegal parking on Mission Boulevard and “no parking from 7-9am” signs that are not enforced.

Ms. Suzanne Cox, Hayward resident, spoke about lack of police support regarding illegal parking, garbage abandonment, inoperable vehicles, graffiti on public property, and homeless encampments.

Ms. Mirza Amado, Hayward resident, via an English-Spanish interpreter, expressed frustration with plan check inspections that were not approved and were collecting excessive fines, felt



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her rights were violated, and noted the issues were impacting her family and work. City staff was directed to connect with the speaker.

Ms. Araceli Orozco, Hayward resident, noted the situation expressed by Ms. Amado was an example of issues facing neighborhoods populated by people of color.

Mayor Halliday closed the public comments section at 7:45 p.m.

The City Council took a recess at 7:47 p.m. and reconvened the meeting at 7:55 p.m.

2. Work Session on City of Hayward Three-Year Strategic Roadmap (Fiscal Year 2021 - Fiscal Year 2023) (Report from City Manager McAdoo) **WS 20-002**

Staff report submitted by Deputy City Manager Ott, dated January 14, 2020, was filed.

City Manager McAdoo provided a synopsis of the staff report.

Mayor Halliday opened the public comments section at 7:58 p.m.

Mr. Carl Gorringer, Hayward resident, suggested the City put on a one or two-day annual event, heavily advertised, where people who live and work in Hayward get together to present issues and brainstorm solutions to increase community engagement.

Mayor Halliday closed the public comments section at 8:02 p.m.

Discussion ensued among Council Members and City staff regarding the proposed three-year strategic roadmap and implementation and reporting of Hayward's Six Priorities (Preserve, Protect & Produce Housing; Grow the Economy; Combat Climate Change; Improve Infrastructure; Improve Organizational Health; and Support Quality of Life) and their projects.

Council Members were in general support of the revised Vision and the three-year strategic roadmap and offered the following recommendations: use data from pilot projects to inform their effectiveness and usefulness to the community; consider how to demonstrate publicly the organization's day to day operations that are not reflected in the strategic workplan but help support the overall priorities; review the Resident Satisfaction Survey and the issues driving resident satisfaction and consider adding them to the strategic roadmap as key focus areas; consider adding the prohibition of short-term rentals and how they get enforced; and consider a plan to address illegal fireworks on the 4th of July holiday.

Suggestions for the Combat Climate Change Priority included: evaluate tracking food waste; add to Project 6, “increase from 800 trees to 1,000 annually with a contribution of up to 500 from staff and the rest from other partners (HARD, private developers, East Bay Regional Park District, HUSD, CSUEB, and Chabot College)”; modify Project 7 to, “Reduce Carbon Emissions - transition 15% of total city fleet to be electric, hybrid or other greener option by the third year; add to Project 6, “include older neighborhoods in tree planting efforts.”

Suggestions for the Improve Organizational Health Priority included: expand broadcasting City Council meetings via Facebook Live to other social media platforms; and add to Project 1b, language on “irrevocable trust for pension”.

A suggestion for the Support Quality of Life Priority included: evaluate adding bathrooms to the Heritage Plaza Park.

Council Members applauded the effort from City employees and input provided by community members. Mayor Halliday noted the Council would be reviewing the revised strategic roadmap on January 28, 2020.

#### **CITY MANAGER’S COMMENTS**

City Manager McAdoo announced the 34<sup>th</sup> Annual Dr. Martin Luther King Jr. Birthday Celebration at Chabot College, Reed L. Buffington Visual and Performing Arts Center on January 20, 2020, at 4:30 p.m.

#### **COUNCIL REPORTS AND ANNOUNCEMENTS**

Council Member Salinas acknowledged the work of students from various schools who helped the Kid’s Breakfast Club serve breakfast during the winter break.

Council Member Márquez invited all to the Keep Hayward Clean and Green Task Force Beautification event on January 25, 2020, at Mt. Eden Park; and acknowledged Books on B for its leading effort with the Passport Shopping Program.

Council Member Zermeño invited all to a Martin Luther King Jr. Birthday celebration at Hayward’s City Hall Plaza on January 20, 2020 at 9:30 a.m. and noted the event will include a march through downtown.

Council Member Wahab expressed concern at AC Transit’s consideration of removing seven low ridership bus routes in Hayward and suggested that the City’s liaisons to the AC Transit Inter-Agency Liaison Committee convey the concern.

Mayor Halliday echoed the invitation to the Martin Luther King Jr. Birthday celebrations on January 20, 2020.



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**COUNCIL REFERRALS**

There were none.

**ADJOURNMENT**

Mayor Halliday adjourned the special meeting at 9:13 p.m.

**APPROVED**

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Barbara Halliday  
Mayor, City of Hayward

**ATTEST:**

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Miriam Lens  
City Clerk, City of Hayward