

**CITY COUNCIL MEETING  
TUESDAY, DECEMBER 1, 2015**

**PRESENTATIONS**



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# USEPA Green Power Leadership Award

December 1, 2015

# Green Power Leadership Award



# Green Power Leadership Award





# Green Power Leadership Award





# Green Power Leadership Award





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# Beacon Awards for Sustainability

December 1, 2015



# Beacon Award





# Beacon Award



# Beacon Award





# Spotlight Awards





## 2015 BEACON SPOTLIGHT AWARD RECEPTION

### Host

Martin Gonzalez, *Director, Institute for Local Government*

### Closing Remarks

Commissioner Michael Picker, *President, California Public Utilities Commission*

## 2015 Beacon Spotlight Award Winners

### Agency Greenhouse Gas Reductions



City of Hayward.....	43% Reductions
Town of Portola Valley.....	28% Reductions
City of Santa Barbara.....	26% Reductions
City of Sacramento.....	25% Reductions
City of Redwood City.....	20% Reductions
City of Brisbane.....	19% Reductions
City of San Carlos.....	15% Reductions
City of Santa Cruz.....	15% Reductions
City of Manhattan Beach.....	9% Reductions
City of Burlingame.....	9% Reductions
City of Claremont.....	8% Reductions

### Community Greenhouse Gas Reductions



City of La Mesa.....	53% Reductions
City of Hayward.....	21% Reductions
City of San Rafael.....	13% Reductions
City of Rolling Hills Estates.....	11% Reductions
Town of Colma.....	11% Reductions
City of Brisbane.....	10% Reductions
City of Daly City.....	9% Reductions
City of Manhattan Beach.....	9% Reductions
City of San Mateo.....	9% Reductions
City of Foster City.....	8% Reductions
City of Redwood City.....	8% Reductions
City of Burlingame.....	7% Reductions
City of Menlo Park.....	6% Reductions
City of Millbrae.....	5% Reductions

### Agency Energy Savings



Town of Portola Valley.....	43% Savings
City of Millbrae.....	42% Savings
Town of Colma.....	29% Savings
City of Rolling Hills Estates.....	27% Savings
City of Hayward.....	25% Savings
City of Foster City.....	20% Savings

City of Menlo Park.....	20% Savings
City of Brisbane.....	17% Savings
City of San Carlos.....	17% Savings
City of Sacramento.....	15% Savings
City of Burlingame.....	13% Savings
City of Santa Monica.....	13% Savings
City of Claremont.....	12% Savings
City of Visalia.....	11% Savings
City of Solana Beach.....	10% Savings
City of Santa Cruz.....	10% Savings
City of Redwood City.....	8% Savings
City of Santa Rosa.....	8% Savings

### Natural Gas Savings



Town of Portola Valley.....	34% Savings
City of Menlo Park.....	27% Savings
City of Brisbane.....	24% Savings
Town of Colma.....	22% Savings
City of Claremont.....	15% Savings
City of Foster City.....	13% Savings
City of Benicia.....	10% Savings
City of Hayward.....	8% Savings
City of Arcata.....	8% Savings
City of Santa Barbara.....	7% Savings
City of Redwood City.....	7% Savings

### Sustainability Best Practices



#### PLATINUM LEVEL

City of Arcata  
City of Manhattan Beach  
City of Millbrae  
City of Redwood City  
City of Santa Barbara  
City of Santa Cruz  
City of Santa Monica  
City of Santa Rosa  
Town of Colma

#### GOLD LEVEL

City of Brisbane  
City of Burlingame  
City of Claremont  
City of Foster City  
City of Hayward  
City of La Mesa  
City of Menlo Park  
City of National City  
City of San Mateo  
City of San Rafael  
City of South Gate  
City of Visalia

#### SILVER LEVEL

City of Daly City  
City of Indio  
City of Pomona  
City of Rolling Hills Estates  
City of Solana Beach

### — Partner of the Year Awards —

C/CAG of San Mateo County  
Pacific Gas and Electric Company



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# ECONOMIC DEVELOPMENT

## Economic Development Strategic Plan Update

# OVERVIEW



- ▶ New ED Team began in September 2014
- ▶ Adopted multi-pronged approach to advance all EDSP work tasks, goals
- ▶ Focused on developing data, internal communication and programs to establish a foundation



# PROGRAM DEVELOPMENT



- ▶ Data Collection and Indicator Monitoring
- ▶ Business Concierge (Attraction)
- ▶ Business Ombudsman (Retention)
- ▶ Business Visitation (Expansion)
- ▶ Marketing and Branding

# MARKETING



- ▶ Brand assessment - Complete
- ▶ Brand strategy – Complete
- ▶ Marketing program - Ongoing



Hayward Brand Guide

# BRAND & STYLE GUIDE





PRINT COLLATERAL

# PRESENT & FUTURE



24,000+ online views alone.



# San Francisco Chronicle

SUNDAY, JUNE 24, 2015 | PHOTOS BY MICHAEL HEALEY | 100¢

## SAME-SEX MARRIAGE RULING Decision affirms dignity

Majority opinion cites 'better informed understanding' of constitutional rights today

By Bob Fingert

It was a monumental victory for rights and the dignity of our state's citizens.

...a victory for rights and the dignity of our state's citizens.

San Francisco Chronicle  
**UNSTOPPABLE**  
A dream season for the Warriors culminates in the team's first NBA championship in 40 years

# Hayward

ADVERTISING FEATURE

Rediscover  
the heart  
of the bay







# HAYWARD MADE

0:02 / 3:51



VIDEO SERIES



#HaywardUpward

Business visionaries see the world differently. They aren't impressed by trends that have already peaked. They don't say things like, "Me too." Visionaries look deeper. They see through both time and space. A "business friendly" location isn't enough; they're looking for a shared trajectory. To all the entrepreneurs, dreamers, opportunity-seekers and visionaries out there, we have just two things to say:

Welcome to Hayward.

Welcome home.

[haywardupward.com](http://haywardupward.com)

**H** HAYWARD

DISPLAY ADVERTISING



Broaden your horizons.

**H** HAYWARD

BILLBOARDS

# INDUSTRIAL ACTIVITIES



- ▶ Industrial Baseline Profile
- ▶ High-Speed Hayward
- ▶ Business Assistance (selected):
  - ▶ Oven Fresh Bakery
  - ▶ Casa Sanchez Foods
  - ▶ Meridian FBO
  - ▶ Microlease
  - ▶ Eden Shores Industrial Business Park Development (Catalyst Site)

# Oven Fresh Bakery Ribbon Cutting, June 2015



“The Concierge Program was significant to the success of my project.”

– Juanita Casillas,  
President & CEO





Meridian

Microlease





# Retail Sector Activities



- ▶ Retail Corridor Study
- ▶ Passeio do Vinho 2015
- ▶ Shop Hayward (2014)
- ▶ Passport to Downtown (2015)
- ▶ Business Attractions (Selected):
  - ▶ Dunn Edwards Paint
  - ▶ Belmont Wines
  - ▶ Lincoln Landing Development (Mervyns)

# 2014-2015 Results



- ▶ Businesses Assisted: 123
- ▶ Businesses Attracted: 20
- ▶ Jobs Created: 164
- ▶ Businesses Visited: 67
- ▶ Building Permit Valuation: \$9,350,455
- ▶ Land Purchase Value: \$21,390,000

# Focused Targets

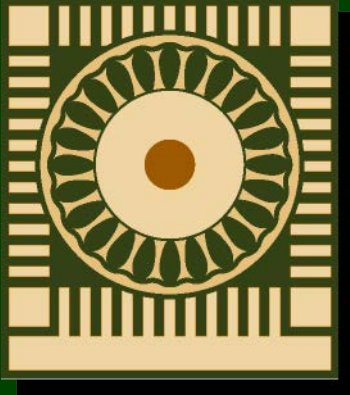


- ▶ Fiber
- ▶ Catalyst Site Development
- ▶ Marketing Program Implementation
- ▶ Updated ED Program Metrics
- ▶ EDSP Update March 2016 CEDC

# Questions & Discussion







CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Rezone of 890 & 900 Calhoun Street**

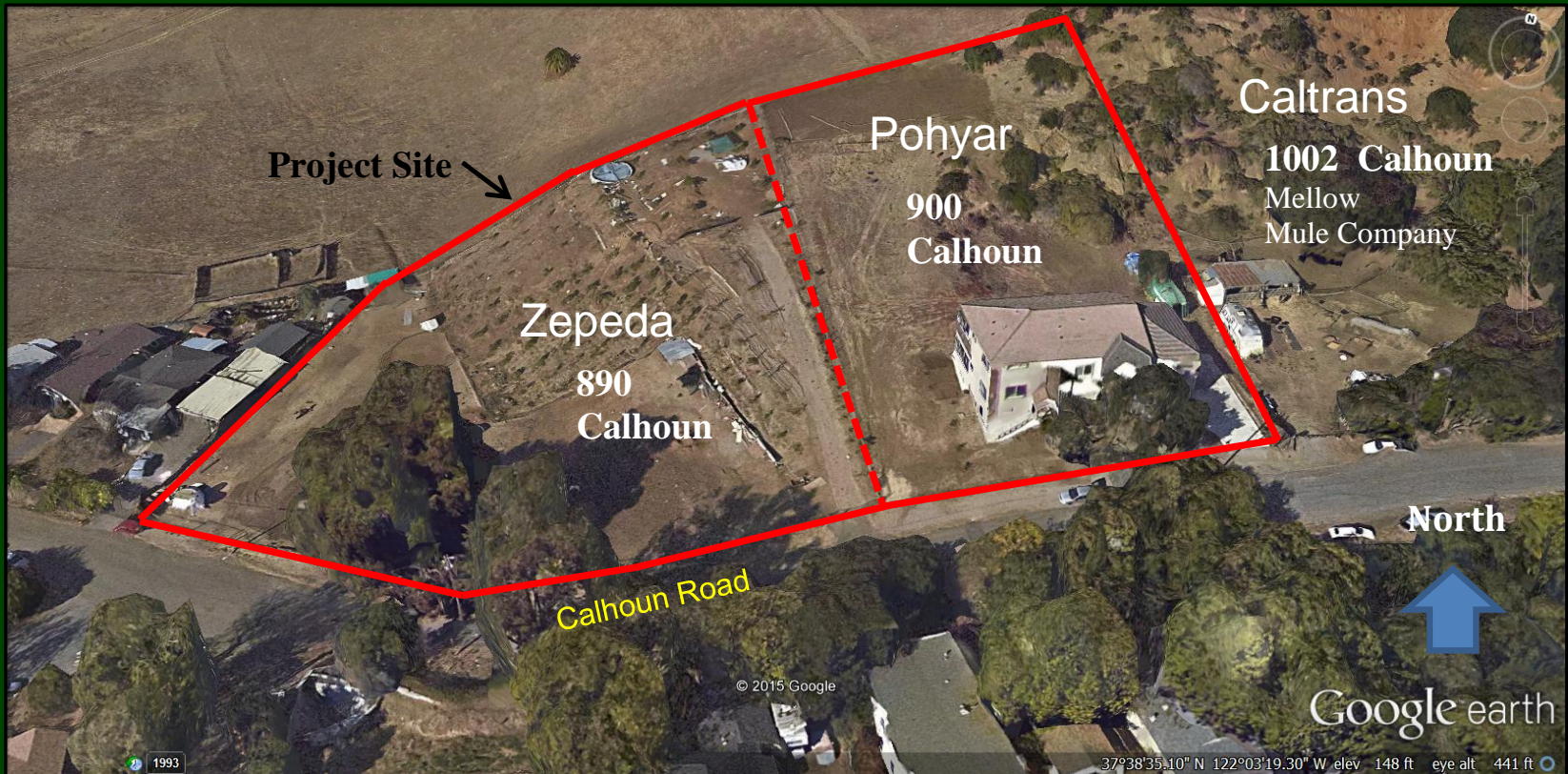
**December 1, 2015**  
**City Council Meeting**

Planning Division  
Development Services Department



# 890 & 900 Calhoun Street Rezone

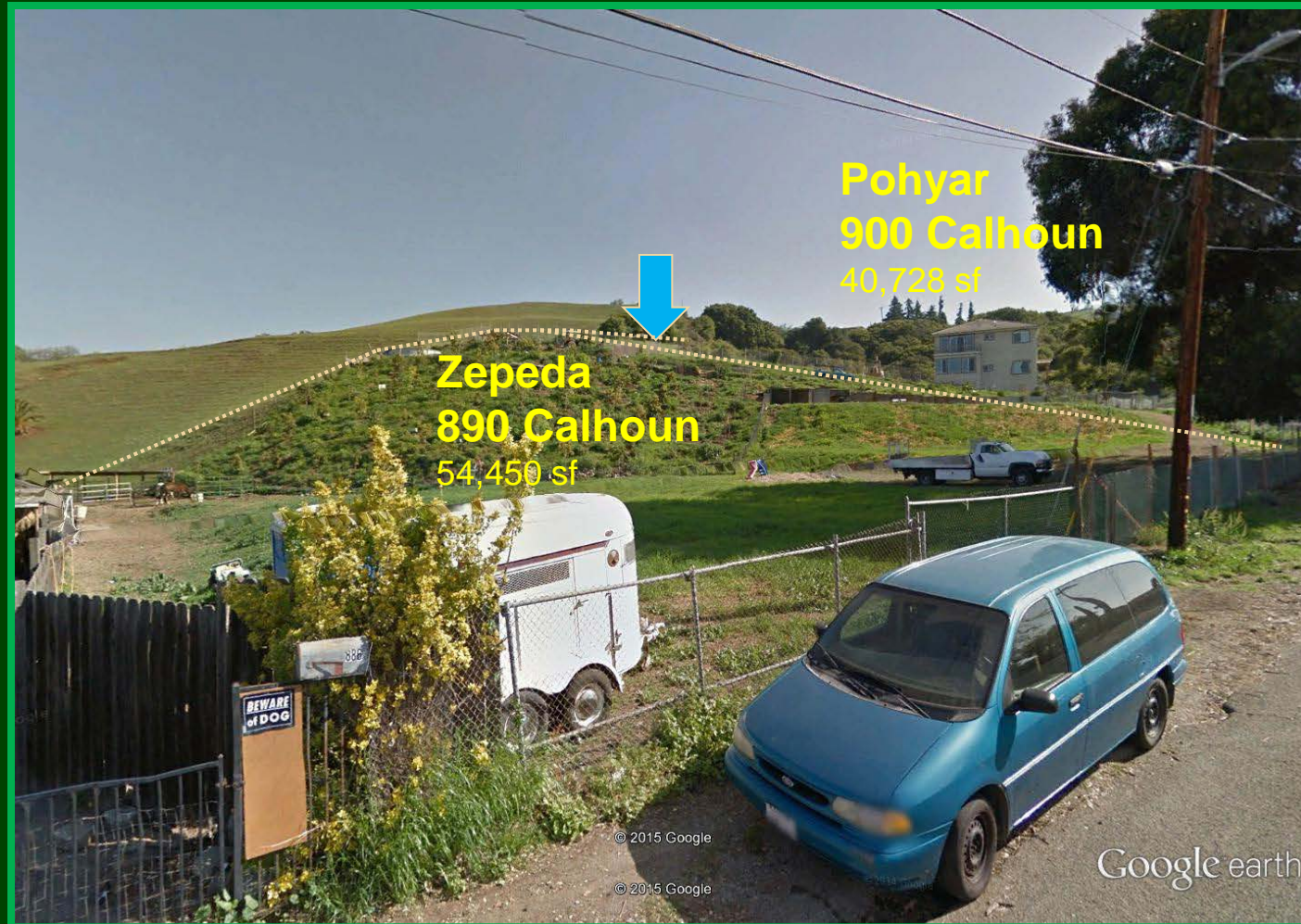
*Aerial View - 2015*





# 890 & 900 Calhoun Street Rezone

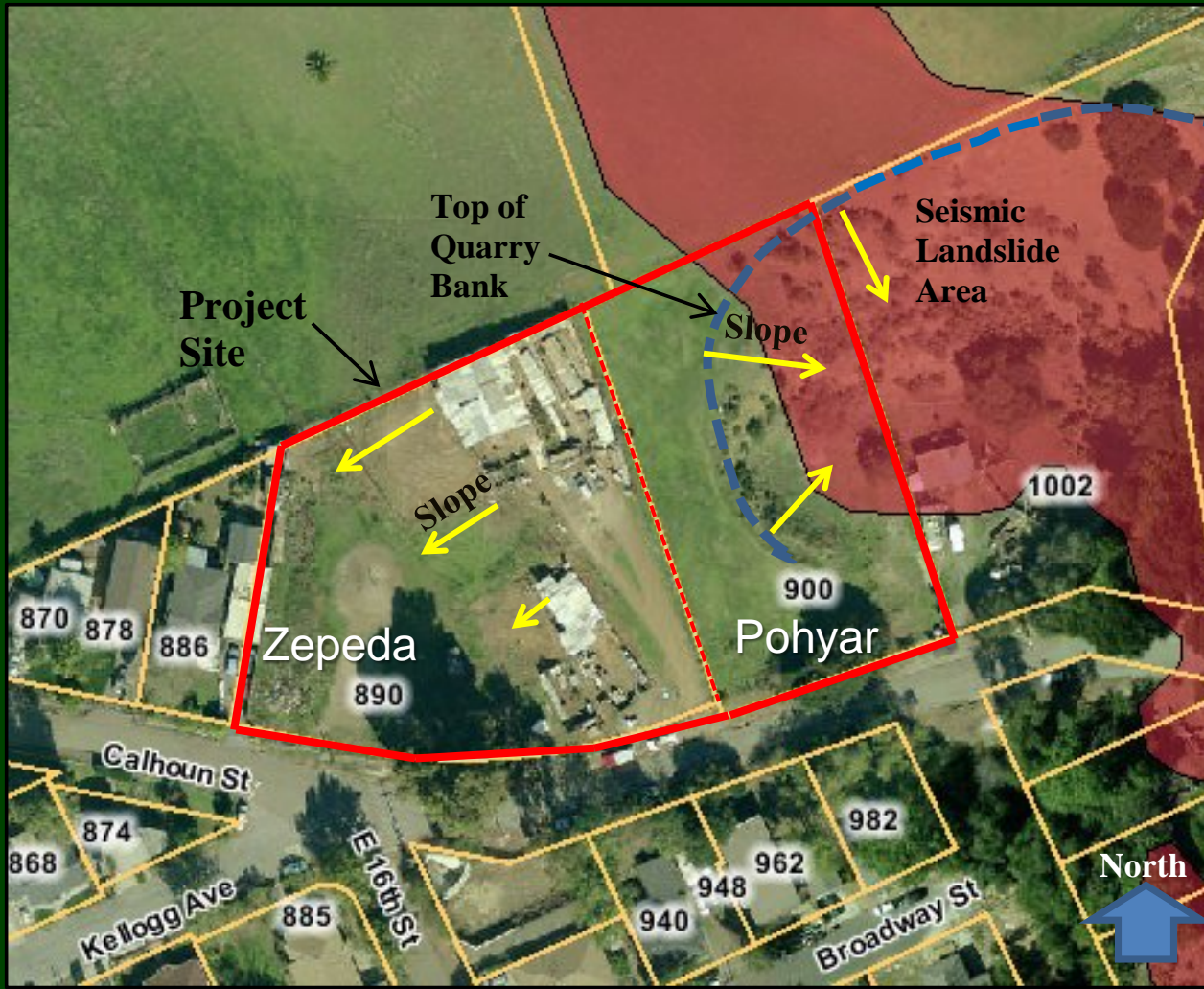
*View From Street*





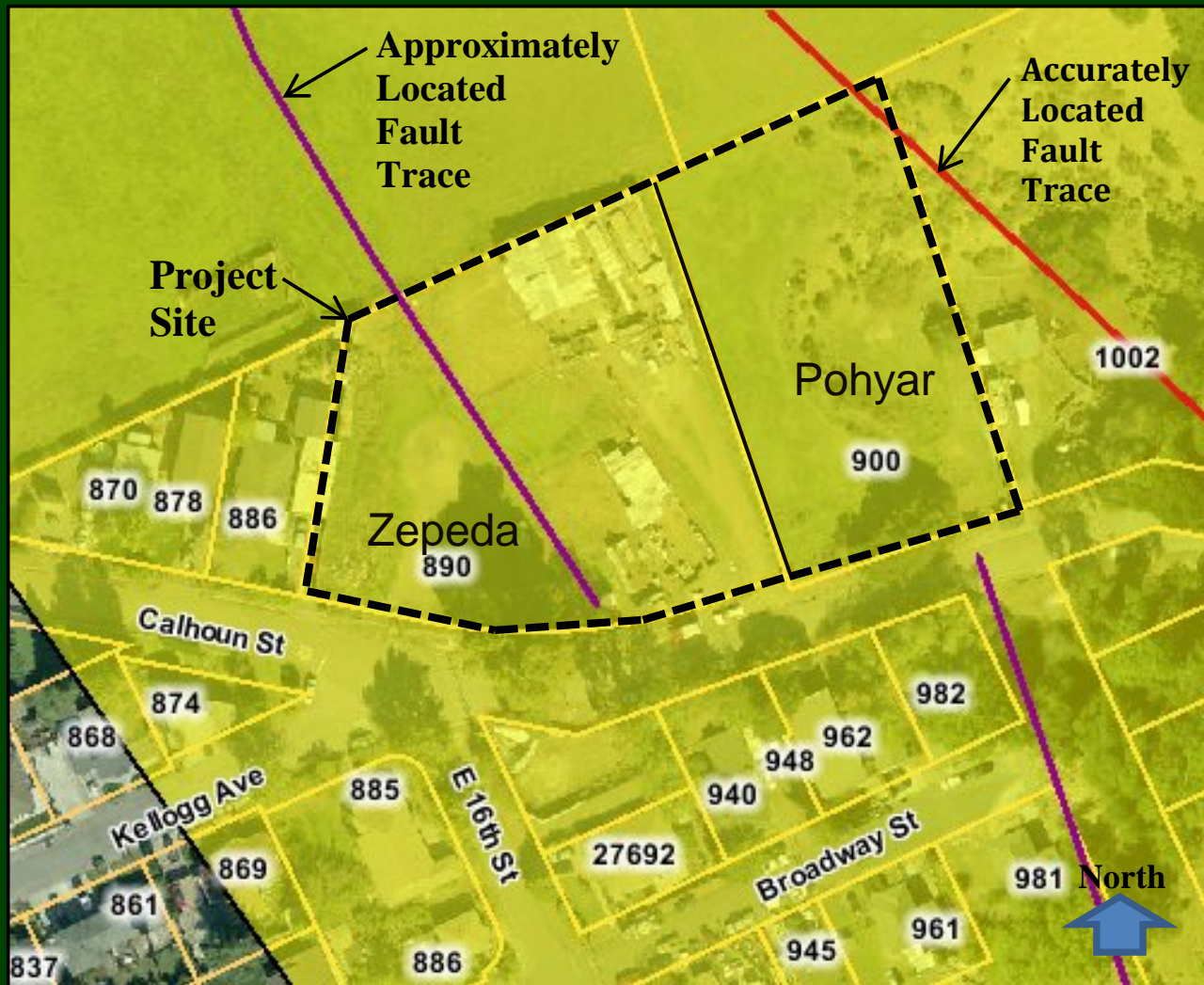
# 890 & 900 Calhoun Street Rezone

*Physical Constraints*



# 890 & 900 Calhoun Street Rezone

*Fault Zone & Traces*





# 890 & 900 Calhoun Street Rezone

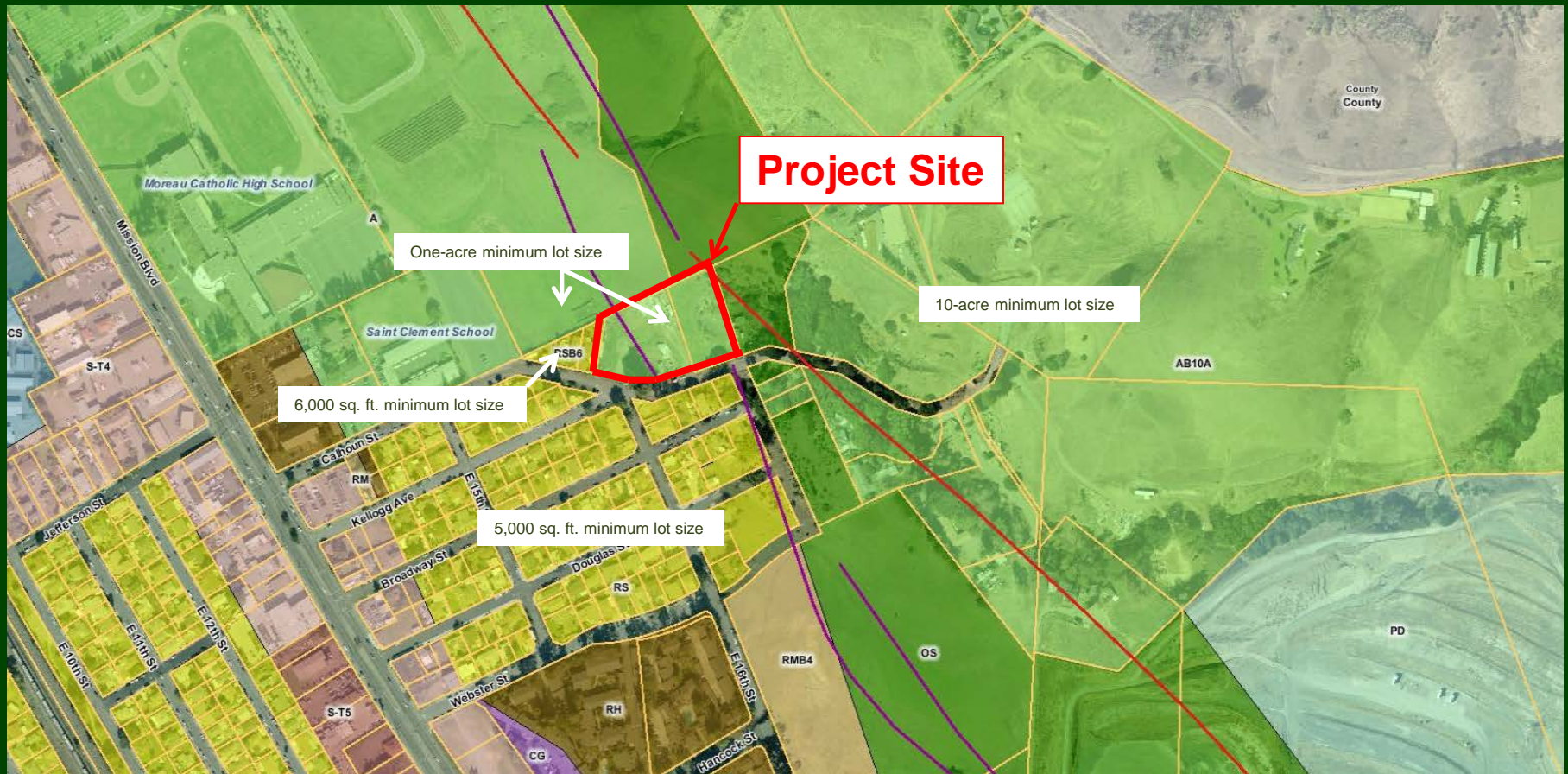


## General Plan Land Use Designations

Low Density Residential (LDR) = 4.3 to 8.7 units per net acre



# 890 & 900 Calhoun Street Rezone



*Zoning Designations*

“The minimum lot area for any lot used to maintain livestock and other animals .... shall be the greater of either the minimum lot area specified in the zoning district in which the property is located or the area hereinafter specified: For large and medium livestock, the minimum lot area shall be 20,000 square feet”

“In no case shall the number of livestock, as defined herein, kept or maintained on any lot exceed one large livestock for each 20,000 square feet of land contained in such parcel, or one medium livestock for each 10,000 square feet of land contained in a minimum 20,000 square foot parcel.”

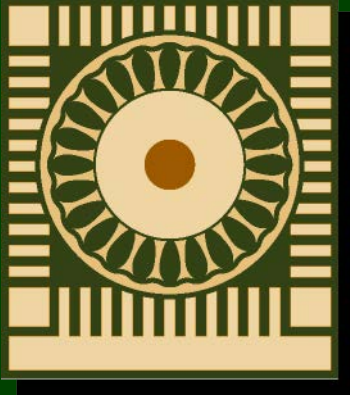
Livestock existing as a Legal, Nonconforming Use may continue indefinitely provided:

- a) The livestock have existed continuously in that six months have not passed when there were no livestock on the site.
- b) The maximum number of livestock established as a nonconforming use is not increased, and
- c) As long as there is no intensification of livestock, e.g. legal, nonconforming medium livestock may not be intensified by replacing them with large livestock.



That the City Council grants the appeal and:

1. **Adopts the Resolution**, adopting the Initial Study, Mitigated Negative Declaration, and Mitigation Monitoring and Reporting Program; and the Zone Change with associated findings; and
2. **Introduces the Ordinance**, approving the Zone Change application from Agricultural (A) to Single-Family Residential (RS B10) for 890 and 900 Calhoun Street.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Rezone of 890 & 900 Calhoun Street**

**December 1, 2015**  
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# **RECYCLED WATER USE ORDINANCE**

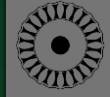
## **UTILITIES & ENVIRONMENTAL SERVICES**

Alex Ameri, Director

December 1, 2015



# Recycled Water Project



- ▶ Recycled water for irrigation and industrial uses
  - 290 acre-feet per year of recycled water (average 260,000 gallons/day)
  - 24 customers identified within a 2-mile radius of the Water Pollution Control Facility
- ▶ Potentially utilizes excess recycled water from Russell City Energy Center
  - City currently supplies RCEC with an average 2.5 MGD of wastewater
  - RCEC produces general purpose recycled water

# Recycled Water Distribution



## Legend

Target Users Parcel  
(with Customer Number)

## Distribution System

Main

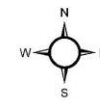
Lateral

Existing Shell Pipeline/  
Repurposed for Main

Alternative Main

Alternative Laterals

## Recommended Project



0 0.4 0.8  
Miles

Source: Bn, DigitalGlobe, GeoEye, IGN, GeoEye, USGS, Aerial, Schmappe, etc.

Revised October 2014

# Work Completed to Date



## ► 2007 – Feasibility Study:

- Provided conceptual overview of potential customers and uses of recycled water

## ► 2009/2013 – Facility Plan and Update:

- Identified potential customers
- Developed conceptual treatment and distribution system

## ► 2014 – Initial Study/Mitigated Negative Declaration:

- Evaluated potential environmental impacts in compliance with CEQA and NEPA



# Federal Funding



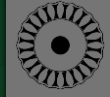
- ▶ United States Bureau of Reclamation Title XVI
  - Requires authorization by Congress
  - City's project included in proposed legislation
  - Actual funding is uncertain
- ▶ Staff will continue to pursue Title XVI funds and other federal monies that may become available

# State Revolving Fund Loan



- ▶ Low interest (1%) loans available from State Water Board for recycled water projects
- ▶ Best current opportunity to fund recycled water project
- ▶ Council authorized loan application in May for up to \$12 million
- ▶ General Information, Technical, Environmental, and Financial Security packages submitted

# Recycled Water Use Ordinance



- ▶ Water Board requires assurance that recycled water will be used
- ▶ Applicants must either:
  - Enter into recycled water user agreements with individual customers; or,
  - Adopt mandatory recycled water use ordinance for the recycled water service area
- ▶ Deadline to submit is December 2, 2015
- ▶ Staff recommends adoption of an ordinance, given short timeline



# Recycled Water Use Ordinance Provisions



## ► Key Elements of the Proposed Ordinance

- Identifies types of water uses for which recycled water must be utilized
- Specifies procedures for determining whether customers must use recycled water and for notifying affected customers
- Provides ability for customers to request waivers
- Enables City to issue penalties for non-compliance

## ► Proposed Ordinance meets requirements of the State Water Board

# Outreach for Recycled Water Use Ordinance



- ▶ Informational meeting for customers within recycled water service area on November 20
- ▶ Attended by Representatives from HARD, HUSD, Chabot College and some businesses
- ▶ Notice of public hearing published in the *Daily Review*
- ▶ Staff will work with customers to develop reasonable user agreements

# Outstanding Recycled Water Project Issues



- ▶ Major issues still need to be addressed
  - Source of recycled water:
    - Agreement with RCEC to acquire excess recycled water produced by RCEC; or
    - Construction of recycled water facility by the City
  - Acquisition of abandoned Shell Oil pipeline
    - Staff negotiating purchase of pipeline to use as part of distribution system
  - Pricing of recycled water



# Next Steps



- ▶ Assuming introduction of the Ordinance, it will be brought back to the Council for adoption
- ▶ Adopted Ordinance will be submitted to the State, completing the application process
- ▶ Staff will initiate outreach to recycled water customers to develop individual user agreements at appropriate time

# Questions & Discussion

