



**DATE:** October 5, 2016

**TO:** Downtown Business Improvement Area Advisory Board

**FROM:** Economic Development Manager

**SUBJECT:** Downtown Streets Team Request for Funding

### **RECOMMENDATION**

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and evaluates the attached funding request for expansion of the beautification project by Downtown Streets Team.

### **BACKGROUND/DISCUSSION**

The purpose of the DBIA is to promote the economic revitalization and physical improvement of the downtown business district and to attract new businesses and visitors to the downtown. Historically, the DBIA has funded activities in the following categories: (1) events and marketing, (2) security, and (3) beautification.

The primary duty of the Advisory Board is to submit an Annual Report to the City Council which contains: 1) any proposed changes to the boundaries or the benefit zones of the BIA; 2) proposed improvements and activities for the upcoming fiscal year; 3) a budget for the proposed activities. The Advisory Board meets periodically to review the activities and programs funded by the DBIA.

Downtown Streets Team (DST) is a non-profit organization whose mission is to eradicate homelessness by empowering volunteer homeless and low-income individuals. Team members working collaboratively on beautification projects are provided with resources needed to rebuild their lives. In return for their hard work and dedication, Team Members receive a non-cash stipend to help cover their basic needs. The ultimate goal of DST is to transition Team Members into employment and permanent housing within one year.

Earlier this year, the City entered into a pilot project to fund DST efforts for one year with a focus on downtown. On September 14, 2016, the DST submitted a proposal for funds to expand the program services (see Attachment II).

Hayward was DST's first entry into the East Bay market. DST has already established housing, job placement and education programs in Palo Alto, Sunnyvale, San Rafael and San Francisco over the past decade. The Downtown Street Team volunteer work-experience program provides great value to partnered local business, City governments, and residents. Since June

2016, DST has been working hard to beautify downtown Hayward. Per the request and information provided by the fund requester, the DST has all of the necessary equipment, carts, devices and supplies to offer self-contained beautification service by cleaning debris in the generally defined area between City Hall and Foothill and between A and C Streets.

### **FISCAL IMPACT**

The proposed support from DBIA would allow these services to expand and reach additional individuals and coverage of the downtown core. DST is proposing two options:

- 1) Total year one cost for Mondays - \$14,297
- 2) Total year one cost for Mondays and Fridays - \$20,381

The DBIA allocated \$15,000 for miscellaneous beautification activities in the current budget year.

### **ECONOMIC IMPACT**

The Downtown Streets Team proposes the expansion of existing services to include Mondays and the additional option of Fridays. Through a contract with the DBIA, DST will expand its existing beautification project to help ensure a clean and friendly environment for downtown Hayward residents, visitors, patrons, employees, and business owners.

Better streets mean better business. Attractive public space attracts more people and more activity, thus strengthening the community, the businesses that serve them, and the City's economy as a whole.

### **NEXT STEPS**

If approved, staff will incorporate the allocation into the DBIA budget for FY 2016-2017.

*Prepared by:* Ramona Thomas, Economic Development Specialist

*Recommended by:* Micah Hinkle, Economic Development Manager

Approved by:



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Kelly McAdoo, City Manager

Attachments:

Attachment II Hayward Downtown Streets Team Expansion Proposal