



## **SUBJECT**

General Plan Annual Progress Report - 2024

## **RECOMMENDATION**

That the Planning Commission accepts the City of Hayward 2040 General Plan Progress Report for the 2023 Calendar Year and provides feedback and direction as desired.

## **SUMMARY**

In 2014, the Council adopted a new General Plan for the City of Hayward. The State of California Government Code Section 65400 et seq. requires the City to annually review the General Plan and report progress on the programs contained therein. This annual report has been prepared for review and acceptance by the Planning Commission and City Council and will be forwarded to the State Office of Planning and Research and the State Housing and Community Development office to ensure compliance with State guidelines.

The *Hayward 2040 General Plan* is a long-range comprehensive plan that controls and regulates land uses and development in the City through 2040. The individual elements of this General Plan (Land Use, Mobility, Economic Development, Community Safety, Natural Resources, Hazards, Education, Community Health, Facilities/Services, and Housing) contain policies and programs that guide future development in the City.

This General Plan Annual Progress Report was prepared by the Development Services Department, Planning Division, with input from various City Departments including Public Works and Utilities, Fire, Police, Library Services, Maintenance Services, and the City Manager's Office. This report is intended to provide information on the measurable outcomes and actions associated with the implementation of all the General Plan elements in 2023. Updates to programs listed in the Hazards Element, Environmental Justice Element and Climate Action Plan adopted on January 30, 2024, will be provided in next year's Report.

## **BACKGROUND**

On July 1, 2014, following a 22-month community planning process, the Council adopted a new General Plan for the City. Part 4 of the new *Hayward 2040 General Plan* set forth an Implementation Plan with a series of implementation programs designed to activate the various goals and policies set forth in the document. For each implementation program, a timeframe was established for completion as well as a responsible lead department for carrying out the program. While some programs have identified timeframes, there are others that are indicated to be ongoing programs and others that occur annually. One such

implementation program is the General Plan Annual Report, which is the report back to the Council and State on implementation progress.

To date, the City has made progress on 73 percent of the General Plan's 143 implementation programs. Of those identified for initiation between 2014 and 2019, 84 percent of programs are either complete or in progress. The remaining 16 percent have not been started for various reasons, including funding availability, resources, and/or shifting priorities as detailed in the Hayward Strategic Roadmap and Let's House Hayward Strategic Plan. Some of the General Plan programs overlap with these more recent strategic planning efforts, and some are new and respond to current needs and priorities that were unknown when the General Plan was originally developed and adopted. However, 42 percent of the programs slated for initiation in the 2020-2040 timeframe are already complete or in progress, which is at or ahead of schedule.

*Initial Public Outreach.* The development of the *Hayward 2040 General Plan*, including the various implementation programs, contained a significant community outreach component. The Hayward e-plan, or web-based General Plan, is linked from the City's website and periodically updated to include implementation program status. In addition, many of the implementation programs require community outreach and engagement prior to completion.

## DISCUSSION

In 2023, the [Hayward 2040 General Plan](#) contained a total of 143 implementation programs covering 10 elements including the Land Use, Mobility, Community Safety, Economic Development, Education and Life-Long Learning, Hazards, Natural Resources, Housing, Health and Quality of Life, and Public Facilities and Services Elements. The 6<sup>th</sup> Cycle Housing Element (2023-2031) was adopted by the City Council on February 7, 2023, and subsequently certified by the State Department of Housing and Community Development (HCD). The updated 6<sup>th</sup> Cycle Housing Element implementation programs will be included in the Annual Progress Report (APR) due to HCD on April 1, 2024, and will be provided as an attachment to the Annual Progress Report going to the City Council on March 19, 2024.

As shown in Table 1, of the 143 implementation programs, 107 were identified for initiation and/or completion in the 2014-2019 timeframe. The remaining 36 programs were slated for initiation and/or completion within the 2020-2040 timeframe.

**Table 1: Status of General Plan Implementation Programs, February 2023**

Timeframe	Complete		In Progress		Not Started		Total
	#	%	#	%	#	%	
2014 – 2019	24	48%	12	27%	12	25%	48
Ongoing/annual, initiated in 2014 - 2019	9	17%	45	75%	5	8%	59
<b>Subtotal 2014 – 2019</b>	<b>33</b>	<b>31%</b>	<b>57</b>	<b>53%</b>	<b>17</b>	<b>16%</b>	<b>107</b>
2020 – 2040	3	10%	8	26%	20	64%	31
Ongoing/annual, initiated in 2020 - 2040	2	40%	2	40%	1	20%	5
<b>Subtotal 2020 – 2040</b>	<b>5</b>	<b>14%</b>	<b>10</b>	<b>28%</b>	<b>21</b>	<b>58%</b>	<b>36</b>
<b>Total</b>	<b>38</b>	<b>26%</b>	<b>67</b>	<b>48%</b>	<b>38</b>	<b>26%</b>	<b>143</b>

As shown in Table 1 above, there were 107 programs slated for completion or initiation within the 2014-2019 timeframe, of which 31 percent are complete and 53 percent are in progress. Of the programs identified for this timeframe, 16 percent have not been started for various reasons, including funding availability, resources, and/or shifting priorities. Of the 36 programs slated for initiation in the 2020-2040 timeframe, 14 percent are already complete, and 28 percent are in progress, at or ahead of schedule. A complete list of all the General Plan programs, including the current status of each program, is included as Attachment II.

**Figure 1: Status of General Plan Implementation Programs**



**Completed Programs.** Thirty-three implementation programs identified for the 2014-2019 timeframe have been fully completed:

- LU-3 Comprehensive Design Guidelines Update
- LU-4 Downtown City Center Specific Plan
- LU-10 Sign Ordinance Update
- LU-11 Industrial Technology and Innovation Corridor Plan
- LU-15 State Historic Building Code
- LU-16 Mills Act Program
- M-1 Multimodal LOS and Design Standards
- M-2 Multimodal LOS Guidelines
- M-11 Pedestrian Master Plan
- M-12 Shuttle Service Study
- M-15 Pedestrian Design Standard for Transit Stop
- M-21 Downtown Parking Management Plan
- M-23 Transportation Impact Fees.
- ED-2 Branding and Marketing Program
- ED-3 Energy and Sustainability Businesses Program
- ED-4 Business Resource Center and Website
- ED-8 Business Incubator Study
- ED-9 Business Attraction, Expansion, and Retention Program
- ED-10 Town-Gown Economic Partnership
- ED-13 Permit Processing Software
- ED-14 Ombudsperson Service

- CS-3 Crime Prevention Through Environmental Design Checklist
- NR-4 Water Conservation Standards
- HAZ-1 Seismic and Geologic Safety Standards
- EDL-1 Education and Lifelong Learning Resource Center
- EDL-2 Education Partnership
- EDL-4 Education Awards Program
- EDL-7 Library Facility Revenue Measure
- HQL-8 Park Dedication Requirements and In-Lieu Fees
- HQL-9 Park Dedication Incentives Program
- PFS-5 Construction and Demolition Debris Recycling Program
- PFS-6 Rainwater Harvesting and Greywater Systems
- H-9 Density Bonus

In addition to programs listed above, five implementation programs identified for the 2020-2040 timeframe have also been fully completed:

- M-6, Complete Streets Assessment
- M-10, Traffic Calming Measures
- ED-5 International Business Program
- ED-6 Industrial Technology and Innovation Corridor Marketing Strategy
- NR-3 Recycled Water Program

*Programs In-Progress.* Fifty-seven programs identified for the 2014-2019 timeframe are currently in progress. Some key programs currently underway include the continuation of the Homeless Services Partnership program, a coordinated effort between the City and various non-profits and Faith-based organizations to provide services and ensure homeless and hunger needs are met in Hayward; working with a consultant to develop a Micromobility Plan to provide recommendations for bike-share and scooter-share services; and expanding cradle-to-career support services through a collaboration between the Library's Family Education Program, Hayward Unified School District, California State University East Bay (CSUEB), and other private and nonprofit partners. Other programs currently in process include continuing to partner with affordable housing developers to facilitate new construction, acquisition, rehabilitation, and preservation of affordable rental and homeownership developments; preparation of a comprehensive update to the Hayward Zoning Ordinance to ensure that the City's zoning regulations align with the guiding principles, goals, and policies of the General Plan; and updates to the Climate Action Plan and the Safety Element, and adoption of a new Environmental Justice element in early 2024, consistent with recent State legislation.

*Programs Not Yet Started.* As previously mentioned, several programs that were originally identified for implementation between 2014-2019 have yet to be started either due to limited staff and fiscal resources or other competing priorities. These programs include comprehensive updates to the Subdivision Ordinance and development and adoption of a citywide Transportation Demand Management (TDM) Plan. In early 2024, the City adopted new Residential Design Standards, which include updates to the City's Zoning Ordinance and the Off-Street Parking Regulations in response to recently adopted State legislation.

Additionally, some programs that were anticipated to begin in 2020 were delayed and are still feeling the impacts of the COVID-19 pandemic. Staff anticipates that several of these programs should begin soon, pending sufficient staff and funding resources. These programs include development of an Urban Forest Management Plan; updates to the Grading Ordinance; the Seismic Retrofit Feasibility Study for City Facilities; and the development and adoption of a Habitat Conservation Plan. An update to the Tree Preservation Ordinance, which includes a tree canopy survey to be used to develop an Urban Forest Management Plan, is currently underway.

*Programs In-Progress, 2023.* In addition to the programs currently being implemented from previous cycles, the list of programs in Table 2 are in progress for the remainder of 2024.

**Table 2: Program Implementation for 2024**

<i>Program</i>	<i>Status</i>
<i>General Plan</i>	
GPA-2 General Plan Update	The City recently updated and received State certification of the 6th Cycle of Housing Element in July 2023. The City also updated the Climate Action Plan and Hazards Element and adopted a new Environmental Justice Element on January 30, 2024, consistent with State legislation.
GPA-3 Master Plans, Strategies, and Programs Updates.	City staff has reviewed the list of master plans, strategies, and programs and those identified to be reviewed and updated were factored into Department budgets. A list of adopted master plans, strategies, and programs can be found on the City's website.
<i>Land Use and Community Character</i>	
LU-6 Complete Neighborhood Strategy	The City has not begun this program in this format due to limited staff and fiscal resources, along with other City priorities. In 2021, the City Manager's Office conducted twelve "City Hall to You" meetings through Hayward to conduct community outreach. Any feedback from community members on desired changes was shared with the appropriate department. The Planning Division completed a comprehensive update to the public stakeholder, neighborhood, and HOA contact list in 2022 and plans to complete an additional update to this list in 2024. An update to the Tree Preservation Ordinance, including a tree canopy survey which can be used to develop an Urban Forest Management Plan, is currently underway.
LU-17 Historic Preservation Resource Center	The Planning Division compiled resources to encourage historic preservation and will be preparing a several handouts for the public in late 2024.
<i>Mobility</i>	
M-5 Collision Data Reporting	This information is currently being presented on a quarterly basis by the Police Department.
M-9 Improved Traffic Flow Program	Multiple projects have been originated and grants obtained that work toward this purpose. The regional Hesperian Line 97 project installed adaptive traffic signals throughout the city within a major north/south corridor. The City has obtained an Innovative Deployments to Enhance Arterials (IDEA) grant from the Metropolitan Transportation Commission (MTC) that will allow for better monitoring and adjustment of signal timing along three major corridors in Hayward, thus reducing vehicle idling. The City obtained Transportation Development Act (TDA) Article III funds for improvements on Patrick Avenue and Gading Road. The City has also received a Caltrans grant to improve queuing and vehicle idling at the Huntwood/Industrial and Huntwood/Sandoval signalized intersections. Huntwood intersection will be completed as of March 2024. The City has obtained TFCA funding to improve signals at Tennyson Road and Winton Ave corridors.
M-13 Private Transportation	The City worked with a consultant to develop a Micromobility Plan, which studied and provided recommendations for implementing bike-share and scooter-share services in

Companies	the City. The Transportation Division received a grant to complete a Transit Connector Shuttle Feasibility Study in 2015. Findings and recommendations were presented to Council on 9/19/2017.
M-17 City Employee Car/Bike Share Programs	The City was awarded a grant in 2017 to deploy and promote car sharing at multiple locations throughout the city. In the fall of 2019, the city returned the grant funds and closed the program after it was deemed infeasible. Staff will continue to seek additional opportunities for car and bike sharing as opportunities arise.
M-18 City Commuter Benefits	The City currently offers pre-tax payroll deductions for public transportation and/or parking options with P&A Group. Staff evaluates options annually and will continue to improve and expand the program when possible.
<i>Economic Development</i>	
ED-1 Economic Development Strategic Plan Annual Report	The Economic Development Division planned to bring forward an updated strategic plan in incremental segments. However, these efforts were delayed due to the need to pivot toward COVID-19 response and recovery program implementation efforts. ED staff developed and brought forward a COVID-19 Economic Recovery Strategy in 2022, which is funded by ARPA dollars. This plan included a suite of recovery initiatives that will be the focus of the Division's efforts across the next three years. Division staff shall provide updates to Council and the CEDC as recovery programs are designed, implemented, and evaluated for performance. As the implementation of the ARPA programs wraps up, Economic Development staff will reevaluate the needs and will work on an update to the Economic Development Strategic Plan.
ED-7 Local Hire Incentives	As part of the COVID Economic Recovery programs adopted by the City, a new program is slated to be implemented in year 2 & 3 of the budget. The Hire Hayward program establishes a rebate grant program that provides financial incentive to businesses that hire and maintain employment of a Hayward resident. Businesses would be required to offer a minimum hourly wage of \$15.00 per hour. The rebate incentive would be to be businesses and would be a rebate a percentage of wages up to a maximum threshold for hiring a Hayward resident. The rebate period would run for a specific period of time resident's employment to account for training and onboarding costs.
ED-11 Town-Gown Economic Strategic Plan and Annual Report	Town-Gown Economic Strategic Plan efforts were delayed as priorities shifted to COVID-19 response and recovery. Formal work on the Town-Gown Strategic Plan is currently on hold due to lack of staff capacity as the focus has shifted towards the implementation of COVID-19 Economic Recovery programs. As the ARPA programs are completed, a full Economic Development strategic plan update will commence and next steps in regards to the Town-Gown efforts will be determined.
ED-12 Customer Service Survey	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 released a survey in Spring 2019, will continue to solicit customer feedback on ways to improve and expand customer service delivery. In addition, the City just launched the new Energov Permitting Software, which should help expedite permit processing in an effort to expand customer service delivery.
ED-15 Cultural Commission	Economic Development staff continue to explore potential opportunities to showcase and partner with various arts, culture, and historical groups within Hayward.
<i>Community Safety</i>	
CS-1 Grant Funding	The Police Department currently has 42 sworn vacant positions and will pursue additional grant funding programs when staff resources are available. The Fire Department regularly applies for grants to fund equipment purchases and community programs. In the past several years, the Department has received grant money to purchase radios, cardiac monitors, and chest compression devices, as well as fund the residential chipping program and Community Emergency Response Team program.
CS-2 Police Department Strategic Plan Annual	The Police Department worked with an independent contractor to develop a new Strategic Plan, which was completed at the end of FY 2023. The development of a new

Report	Strategic Plan is a requirement by the Commission on Accreditation for Law Enforcement Agencies (CALEA). HPD provides an annual report to the City Council.
CS-4 Homeless Services Partnership	The City developed and released a major strategy report on the issue of homelessness in late 2015. As a result of that report, a new Winter Warming Center was created in north Hayward, and the Downtown Streets Team program was contracted to begin services in June 2016. A new task force, a standing Interdisciplinary Working Group on Homelessness, Hunger, Housing and Disruptive Street Behaviors, was formed in early 2015, and continues to meet monthly. Members from various City Departments, Non-Profits, and Faith Based Organizations participate in the working group to coordinate services and strategy to ensure homeless and hunger needs are addressed in Hayward. In January 2019, the City Council approved a Navigation Center for the homeless in the Industrial area, which is currently operational. The Library partnered with Alameda County Health Care for the Homeless and the VA Palo Alto Medical Outreach Team to bring medical services to the City on an ongoing basis. The Library has also produced a Day-by-Day flier that lists various services like food distribution, free showers, employment services, etc., for distribution to those who may benefit. Additionally, the implementation of the HEART Program has expanded the City's capacity to connect individuals experiencing homelessness, addiction, and mental health issues with supportive services.
CS-5 Park Security Program	Staff turnover at the Hayward Area Recreation District (HARD) and the COVID-19 pandemic have impacted the implementation of this program but additional coordination with HARD is anticipated in 2024.
CS-6 Comprehensive Safe School Plans	The School Resources Officers (SRO) Program was discontinued by Hayward Unified School District (HUSD) in 2021 and on-site campus security is provided by HUSD security staff. The HPD responds to HUSD campuses and coordinates with HUSD to address safety issues when requested. The HPD continues to maintain a working relationship with HUSD to address safety concerns and the HPD provides training to HUSD staff on campus security issues. A Sergeant is assigned as the liaison to HUSD and is the point of contact for safety/campus related issues.
CS-7 Fire Department Strategic Plan and Annual Report	The Fire Department has begun the planning process to complete the Strategic Plan, which will be completed by the end of this fiscal year.
CS-8 Center for Public Safety Excellence Program	Staff initiated the accreditation process in 2021 and can take up to three years to complete.
CS-10 Disaster Awareness and Emergency Preparedness Program	The City has funded several emergency preparedness exercises in the past five years. However, funding has not been available to implement a comprehensive emergency preparedness program. Council approved an Emergency Management Services Officer position in October 2019, who began updating the Department's preparedness plans and preparing evacuation drills shortly thereafter. In March of 2020, the Department prioritized standing up the Emergency Operations Center (EOC) and COVID-19 response. The program itself is limited due to staff buy-in for preparedness training and participation. Expected completion is the end of Fiscal Year 2023.
CS-11 Disaster Drills	In 2019, the Fire Department conducted several fire drills at City Hall to promote fire safety awareness. In 2020, the COVID-19 pandemic resulted in the closure of City Hall, the Library, and several public buildings. In collaboration with PIO, the Department initiated a two-year planning process to increase community and staff preparedness in preparation for tabletop and large-scale drills with first responders, EOC staff, City staff, and community members/groups. Early in 2023, the Fire Department conducted a fire drill at City Hall to promote fire safety awareness. Additional fire drills are in the process of being scheduled for the remainder of the year.
CS-12 Community Emergency Response Reserves	The Fire Department has successfully established an active Community Emergency Response Team (CERT) program, which trains approximately 400 residents annually. In addition, the Department launched a Neighborhood Emergency Response Team (NERT)

Program	program in 2018 with the goal of training an additional 240 people. NERT is an abbreviated 4-hour curriculum for community groups. The Department continues to build the CERT program and is in progress of elevating CERT members to engage in advanced training. This CERT group will assist and report directly to the EOC in the event of a large-scale disaster.
CS-13 Energy Assurance Plan	The Fire Department proposed a new CIP project for FY 22, which includes a pilot program for 10 solar-powered generators. These generators will be used to support 112 baseline residents during public safety power shutoffs; power tents in the event of any disaster, large or small; support the continuing operations of maintenance services through disasters and will be used in emergency response drills. Council approved funding for solar generators, and communications equipment that will assist directors and public safety leadership with communicating off the grid. These efforts support the intent of the program in ensuring that critical facilities have access to power during emergencies and power outages.
<i>Natural Resources</i>	
NR-5 Residential Energy Performance Assessment and Disclosure Ordinance	On September 12, 2016, staff presented a report to the Council Sustainability Committee regarding a potential ordinance that would require energy audits of existing buildings and would require disclosure of energy performance. The Committee directed staff to focus efforts on providing customers with information that would encourage them to voluntarily make energy efficiency updates to existing homes and commercial buildings. Staff is currently promoting the Home Energy Score, which is an assessment tool. The updated Climate Action Plan does not include this program.
NR-7 Energy Reduction Initiative and Annual Report	Hayward participates in BayREN's programs. Staff is promoting BayREN's single-family program, includes the Home Energy Score and a variety of rebates for energy efficiency and electrification. The updated Climate Action Plan does not include this program.
NR-8 Home Energy Monitors and Annual Report	The updated Climate Action Plan does not include this program.
NR-11 City Building Audits and Reports	The updated Climate Action Plan does not include this program. The new, similar program is EG-1.11.
NR-14 Renewable Energy Generation Potential	On July 16, 2018, staff provided the Sustainability Committee a report listing potential renewable energy projects sufficient to achieve the City's goal of reaching zero net energy across all facilities by 2025. The Committee directed staff to prioritize solar on City Hall, city parking structures, various reservoirs and pump stations, and the airport. Staff is currently investigating possible projects that could be included in coming years. Staff is also working with Syserco to investigate the feasibility of different design-builds for energy solutions, conservation, and cost reduction.
<i>Library Services</i>	
EDL-6 Library Strategic Plan and Annual Report	<p>A community needs assessment of the Weekes Branch was completed in January of 2023 and an architectural assessment was completed June 2023. Information from these assessments has been used to pursue grants and to begin a Weekes Branch safety, clean-up, and beautification initiative that's being led by staff.</p> <p>An RFP was posted in November 2023 for the Library's Strategic Planning process and was awarded to Baton Global on December 21, 2023. Steps that are underway since the awarding: committees have been assigned, preliminary information has been gathered for an employee survey, consultants have had an on-site visit, and stakeholder interviews were performed. Next steps include focus groups, community and stakeholder surveys, best practice analyses, and implementation and communications plans. The consultants will utilize and add information to the City's strategy automation platform, ClearPoint, during these processes. This Strategic Planning process will be completed by July 2024 and presented to the Library Commission and City Council upon completion.</p>

<i>Community Health and Quality of Life</i>	
HQL-6 Climate Change Vulnerability Assessment Strategy and Annual Report	Hayward's Local Hazard Mitigation Plan (LHMP), now called the Hayward Local Resilience Plan, was adopted by Council on March 28, 2023. The Plan includes vulnerability assessments for fire, flood, and drought. A Vulnerability Assessment was also prepared in 2023 as part of the update of the Hazards Element of the General Plan.
<i>Housing</i>	
H-5 Foreclosure Prevention and Counseling	The City is utilizing Community Development Block Grant CARES Act (CDBG-CV) funds and American Rescue Plan Act of 2021 (ARPA) funds to provide educational workshops and foreclosure/delinquency prevention counseling to low-income Hayward homeowners through Housing and Economic Rights Advocates (HERA), a legal services and advocacy non-profit.
H-12 Inclusionary Housing Ordinance	Informed by the results of a Residential Nexus and Feasibility Study, in January 2015, the City Council adopted an Affordable Housing Ordinance (AHO). The Affordable Housing Ordinance was updated in 2017 and now applies to all residential development proposals of two units or more and provides more flexibility to the developers with respect to the means of compliance with those requirements. In April 2023, based on the findings from the feasibility study, the City made amendments to the AHO to further its efforts in supporting and enhancing affordable housing production within the city. The amendments include increasing minimum on-site affordable housing requirements and in-lieu fees for lower density ownership projects.

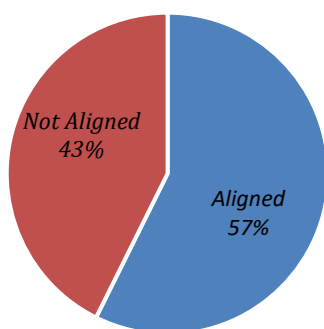
## STRATEGIC ROADMAP

This agenda item is a routine operational item and does not relate to any of the six priorities outlined in the Council's Strategic Roadmap. However, following Council feedback from the Report provided in 2021, staff reviewed the complete list of General Plan programs and identified some of those programs that are also included as part of the City's Strategic Roadmap, shown in Attachment II with an asterisk (\*).

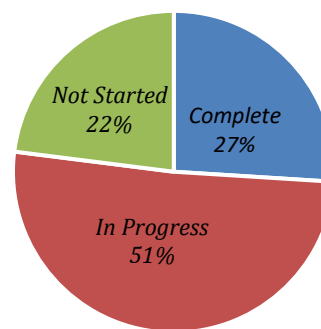
Of the 143 programs listed in the City's General Plan, staff identified 82 programs that align with one or more of the projects laid out in the Strategic Roadmap in 2023. Out of these 82 programs, 22 are complete, 42 are in progress, and 18 have not started.

**Figure 2: General Plan Implementation Programs and Strategic Roadmap Projects**

GP programs aligned with SRM projects



Status of SRM-aligned GP programs



## NEXT STEPS

Following feedback from the public and Planning Commission, staff will present the General

Plan Annual Progress Report to the Council at a regularly scheduled meeting on March 19, 2024. Over the next year, staff from various departments will continue to take the lead on program implementation, helping to implement the General Plan's goals and policies.

*Prepared by:* Rozalynne Thompson, AICP, J.D., Senior Planner

*Recommended by:* Leigha Schmidt, AICP, Principal Planner

*Approved by:*

  
\_\_\_\_\_  
Jeremy Lochirco, Planning Manager

  
\_\_\_\_\_  
Sara Buizer, AICP, Development Services Director