



DATE: July 10, 2018

TO: Mayor & City Council

FROM: City Manager

SUBJECT: Six-month Status Update on the Implementation of the Three Council Strategic Initiatives Two-Year Action Plans: Complete Streets, Complete Communities, and Tennyson Corridor

RECOMMENDATION

That Council accepts this six-month progress report on the implementation of the two-year action plans.

SUMMARY

On June 20, 2017, the City Council adopted Two-Year Action Plans for the Council's three Strategic Initiatives: Complete Communities, Complete Streets, and the Tennyson Corridor. This staff report provides a six-month status update on the implementation progress and recommends focus implementation areas for this next and final year. The two-year action plans for each of the three strategic initiatives with detailed information on the specific goals and objectives, milestones, and tasks are attached (Attachments II, III, and IV).

Over the past year, staff has made significant progress on milestones outlined in each of the two-year action plans. The various accomplishments over the past six-months are outlined below. Additionally, specific focus areas for implementation are recommended for this next and final year of the two-year action plan. These specific focus areas are recommended due to several factors (i.e. staffing vacancies, other competing priorities, etc.) that contributed to the delay in implementation and/or projects that are anticipated to not be completed within the next year. A pared-down focus this next year is recommended to implement the Council's highest priority milestones outlined in these three strategic initiatives. This staff report is an informational item. Staff plans to provide Council a full presentation at a special Council work session in South Hayward on September 11, 2018. This presentation will include a list of the accomplishments over the last six months, the recommended implementation focus-areas for this next year, to meet Council's highest priority milestones, and a delineation of the milestones that are proposed to be tabled for the time being.

BACKGROUND

In November 2016, the City Council held a Council priority setting retreat where they identified three strategic initiatives for the next two years, Complete Streets, Complete Communities and Tennyson Corridor, in support of the Council's priorities of Safe, Clean, Green, and Thriving. The identification of these strategic initiatives assisted staff to better understand Council's priorities, align current projects and strategies within these strategic initiatives focus areas, and apply resources and staff time more intentionally.

On [June 20, 2017](#), the City Council adopted three Strategic Initiative Two-Year Action Plans for Complete Communities, Complete Streets, and the Tennyson Corridor and directed staff to return to Council every six-months to provide a status update on the implementation. Council received the first status update on [January 20, 2018](#).

DISCUSSION

Over the past year, staff made significant progress on milestones outlined in each of the two-year action plans. The various accomplishments over the past six-months are outlined below. Additionally, specific focus areas for implementation are recommended for this next and final year of the two-year action plan. These specific focus areas are recommended given, due to several factors (i.e. staffing vacancies, other competing priorities, etc.) that contributed to the delay in implementation and/or are anticipated to not be completed within the next year. Staff plans to provide Council a full presentation at a special Council work session in South Hayward on September 11, 2018.

Below is a summary of the various milestones met over the last six months and recommended focus areas for FY 2019 for each of the three strategic initiatives.

COMPLETE STREETS STRATEGIC INITIATIVE

The Complete Streets Strategic Initiative identified the following three goals:

1. Prioritizing safety for all modes of travel
2. Providing complete streets that balance the diverse needs of users of the public right-of-way
3. Maintaining sufficient funding to provide for existing and future transportation facility and service needs, including the operation and maintenance of the transportation system

Over the last six months, three major milestones were accomplished under the Complete Streets Strategic initiative. These include:

- *Neighborhood Traffic Calming Program Adoption (Goal 1, Task 1.a.1)*

A Neighborhood Traffic Calming Program (NTCP) was developed by Staff and TKJM, Inc., to address frequently voiced neighborhood traffic safety concerns such as speeding, cut-through

traffic, and bicycle and pedestrian safety. City Council adopted the program on 7/3/18.

- *Mission Boulevard Phase 2 & 3 Corridor Improvements (Goal 2, Task 2.a.3)*

Phase 2 Construction has begun of the Mission Boulevard Corridor Improvements, which improve Mission Boulevard from Industrial Parkway to the south City limit near Blanche Street.

- *Develop a Bicycle and Pedestrian Master Plan and Safe routes to School Plan (Goal No. 2, Task 2.a.4)*

Staff and Kittleson & Associates officially began the development of the Citywide Bicycle and Pedestrian Master Plan Update. Current conditions are currently under analysis to identify gaps in the network for bicyclists and pedestrians.

Recommended Focus Areas for FY 2019:

The recommended focus areas for implementation this next year for the Complete Streets Initiative are as follows:

- *Complete Citywide Intersection Study (Goal No. 1, Task 1.a.1)*

The intersection study will evaluate existing and future conditions, identify deficiencies, provide recommendations and prioritize transportation infrastructure needs at key intersections throughout the City. The study will also develop a capital improvement plan to address transportation-related impacts associated with new developments.

- *Tennyson Road Complete Streets Feasibility Study (Goal No. 1, Task 1.c.1)*

Develop conceptual plans for Tennyson Road and coordinate/align the future project with the Tennyson Corridor Strategic Initiative.

- *Hayward Boulevard Traffic Calming and Safety Project (Goal No. 1, Task 1.c.2)*

Develop conceptual plans for Hayward Boulevard and apply for local, regional, and federal grants.

- *Implement the Main Street Complete Street Project (Goal No. 2, Task 2.a.2)*

Engage with the public to introduce the conceptual plans that have been developed and select street section(s) to begin design work.

- *Mission Boulevard Phase 2 & 3 Corridor Improvements (Goal 2, Task 2.a.3)*

Begin construction on Phase 3 of the Mission Boulevard Corridor Improvements which improves Mission Boulevard from "A" Street to the north City limit near Rose Street.

COMPLETE COMMUNITIES STRATEGIC INITIATIVE

The three goals in the Complete Communities Strategic Initiative are:

1. Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods.
2. Provide a mix of housing stock for all Hayward residents and community member, including the expansion of affordable housing opportunities and resources.
3. Develop a regulatory toolkit for policy makers.

Since adoption of the two-year action plans, staff has completed the following tasks in the Complete Communities strategic initiative action plan:

- *Improving quality of life for residents, businesses owners, and community members in all Hayward Neighborhoods (Goal No. 1, Task 1.b.1.a)*

In FY18, the Neighborhood Improvement Program (NIP) Grant initiative awarded two grants to support murals to deter graffiti: \$5,000 was awarded to support the painting of a mural in Palma Ceia Park, and \$10,000 was awarded in support of the Hayward Book-to-Action immigration themed mural in South Hayward.

- *Establish Community Neighborhood Emergency Response Team (Goal No. 1, Task 1.d.1.b)*

Staff completed the development of the new Neighborhood Emergency Response Team (NERT) program, which will be rolled out in FY19 when the program budget becomes available. A webpage was developed for recruitment and flyers are being distributed to help with recruitment. In FY19, twelve NERT classes will be hosted in South Hayward to train 240 South Hayward community members.

- *Analyze home safety programs (Weed Abatement PR) (Goal No. 2, Task 2.d.3.d)*

Specialized software (3Di) launched in May 2018 to streamline customer service interactions related to weed abatement issues.

- *Identify development projects to receive first round A1 funding (Goal 2, Objective 2.b.1.b)*

The City released a Notice of Funding Availability (NOFA) for the development of affordable housing on April 30, 2018. The NOFA identifies affordable housing projects, consistent with the Cities priorities, to receive city affordable housing loans funds. The maximum loan amount under the NOFA is ten percent of the total

development costs. Projects awarded funds will be required to restrict a minimum of 20 percent of the total affordable units to provide housing for extremely low-income household. Additionally, scoring criteria, approved by City Council on March 20, 2018, prioritizes housing for special needs populations.

- *Explore measures to prevent housing displacement (Goal 2, Objective 2.d.2.b)*

On May 29, 2018, Council approved a moratorium on decontrol of rental units under the Residential Rent Stabilization Ordinance (RRSO) to pause decontrol of housing units while this component of the ordinance can be evaluated. Council also approved amendments to the RRSO to clarify that the Eviction for Cause provisions are applicable to all units covered under the ordinance included decontrolled units.

Recommended Focus Areas for FY 2019:

Staff recommends the following focus areas in the Complete Communities action plan:

- *Explore ways to facilitate public art (Goal 1, Task 1.c.3)*

Finalize workplan with a comprehensive community outreach strategy and explore in-Lieu Fees to fund public art.

- *Facilitate economic development and growth opportunities within communities (Goal 1, Task 1.c.4)*

Expedite hiring of Economic Development Specialist to increase capacity and to develop a business incubator.

- *Increase City and neighborhood capacity to respond to emergencies (Goal 1, Task 1.d.1)*

Finalize workplan with a comprehensive community outreach strategy and explore in-Lieu Fees to explore public art.

- *Introduce pro-equity practices aligned with Anti-Discrimination Action Plan (ADAP) in the major functions of city government (Goal 1, Task 1.e.2)*

Finalize workplan and priorities in coordination with the Community Task Force.

- *Achieve an adequate supply of decent, safe, and affordable housing (Goal 2, Task 2.c.1)*

- Actively support seismic retrofitting initiatives for eligible properties.
- Continue work to streamline permitting processes for affordable housing and other housing developments.
- Continue progress on implementation of Measure A1 affordable housing projects.

- *Assess the Viability of developing a Vacant Building Ordinance (Goal 3, Task 3.c.1)*

Finalize outreach and empathy plan and complete new ordinance.

TENNYSON CORRIDOR STRATEGIC INITIATIVE

The Tennyson Corridor Strategic Initiative two-year action plan identified the following five goals:

1. Work with the community to create a Vision Plan for the Corridor
2. Increase pedestrian and cyclist safety
3. Improve community appearance
4. Foster a cohesive sense of place
5. Improve community resiliency

Since January, staff has made progress on the following tasks from the Tennyson Corridor Action Plan:

- *Conduct empathy interviews with key stakeholders and a diverse set of community members to prepare for visioning sessions (Goal 1, Task 1.a.1)*
 - Through an outreach grant from the Davenport Institute, the City partnered with the Chabot College Student Initiative Center (SIC) to interview over 200 community members and stakeholders over the past six months.
 - Staff launched a website, online survey, and interactive map, which can be found at: www.Hayward-ca.gov/TennysonThrives
 - The Chabot students translated their interviews into an art exhibit that was displayed at City Hall the week of May 21 (Needles in the HayStack).
 - Through an outreach grant from the Water Board, the City is currently partnering with Rising Sun Energy Center to conduct interviews specifically around water and urban greening along the Corridor.
- *Host community visioning sessions (Goal 1, Task 1.a.2)*

Staff has begun work with the Chabot College SIC to trend the data collected in the individual interviews and connect the trends to solution categories. The SIC will host several visioning sessions this fall to further flesh out the trends and brainstorm potential solutions.

- *Identify and pilot possible pedestrian and bike path improvements in coordination with development of the Complete Streets Feasibility Plan (Goal 2, Task 2.a.2), and Partner with Bike East Bay to provide classes and safety equipment (Task 2.b.1)*

These tasks have been folded into the on-going Bike and Ped Masterplan Update, which has a Technical Advisory Group that includes Bike East Bay. There will be several popup events in FY19 associated with this update. Staff spent several dozen hours over the past six months assessing the costs and constraints associated with popup bike lanes and

continues to evaluate where and when such an event would be most impactful with the least amount of risk. In addition, staff partnered over the past six months to assist the planners of the Bike Rodeo on June 30th from 11am to 3pm at Mt. Eden Park.

- *Update existing landscaping along the Corridor (Goal 3, Task 3.a.1)*

Staff has completed updates to the landscape surrounding the South Hayward BART Station. Staff has begun the manual preparations to upgrade medians on the eastern end of the Corridor. Staff will continue to upgrade medians throughout FY19.

- *Use data and evidence driven approaches to address illegal dumping (Goal 3, Task 3.b.1)*

Over the past six months, staff has created data governance goals and a data inventory in partnership with Bloomberg Philanthropies' What Works Cities Initiative. Based on this work, staff has prioritized the evaluation of the Access Hayward structure.

- *Develop a façade improvement program for businesses (Goal 3, Task 3.c.3)*

Staff has conducted extensive outreach to all businesses on Tennyson Road to inform them of the City's façade improvement program. Thus far, 16 businesses have been approved for the program, at \$10,000 each. Three businesses have completed their upgrades.

- *Expand the Downtown Streets Team (DST) to the Corridor (Goal 3, Task 3.b.2)*

Since January, DST has been cleaning Tennyson Rd every Wednesday-Friday from 8am-12pm. DST currently has 31 Team Members. 10 individuals have reached beyond 90-day employment and 17 people have gone from homeless to housed.

- *Partner with Keep Hayward Clean and Green (KHCG) on events in the Corridor (Goal 3, Task 3.b.3)*

Over the past six months, there were cleanups at Tyrell Elementary on February 24 and Ruus Park on March 24, as well as the annual citywide cleanup at Weekes Park on May 12.

- *Support and develop sustainable neighborhood-based funding for small projects (Goal 4, Task 4.b.2)*

The FY19 budget includes additional Neighborhood Improvement Program funding to support small neighborhood projects. Staff is partnering with the Chabot College SIC to improve the grant funding model, including adding a participatory element.

- *Explore possibility of a second Hayward farmer's market location along the Tennyson Corridor (Goal 4, Task 4.b.3)*

Economic Development staff is in conversation with the Agricultural Institute of Marin

(AIM) about a potential market in South Hayward. AIM is reviewing the feasibility of a second location.

- *Expansion of the City's Brace and Bolt Program (Goal 5, Task 5.c.3)*

The program has expanded its pool of FEMA certified contractors available to complete projects. Targeted outreach to low-income census tracts with potential eligible applicants is ongoing.

- *5.d.2. Coordinate with local service providers and transit agencies to promote the City's Paratransit Program*

The Community Services Division has commissioned a City of Hayward Needs Assessment to identify service gaps in the following areas: transportation, housing, health services and employment. The assessment is scheduled for completion in Fall FY 19. The HOP is partnering with the City of Fremont and LIFE Eldercare to contract with transportation network company LYFT to serve seniors and people with disabilities. The service is scheduled to launch in Winter FY 19.

- *5.e.2. Target outreach for the EBCE, PAYS, CYES, Water Rebate, Grid Alternative and Sun Shares programs to residents and property managers along Tennyson*

East Bay Energy Watch's Smart Light Program came to the Tennyson Corridor last winter. They visited 199 businesses, conducted 20 energy audits and are currently following up with 40 businesses. In addition, staff received grant funding to hire additional CYES staff to work specifically in the Tennyson neighborhoods during this 2018 summer.

Recommended Focus Areas for FY 2019:

The recommended focus areas for next year of the Tennyson Corridor Initiative are as follows:

- Continue vision plan efforts:
 - Partner with the Chabot College Student Initiative Center (SIC) to conduct charettes and idea-generating sessions with stakeholder groups
 - Partner with the SIC to pilot participatory neighborhood improvement grant giving and coaching
 - Host a series of coordination meetings with community leaders and initiatives in South Hayward, including the Hayward Promise Neighborhood, the South Hayward Family Center, and the Hayward Area Recreation and Park District
 - Continue to pursue a partnership with the Cal Poly Planning Department
- Install landscape improvements in the Corridor medians
- Continue work on Bike & Pedestrian Master Plan and start work on the Tennyson Corridor Complete Streets Feasibility Study, including convening Bike East Bay and

other partners as part of the technical advisory group

- Continue implementation and expansion of the Façade Improvement Program to businesses along the Corridor
- Continue partnering with the Downtown Streets Team and Keep Hayward Clean & Green to provide cleanup services along the Corridor
- Launch the Neighborhood Emergency Response Team program, focusing on partner organizations and schools along the Corridor

FISCAL IMPACT

There are no fiscal impacts resulting from this informational report.

STRATEGIC INITIATIVES

This staff report provides an update on the implementation of the three Council's strategic initiatives.

NEXT STEPS

Staff plans to provide Council a full presentation at a special Council work session in South Hayward on September 11, 2018. This presentation will include:

1. A list of the accomplishments over the last six months;
2. The recommended implementation focus-areas for this next year, to meet Council's highest priority milestones, and
3. A delineation of the milestones that are proposed be tabled.

Prepared by: Rod Affonso, Streets Manager
Allen Baquilar, Senior Civil Engineer
Lucky Narain, Senior Management Analyst
Richard Nield, Landscape Manager
Mary Thomas, Management Analyst
Sandi Wong, IT Solutions Analyst

Recommended by: Maria A. Hurtado, Assistant City Manager

Approved by:



Kelly McAdoo, City Manager