CITY COUNCIL MEETING TUESDAY, MAY 9, 2017

PRESENTATIONS

PRESENTATIONS

Hayward Business Innovation Awards

PRESENTATION OF HAYWARD BUSINESS INNOVATION AWARDS

HAYWARD ECONOMIC DEVELOPMENT TEAM

MAY 9, 2017

RECOGNIZING HAY WARD'S INNOVATORS

- Three Hayward businesses selected as finalists in the 2017
 East Bay EDA Innovation Awards
 - Advanced Manufacturing MDC Vacuum Products
 - Engineering and Design Alphabet Energy
 - Clean Technologies Microvi Biotech
- Awards celebrate contribution to their field and entrepreneurial spirit



- 40+ year old Hayward business
- Manufactures ultra-high vacuum equipment and tools
- Every lab and university in the northern hemisphere has a MDC product
- Roger Cockroft, CEO





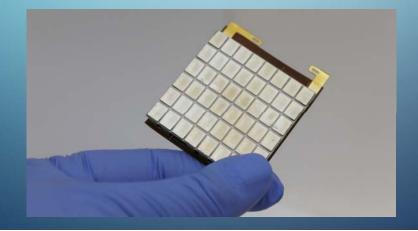


- "MicroNiche Engineering Platform" purifies water using natural organisms
- Smaller footprint and without sludge, brine and other waste by-products
- First used in Australia to provider remote
 Aborginal communities with clean water
- Launched a system in Pasadena with a private water company
- Ameen Razavi, Director of Innovation Research





- Developed a non-traditional renewable energy source
- "Power Generating Combuster" converts exhaust heat from oilfield flares, industrial processes into electric power
- Winner East Bay Innovation Award 2017
- Pat O'Reilly, Vice President of Operations



3-D DESIGN CHALLENGE 2016



- Public-private partnership
- 30 students from Brenkwitz and Tennyson High Schools toured Hayward Area Historical Society to learn about Hayward's innovative roots
- Learned and applied 3-D modeling, graphics design, spatial analysis and use of 3-D printers









3-D AWARD DESIGNS

- Winning designs were selected based on creativity, reflection of Hayward history, design innovation, and appropriateness as a business award
- Jorge Garcia, Brenkwitz High School, design challenge winner
- Thank you to our 3-D Design Challenge Partners!



THANK YOU FOR YOUR CONTRIBUTION TO HAYWARD'S ENTREPRENEURIAL SPIRIT







PRESENTATIONS

California Association for Local Economic Development

2016 California Association for Local Economic Development (CALED) Awards



The City of Hayward Economic Development Team received awards in three categories at the CALED 37th Annual Training Conference on March 23, 2017

- Award of Excellence Passport to Downtown (Category: Economic Development Promotions)
- Award of Merit Connecting the Dots: Workforce Development Through Community Partnerships (Category: Economic Development Partnerships)
- Award of Merit Business Concierge Program (Category: Economic Development Programs)



PRESENTATIONS

Item #4 PH 17-045

Mike Porto Staff Planner





City Council Meeting

Mission Crossings

Mission Crossings Presentation Overview



- Actions for Council
- Regulatory Overview
- Project Description
- Fiscal Impacts/Economic Benefits
- Community Benefits
- ▶ CEQA
- Planning Commission Hearing and Public Input
- Recommendation

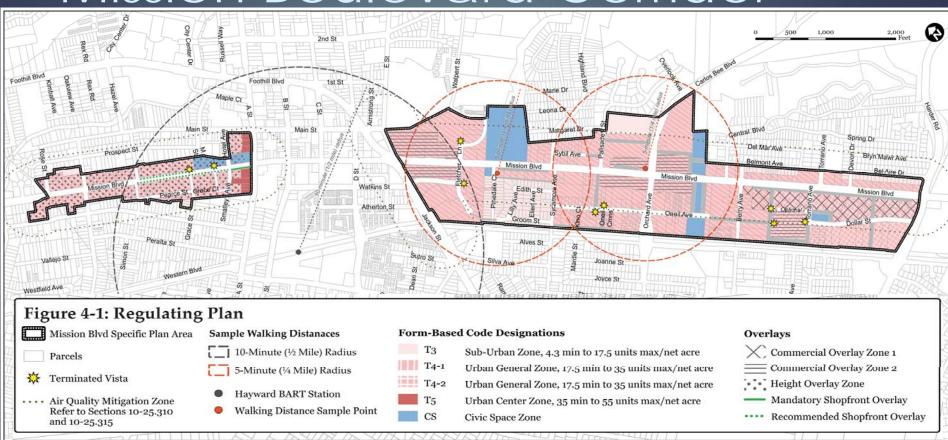
Mission Crossings Actions for Council



- Zone Change Modify boundary between two commercial overlay zones
- Site Development Review Commercial and Residential
- Conditional Use Permit To allow ground floor residential
- Administrative Use Permit To permit extended stay hotel
- Warrant To permit >2 parking spaces/unit (2.18 spaces)
- Vesting Tentative Tract Map 8345 Legal subdivision for a hotel parcel and 140 townhouse condo units
- Addendum To Mission Boulevard Corridor Specific Plan EIR.

Mission Crossings Mission Boulevard Corridor





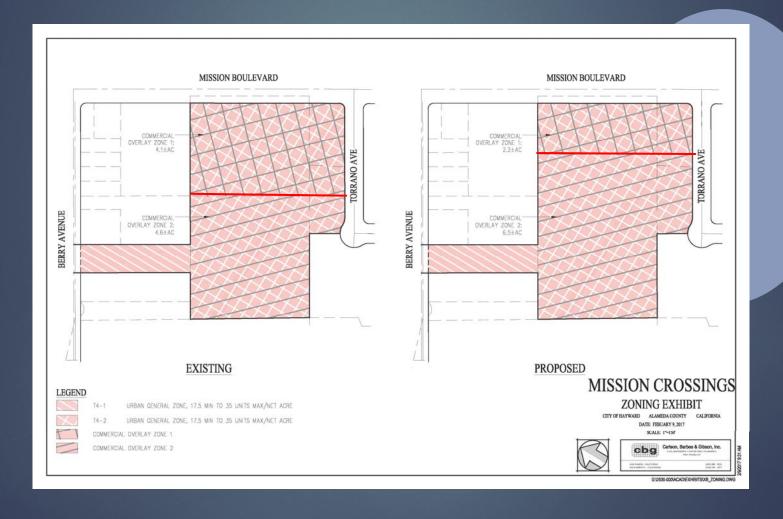






Mission Crossings Zone Change



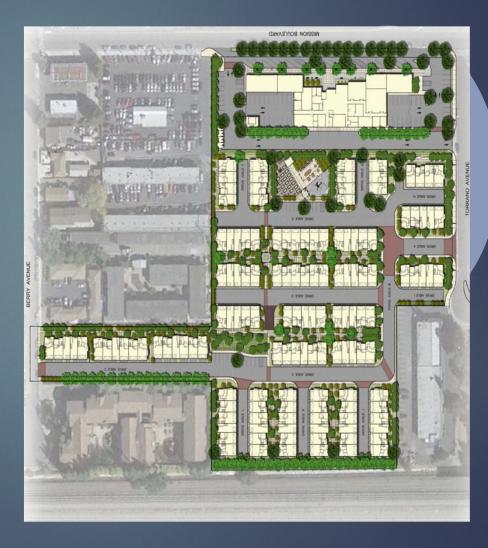




Mission Crossings Site Plan

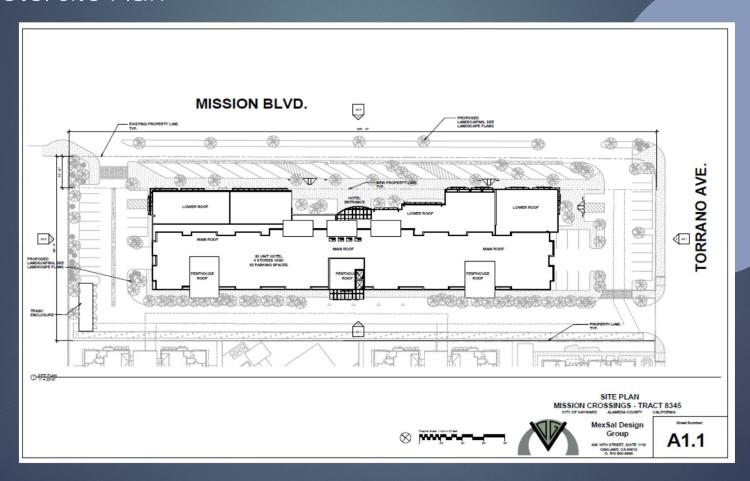


- Commercial: 93-room, 4-story extended stay hotel and 7,225 square feet of retail on 2.2 acres
- Residential: 140 3-story townhouse units on 7.52 acres



Mission Crossings Hotel and Retail

Hotel Site Plan



Mission Crossings Hotel and Retail







Architecture + Placed 888, 456, 5640 Klay 4661 MLC Holdings, Inc. 12007 Alcotta Wind, Bulle 175 Ran Ramon, CA 94563 MISSION CROSSINGS

SCHEMATIC DESIGN

PERSPECTIVES

Mission Crossings Hotel and Retail







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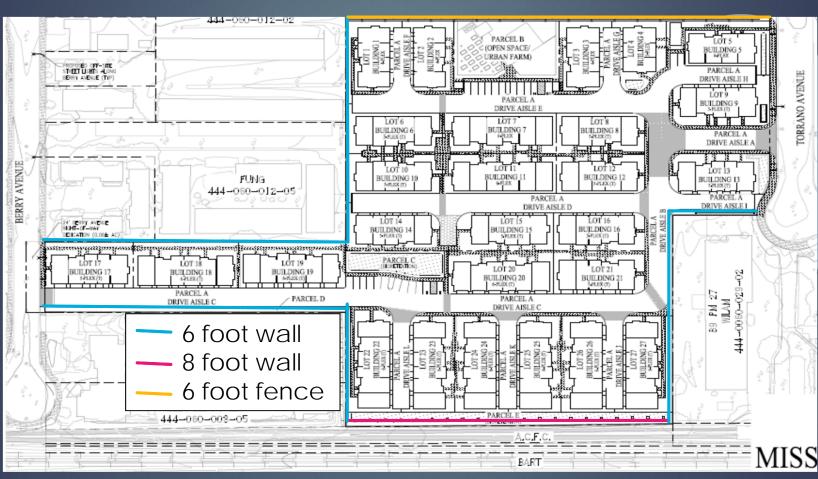
SCHEMATIC DESIGN

PERSPECTIVES

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Mission Crossings Residential Site Plan





Torrano Avenue Entrance



A CHANGE

Berry Avenue Entrance





Architecture + Planning 898.456.5840 Higgsom MLC Holdings, Inc 12007 Alonda Bind. Suite 175 San Ramon, CA 94563 MISSION CROSSINGS

SCHEMATIC DESIGN

PERSPECTIVES

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Urban Farm





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SCHEMATIC DESIGN

PERSPECTIVES

Floor Plans

Floor Plans	Size (sf)	Bedrooms	Bathrooms	Unit Mix		Avg. Sales Price
Plan 2	1,889	4	31/2	37	27%	\$763,000
Plan 3A	2,021	4	31/2	18	13%	\$795,700
Plan 3B	2,119	4	31/2	27	19%	\$822,950
Plan 4	2,150	4	31/2	27	19%	\$828,400
Plan 5	1,437	2	21/2	31	22%	\$643,100
Total				140	100%	

Mission Crossings Fiscal Impact & Economic Benefits



- ► Fiscal and Economic Impact Study EPS (July 2016)
 - ► Hotel Transient Occupancy Tax (\$400,000/year)
 - Property Tax Revenues (\$185,000/year)
 - ▶ Net General Fund Revenues (\$672,000/year)
 - Project will generate demand for goods and services, providing stimulus for new or existing jobs. (64 for hospitality/retail)

Mission Crossings Community Benefits



- Increase the supply of housing
- Substantially improve currently vacant, obsolete, underutilized, or underperforming properties
- ► Park fees totaling \$1.6M
- ► Affordable Housing fees totaling \$1.03M
- ▶ Urban Farm (1,200-1,800 pounds/year)
- Solar for Townhomes and Hotel
- ► EV Charging Stations for Townhomes and Hotel

Mission Crossings CEQA



- ▶ Technical Studies prepared (8 total) include:
 - Air Quality/Green House Gasses
 - Traffic Impact Analysis
 - Geotechnical Feasibility Assessment
 - Environmental Noise Assessment
 - Storm Water Control Plan

Mission Crossings CEQA



- ► EIR Mitigation Measures from the MBCSP EIR are applicable and include:
 - Air Quality: Mission Blvd. Overlay Zone and Toxic Air Contaminants Stationary Sources
 - ► Traffic: Lane Restriping and Lane Conversion on Mission Blvd.
 - Cultural Resources: Construction Monitoring
 - ▶ Best Management Practices (BMP's) 17 items made part of project:
 - ▶ Noise
 - Storm water
 - ▶ Soil management



Mission Crossings

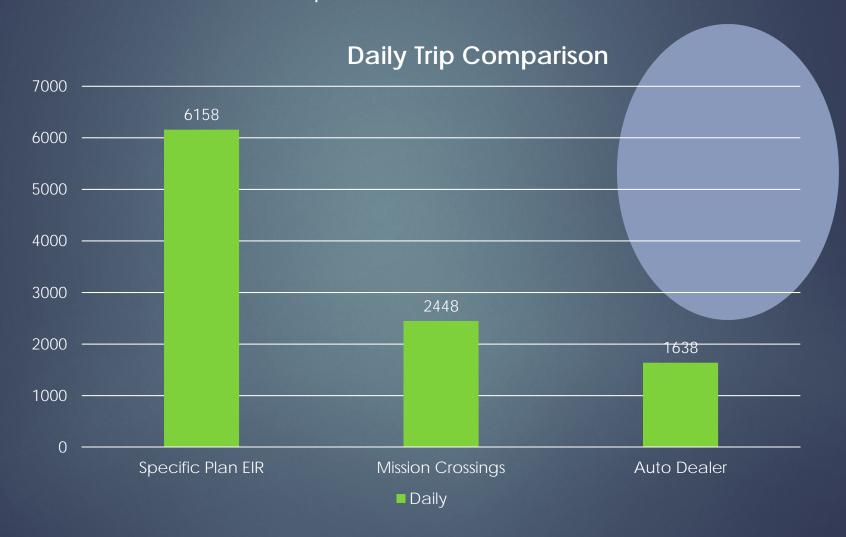
CEQA - Traffic and Transportation

- ► Mission Blvd. Corridor Specific Plan (2013)
 - Projected up to 214 housing units / 96,000 square feet commercial
- Project-level traffic analysis
 - ▶ 93 room hotel, 140 housing units, 7,225 square feet commercial



Mission Crossings

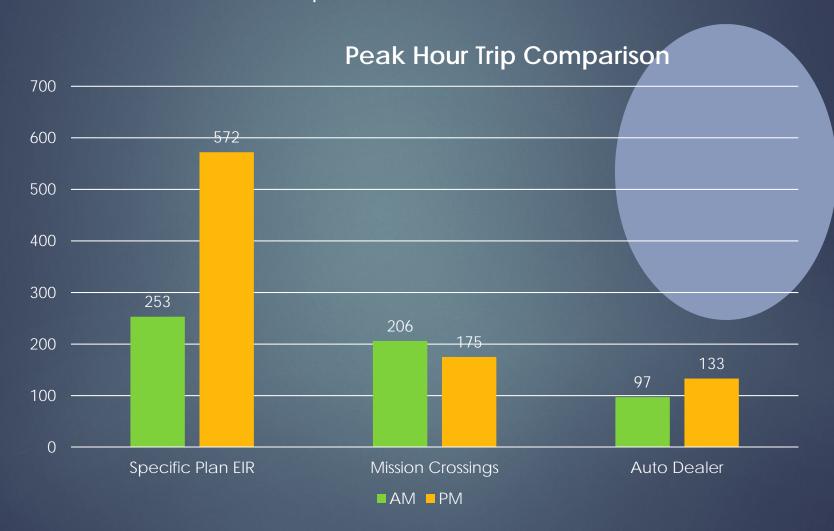
CEQA - Traffic and Transportation





Mission Crossings

CEQA - Traffic and Transportation



Mission Crossings

CEQA - Traffic and Transportation



- ► Regional Traffic
 - ► Approximately 20% growth since 2010
- Project Circulation
 - ► Residential access
 - ▶ Hotel access

Mission Crossings CEQA Summary



- An Addendum to the Mission Boulevard Corridor Specific Plan (MBCSP) EIR certified on January 24, 2014
- ▶ MBCSP EIR anticipated more intense development
- Impacts are within the level of impacts analyzed by the EIR
- The proposed project would not result in substantial adverse impacts on the environment.

Mission Crossings Planning Commission Meeting

- On April 27, the Planning Commission voted 5-0 to recommend that City Council approve the project
- ► There were six speakers stating concerns:
 - ▶ Traffic and overflow parking impacts
 - Loss of opportunity for future Auto Dealerships
 - Request for Commissioners to delay their action to allow Chamber's GRC to take action on the project (Commission continued its April 20 hearing)

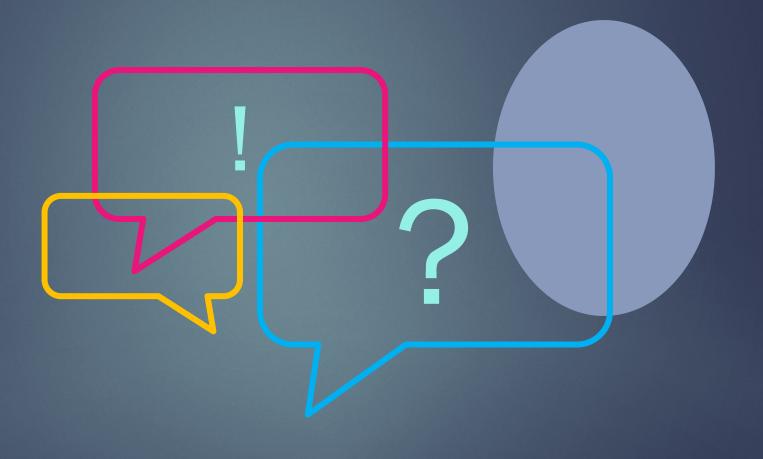
Mission Crossings Staff Recommendations



- ▶ That City Council:
- Adopts the Resolution (Attachment II):
 - a. Adopting an Addendum to the Specific Plan EIR;
 - b. Approving the six applications, subject to Findings and recommended Conditions of Approval.
- Introduces the Ordinance (Attachment III), approving the map amendment (Zone Change) to the Hayward Mission Boulevard Specific Plan and Form-Based Code

Questions & Discussion





PRESENTATIONS

Item #4 PH 17-045

MLC Holdings, Inc.



Mission Crossings





Through implementation of the Specific Plan, the city hopes to attract new development along the Mission Boulevard Corridor that will include vibrant, pedestrian-friendly commercial uses; safe, desirable residential neighborhoods at sufficient densities to support public transportation; and a built form that supports and encourages such uses. Other goals include revitalization of the corridor; addressing the deterioration of existing land uses, including distressed autorelated uses; and establishing a vision that incorporates economic and environmental sustainability.



Attract new development



Address blighted and vacant sites



Create desirable residential neighborhoods



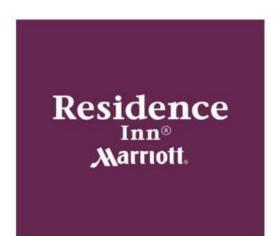
Vibrant, pedestrian-friendly commercial uses

Mission Crossings implements a vision of economic and environmental sustainability!

Residence
Inn®
Marriott







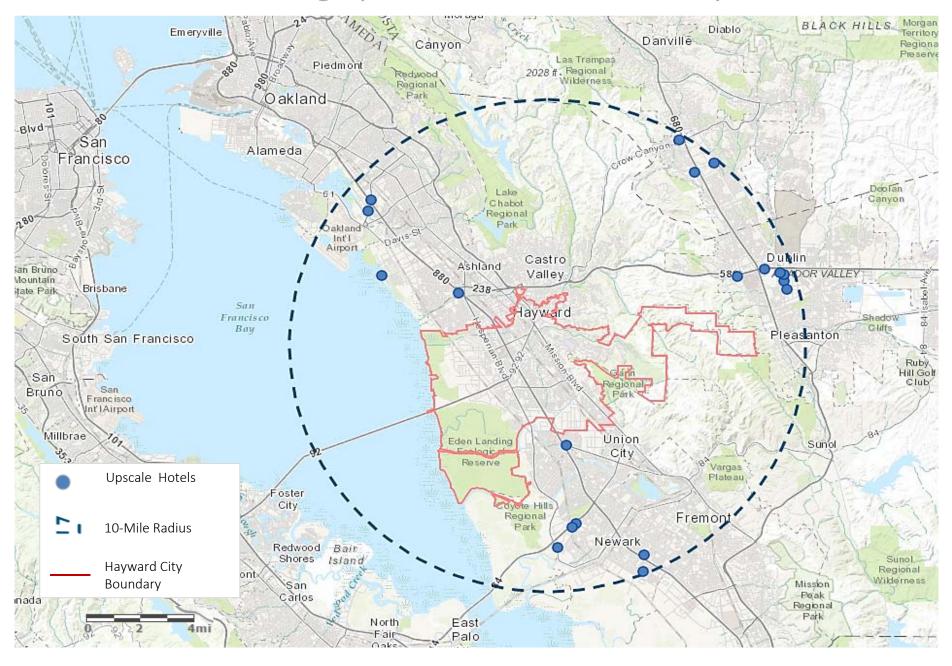
Hayward's First Upscale Hotel

Economy	Midscale	Upper Midscale	Upscale	Upper Upscale	Luxury
\$	\$\$	\$\$\$	\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$\$

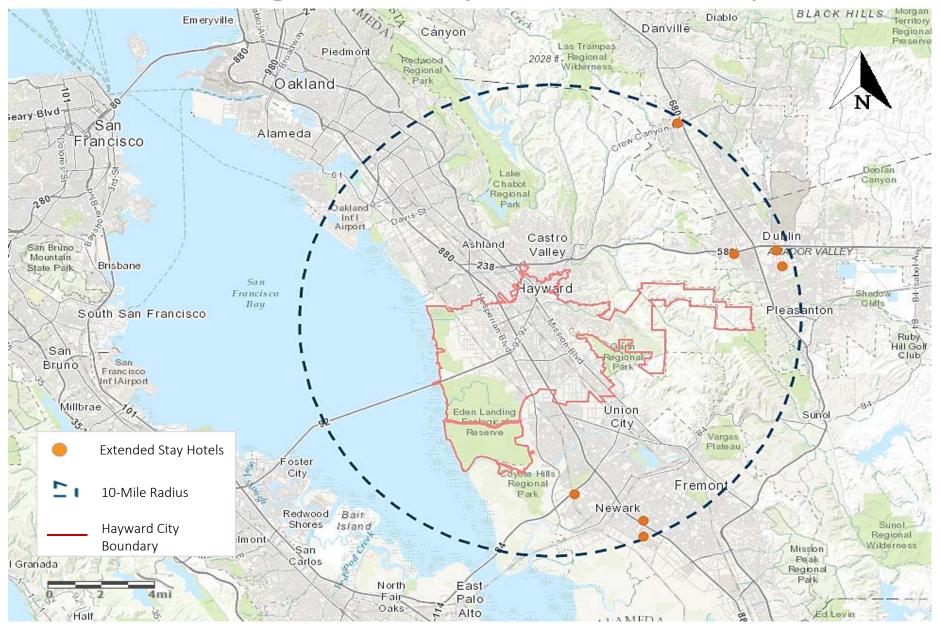
Hayward's First Extended Stay Hotel



Existing Upscale Hotels in the East Bay



Existing Extended Stay Hotels in the East Bay



A Potential Partnership









Hospitality, Recreation & Tourism Program















Sustainability & Green Building Practices





Solar on Every Rooftop



EV Charging Stations

Economic Benefits - Parks, Schools, Affordable Housing



CULTURE OF SUCCESS

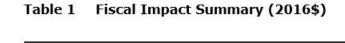
Inclusionary HOUSING

H.A.R.D. *receives* \$1,595,300

HUSD receives \$790,261

Affordable Housing receives \$1,029,733

Financial Impact to City of Hayward at Project Buildout



Fiscal Impact at
Item Project Buildout¹

General Fund Revenues \$926,000 ⁴

Annual City of Hayward General Fund Revenues⁽¹⁾ = \$926,000

Impact Type	Jobs	Employee Compensation	Value Added ¹	Total Output
Direct Effect	64	\$2,124,000	\$3,976,000	\$6,525,000
Indirect Effect	9	\$526,000	\$831,000	\$1,417,000
Induced Effect	9	\$496,000	\$900,000	\$1,435,000
Total Effect	83	\$3,146,000	\$5,707,000	\$9,377,000

Annual New Spending in the Local Economy⁽¹⁾ = \$9,377,000



Source: IMPLAN and EPS

64 New Jobs Created by the Hotel/Retail



- Mission Crossings will not prevent auto uses from continuing on Mission Boulevard.
- Redeveloping this site vacant for 9 years -- will improve the corridor for everyone.
- A new upscale hotel is desperately needed by the community and will not prevent another hotel with a potential conference center downtown.
- Mission Crossings will implement the vision of the 2014 Specific Plan.

Thank You











Meritage is currently building the following residential communities in Hayward...



The Pinnacles at Stonebrae



Prism



Kingston Square

Are the Hayward Auto Dealerships Thriving?

Over the past 60 months... Hayward Toyota sold 9,541 Vehicles

Fremont Toyota sold 59,058 vehicles!

Over the past 60 months... Hayward Honda sold 6,253 Vehicles

Fremont Honda sold 11,425 vehicles!

Over the past 60 months... Hayward Nissan sold 4,822 Vehicles

San Leandro Nissan sold 48,757 vehicles!

Over the past 60 months... Hayward VW sold 3,493 Vehicles

> Newark VW sold 3,079 vehicles! Dublin VW sold 2,964 vehicles!

In 2016, Mitsubishi Hayward sold less than 400 new vehicles!

PRESENTATIONS

Item #5 LB 17-019

FY 2018 Proposed Operating Budget







FY 2018 Proposed Operating Budget

The Message



- Largely a status quo budget
 - Minimal Additions to staffing proposed
 - ▶ 6.6 FTE in General Fund, mostly staffing requests for the new
 21st Century Library and Community Learning Center
 - ▶ 2.7 FTE all other funds
- Many requests departmental requests not included; however, still a projected use of \$10.4 million in General Fund Reserve to balance the budget
- Management Partners evaluation of 10 year forecast

What do we really need?



Proposed funding of OPEB at only a portion of the \$13.2 M FY 2018 ARC (\$2.9 M Pay-go portion for current retiree premiums included in Baseline plus \$1M toward UAL)

Expenditures (in 1,000's)			
	FY 2018 Department Identified Needs & Fully Funded OPEB ARC	FY 2018 Fully Funded OPEB ARC	FY 2018 Proposed
2018 Baseline	\$ 154,017	\$ 154,017	\$ 154,017
Required adjustments to baseline*	1,300	1,300	1,300
Departmental Requests	2,150	-	1,029
Contribution to OPEB**	10,268	10,268	1,000
Total General Fund	167,735	165,585	157,346
Projected Use Of General Fund Reserves	(20,815)	(18,665)	(10,426)

Presentation Summary



- No action tonight presentation of proposed budget
- Overview of FY 2018 budget
 - ► Total City Budget
 - Staffing
 - General Fund
 - ► Revenues & Expenditures
 - ▶ OPEB funding

Presentation Summary



- ► General Fund Fund Balance
- General Fund projected cost drivers
- Possible one-time strategies to close projected FY 2018 gap
- Overview of FY 2018 Budget Calendar

Total City Budget



(expenditures)

in 1,000's	FY 2017 Adopted	FY 2018 Proposed	\$ Change	% Change
General Fund	\$149,029	\$157,346	\$8,317	5.6%
Other Funds	\$130,306	\$140,966	\$10,660	8.2%
Total	\$279,335	\$298,312	\$18,977	6.8%

- ► General Fund Increase of \$8.3M over FY 2017 Adopted
- ► Total City budget growth of 6.8%
 - ▶ Includes Measure C

Total City Staffing – 884.1 FTE



	FY 2017 Adopted	FY 2018 Proposed	# Chang	ge	% Change
General Fund	651.2	657.8		6.6	1.0%
Other Funds	223.6	226.3		2.7	1.0%
Total	874.8	884.1		9.3	1.0%

- FY 2003: high of 773 FTEs in General Fund and 937 in all funds FTE (FY 2018 GF: 115.5 FTEs less than FY 2003)
- General Fund staffing additions proposed (4.3 Library & Community Services, 1.0 Fire, 1.0 Development Services, reallocation of 0.3 to GF)
- Does not come close to full resource needs

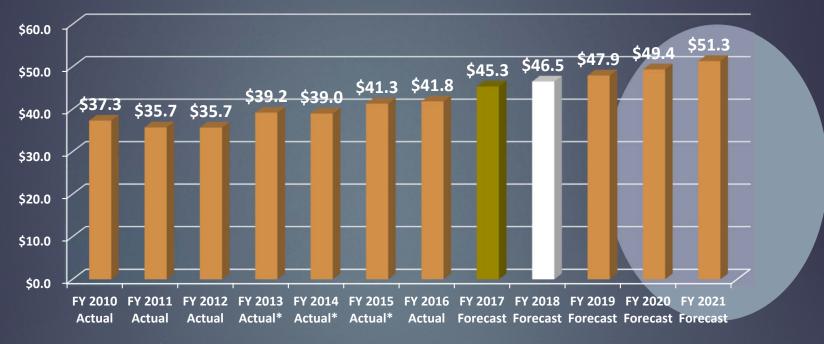
GF Revenues



- Overall growth of \$2.3M over FY 2017 Adopted total revenues
- Property Tax revenues recovered to pre-recession levels
- Sales Tax revenues have stagnated
 - Online Sales
 - Exemptions
 - Loss of key Sales Tax generating business
- Charges for Services projected increase reflects better recovery of costs for user fees and for building-related activity

Property Tax Projections





*FY 2013 includes \$1.9M one-time revenue

*FY 2014 includes \$1.34M one-time revenue

*FY 2015 includes \$625,000 in one-time revenue

- ► FY 2018 projection increased by \$1.2M (2.6% over FY 2017 projected)
- ► FY 2019 and future years growth at 3% 4%

Sales Tax Projections





- ► FY 2016 forecast includes \$1.2M in one-time revenues from Triple Flip end
- FY 2018 reflects loss of leading sales tax generating company
- ▶ Although surpassed 2008 high continued erosion of Sales Tax base

FY 2018 Significant Proposed General Fund Expenditure Increases



- Wage and Benefit costs (Including PERS)
- +\$2.7 M

Contribution towards OPEB ARC

+\$1.0 M

Supplies & Services

- +\$1.2 M
- ► Largest change due to GAAP required change in presentation of \$714 K in expenses previously shown as an offset to revenues (Finance)
- ► Internal Service Fund (fleet & technology) +\$1.0 M
- Capital Funding (transfer out) +\$1.5 M

OPEB (Retiree Medical)



Total Estimated OPEB Unfunded Actuarial Liability (UAL) as of June 30, 2017	\$108.3 M
(A) Actuarially Required Contribution (ARC)*	\$13.2 M
(B) Projected FY 2018 Pay-go amount **	\$2.9 M
(C) FY 2018 Proposed UAL Contribution**	\$1.0 M
FY 2018 Unfunded ARC assuming proposed amounts (A) - (B) - (C)	\$9.3 M

^{*} Includes both the Pay-go and UAL amounts

^{**}Amount is included in the proposed FY 2018 Operating Budget

General Fund Forecast



FY 2018 Gap = \$10.4M FY 2026 Gap = \$21.9M



FY 08	FY 09	FY 10	FY 11	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24	FY 25	FY 26
7.0	6.1	4.2	11.1	2.7	0.5	0.5	1.7	0.9	2.5	10.4	11	16.9	20	21.2	21.5	22	22.5	24

Significant Cost Drivers



- ► Escalating CalPERS retirement costs, related to the recent change in PERS discount rate assumption.
 - Projected Increase in required contribution from General Fund escalating to \$8 M by 2022
- Funding of Retiree Medical benefits (OPEB)
- Critical resource additions
- Capital costs: vehicle replacement, information technology, streets maintenance
- Contractually agreed upon wage growth through FY 2019

Possible One-Time Strategies to Close Projected FY 2018 Budget Gap

нагмано

- Reduced allocations from General Fund to other funds
- Delaying the recruitment of vacant positions for a definite time
- Prepayment of PERS FY 18 ARC
- Deferral of OPEB ARC contribution
- ► Financing of Large Equipment Purchases





May 9, 2017: Presentation of Proposed Budget

May 20, 2017: Saturday Budget Work Session

May 23, 2017: CIP Work Session

June 13, 2017: Budget Work Session #2

June 20, 2017: Public hearing on Operating & CIP budgets

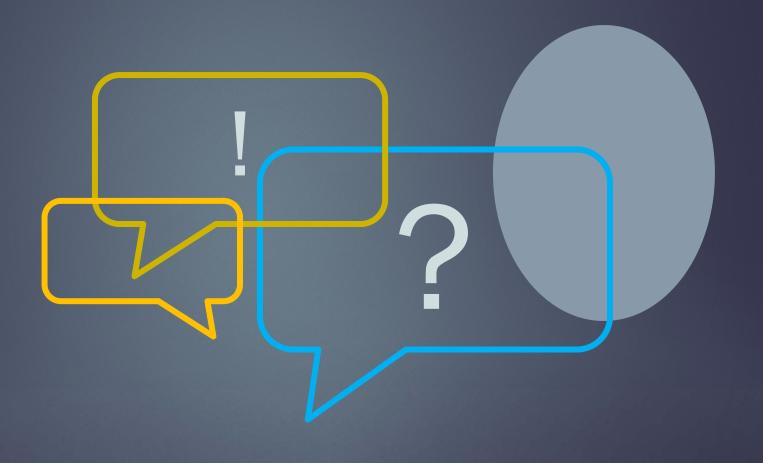
and possible adoption of both documents

June 27, 2017: Adopt Operating & CIP budgets if

not adopted on June 20, 2017

Questions & Discussion





PRESENTATIONS

Item #5 LB 17-019

FY 2018 Proposed Operating Budget