

**CITY COUNCIL MEETING
TUESDAY, SEPTEMBER 22, 2020**

**DOCUMENTS RECEIVED
AFTER PUBLISHED AGENDA**

AGENDA QUESTIONS & ANSWERS

Item 8

AGENDA QUESTIONS & ANSWERS
MEETING DATE: September 29, 2020

Item #8: [PH 20-064](#) Subaru Disposition and Development Agreement: Adopt a Resolution: (1) Approving the Government Code Section 52201 Summary Report for the Project ; and (2) Authorizing the City Manager to Negotiate and Execute a Disposition and Development Agreement with BMODDRE2, LLC for Transfer of Specified City Owned Properties and for the Development of a New Automobile Subaru Dealership (Report from Deputy City Manager Ott)

The fiscal impact section of the staff report for the Subaru dealership is unclear. Is the sales tax estimate of \$330-\$500k per year the total sales tax or the City's share? What is the City's share? If the City's share is a fraction, then please double-check the Fiscal Impact estimate of net fiscal benefit to the City, which appears to use \$500k as the City's sales tax share.

Based on the estimated sales for the Subaru dealership, the project is expected to generate a total of \$3.3 – \$5 million in sales tax for all taxing agencies each year. The estimated annual sales tax of \$330,000 – \$500,000 is the City's share of the total sales tax from the Subaru dealership. The first year is expected to be on the lower end of the estimate (\$330,000) as they ramp up operations and sales. Subsequently, the project is expected to generate \$500,000 in sales tax for the City each year. The estimated net fiscal benefit to the City of approximately \$529,000 due to the project as stated in the Staff Report is correct.

Is it possible to add a condition of approval to the Subaru project requiring the use of Mission Blvd for primary construction access to the site if it is approved? I think we done something similar for other projects that are close to existing housing to reduce the impact of large trucks and construction equipment?

The City's transportation engineering staff will review whether the primary access for construction can move to Mission Boulevard and/or whether there are other ways to mitigate truck traffic from Carlos Bee Blvd as part of the grading permit issuance.

eCOMMENTS RECEIVED

Public Comment

eComments received for September 29, 2020 Hayward City Council Meeting:

Item	Name	Comment	Position
<p>The Public Comment section provides an opportunity to address the City Council on items not listed on the agenda or Information Items. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.</p>	<p>HAYWARD CONCERNED CITIZENS HCC</p>	<p>HAYWARD CONCERNED CITIZENS DO NOT SUPPORT the 7 demands to defund our police agendized by groups including Hayward Collective, Hayward Community Coalition & several city council candidates. Our petition (http://chnng.it/LkQYZh2Kk9) has amassed over 700 signatures in 4 weeks, affirming that HayCoCoa’s opposing petition does NOT represent a majority consensus. City Council is responsible for ensuring appropriate use of our voter-approved measure A, C, D & T funds toward public safety enhancement.</p>	<p>Oppose</p>

ITEM #2 CONS 20-456

**Adopt a Resolution Authorizing the
City Manager to Enter into an Exclusive
Negotiating Rights Agreement with
Integral Partners Funding, LLC, for the
Proposed Development of Parcel
Group 6: Carlos Bee Quarry**

PUBLIC COMMENTS

Market Research for Bayview Village

Bayview Village is a proposed neighborhood development for an old quarry site in Hayward close to Cal State East Bay for about 702 three-story units in a walkable area. It is unusual in separating parking from the units and leasing them separately from sale of the units. Bayview has a large number of ways to provide mobility for its major markets, but, despite several years of approaching hundreds of investors and with policy support from the City of Hayward, traditional investors have shown no interest, partly because traditional market research does not deal with this kind of project and there are no comparables.

It will take a new kind of market research to estimate absorption, that is, to see if there is enough demand to justify interest from investors, state agencies, and funding sources with an interest in sustainability, which is one of the six major goals of the Bayview project. The other five are affordability, mobility, health and safety, good design, and community.

The market research involves selecting possible buyers in five markets, two-week trip diaries, trip interviews, focus group meetings, publicity about the project, and an on-line survey. The five markets are described in “Markets and marketing.docx.”

Preparation

1. The first task is to prepare the materials needed for the research.

Focus Groups

2. Select about 10 – 12 respondents in each market. They should be typical of people with a reasonable chance of buying a unit in Bayview. They should not, for example, be hostile to living in Hayward. They should be able to qualify for mortgage, have travel patterns with acceptable durations in Bayview, and attitudes supporting the general concept.
3. Respondents would keep a travel diary for two weeks of all the trips of their household which are to or from the house or part of a chain of trips based the home location (rather than a trip like one at work out to lunch and back). They would record time of departure, how long it takes, and the purpose, except for going home, which is not a purpose. A sample form showing how to answer and a check list of common purposes would help people know what was expected. Trips would be, for example, to work, shop, or eat out. They might include less frequent special or long-distance trips away from home for a night or more.
4. Respondents would review the diary with an interviewer with expertise on how the trip would be made in Bayview and the time it would take in order to understand how the trip would work in Bayview. They would also discuss the project in general—pricing, unit types, façades, floor plans, and color schemes.
5. Respondents, by now familiar with the project, would meet in focus groups to discuss the potential for marketing the project. They’d discuss pricing, unit types, facade design and ornamentation, and color schemes. Would a big reduction in the cost of a home motivate people to think about how to change their mobility? Would buyer education work?

The focus groups would have enough time to understand and discuss the project and mobility. If a prospect has a travel pattern that the Bayview Project can support, can save

money, has attitudes supporting the Bayview lifestyle, and expresses a desire to live there, all that would be evidence of demand. The data should provide some evidence about absorption.

Survey

The survey consists of an on-line survey, a YouTube video, and publicity about the survey. The publicity would explain the project, explain need for the survey, and have a link to the survey.

On-line survey

A draft in html of a survey can be found at “Bayview Village Survey,” docx and html. This survey was used on the Bayview website. The research would have a website dedicated to recording surveys open for a month or so.

YouTube video

A short video two to five minutes long would explain the project with a request to take the survey if interested. The publicity could also include the link to the video.

Advertising the survey

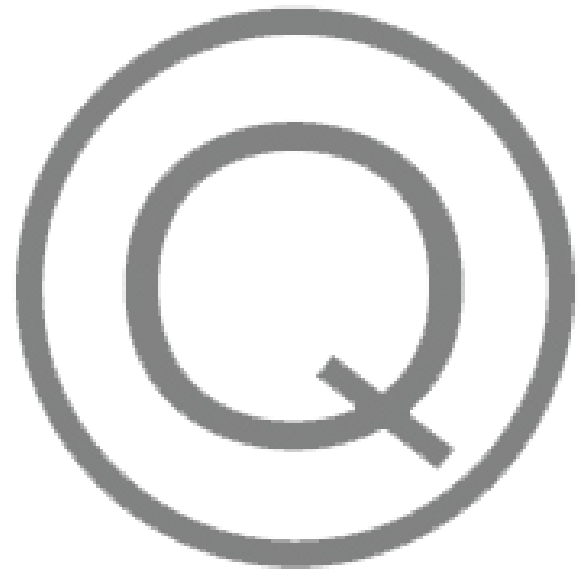
The City of Hayward would give permission for its name to be used to get people to take the survey. Advertising would use phrases like “The City of Hayward would like to know if you would like to live here “We like it, but if we build it, you might not come.” “Visionary or realistic? —the City of Hayward needs your opinion.” “Bayview Village- are there enough people to make it work?”

Publicity about the survey would be distributed to the distribution list in “distribution lists.docx.”

While focus group research is relatively predictable, anything could happen with the survey.

Report

The report would explain the research, present the findings, and make some recommendation about absorption rate.



interQ

Market Research Proposal

September 2018

Bayview Village Proposed Development Market Research Project



THANK YOU

Thank you for considering InterQ to conduct market research for the Bayview Village proposed development.

Our goal is to provide data from people who want to buy homes in Bayview Village to learn if the project, as proposed, is feasible and appealing. The data we gather during this project will be used to inform investors, city planning officials, and stakeholders.

Using a 3-part process, consisting of travel diaries, focus groups, and a community survey, we'll provide rich qualitative and quantitative research to guide interested parties about the opportunities and obstacles for this type of development project.

Please consider this proposal the start of our conversation to inform your research efforts.

- The InterQ Team

A Multi-Phase Approach to study the feasibility for Bayview Village

The following 3 phases will be used to understand the public's perception of the Bayview Village project. We will only include people in the study who live nearby (or are interested in living in Hayward), would qualify for a mortgage, and are attracted to the main goals of the Bayview Village project.

Phase 1

In Phase 1, we'll have participants keep a travel diary for 2 weeks. They'll log all of their household trips to and from their house. We'll provide them with a mobile ethnography app to record their trips, and we'll ask them questions throughout this time period.

Goal: Understand how much people typically travel outside of their homes, in terms of average commute time to work, running errands, and trips involved with childcare/family care. This phase will familiarize us with the amount of travel people do and their reliance on various forms of transportation. We want to understand how participants would make these same trips if living in the Bayview Village development.

Phase 2

In Phase 2, we'll have the participants from phase 1 gather in focus groups. We'll do a deep-dive discussion with them about the Bayview Village concept and explore their experiences recording their travel for 2 weeks. We'll have them discuss the potential advantages and disadvantages of a community like Bayview Village, and we'll gather their input for how such a community might be improved and designed, based on their lifestyles.

Goal: Learn how people perceive the development concept and understand the advantages and disadvantages they see in this type of lifestyle.

Phase 3

In the final phase, we'll send out a survey to the community to see whether the proposed development ideas hold up across a broader, statistically valid, population. The survey will be emailed to relevant lists and posted on a website. We'll collect the survey responses in a database for analysis.



Phase 1: Travel Diaries

In the first phase, we'll recruit people from 5 markets, with a total of 10 people per market, giving us 50 participants. Likely markets can be broadly described as CSU East Bay-related, BART users, home-office workers, seniors and retired, and several life-style related markets who would value living in Bayview Village.

Using a mobile ethnography app that InterQ will set up, we'll have participants record all of their trips, to and from their homes. During this process, we'll ask them about the nature of these trips, and seek to learn how these trips would work if they were living in a community like Bayview Village, which proposes a sustainable transportation model.

Following the 2 weeks, we'll review all of the data entered by the participants and reach out to them individually with any follow-up questions. We'll prepare the findings into a report that will inform the questions we'll ask in the second phase with these same participants – where we'll speak to them in focus groups.



Travel Diary Logistics

- ✓ 5 total markets, with a mix of people from various backgrounds, ages, and family compositions. We'll pre-screen people and educate them on the Bayview Village model prior to inviting them into the study.
- ✓ 10 people per market, total of 50 people
- ✓ Participants will keep travel diaries for 2 weeks

Phase 2: Focus Groups

After the travel diaries are complete, we'll invite the participants into focus groups. Each group will be segmented by market. We prefer smaller group sizes, so we'll host groups of 5 per market, giving us 2 groups per market, for a total of 10 groups. The groups will be conducted at a neutral location in Hayward, and InterQ's team of experienced researchers will moderate the groups.

The goal of the focus groups is to learn more about participants' perceptions of the Bayview Village concept. How would their lifestyle change if they were to live in such a community? What is appealing about the development? What concerns or questions do they have? Could the proposed ideas be improved upon? What do they think about the proposed layouts, housing footprints, and associated lifestyle? Finally, based on the concept ideas, is the idea appealing? Would they want to live there? Answering these questions will help us gauge demand.

Focus Group Logistics

- ✓ 5 markets, 10 people per market, 2 groups per market
- ✓ 10 total groups, 50 total people
- ✓ Groups will be 2 hours in length
- ✓ All groups will be video and audio recorded, with transcriptions produced following the groups



Phase 3: Community Survey

The final phase will be a community survey, which we'll pre-test and clear with the City of Hayward. We'll deploy the survey mainly in East Bay.

The survey will be hosted online and will include a YouTube link, which will explain the concept. People will be instructed to watch the video prior to taking the survey; this will give them familiarity with the project concept so that the survey questions will be interpreted in the context of the project.

We'll gather a minimum of 200 completes to give us statistical validity. InterQ will host the survey and analyze the results.

Following the third phase, InterQ will prepare a comprehensive report detailing the findings from the three phases of research. This report will be used to help gather investor and development support.

Survey Logistics

- ✓ Minimum of 200 completes
- ✓ People will need to be pre-qualified by taking a screener that matches community interests
- ✓ Survey will be in the field for a month to maximize responses



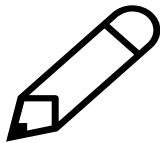
PROJECT DETAILS

Deliverables



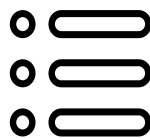
Hands-On

We'll work closely with the Bayview Village team throughout the research process: This includes frequent check-ins and updates as we're conducting the interviews.



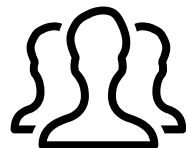
Discussion Guides

InterQ will work closely with the Bayview Village team to develop discussion guides for the travel diary questions, as well as the guides for the focus groups.



Recruiting and Logistics

The InterQ team will manage all of the recruiting and scheduling for the interviews and focus groups.



Interviews & Focus Groups

InterQ's team of experienced moderators will verse themselves in the subject matter and industry topics prior to conducting the travel diaries and focus groups.



Report

Following the 3 phases, InterQ will prepare a comprehensive report, aimed to inform investors, stakeholders, and government entities about the community's sentiment toward the project.



Research Timing, Steps 1 & 2

Kickoff meeting to gather data points for the travel diaries and recruiting.

Week 1

Recruiting & Scheduling participants, travel diaries

Weeks 1-2

Travel diaries

Weeks 3-4

Focus groups

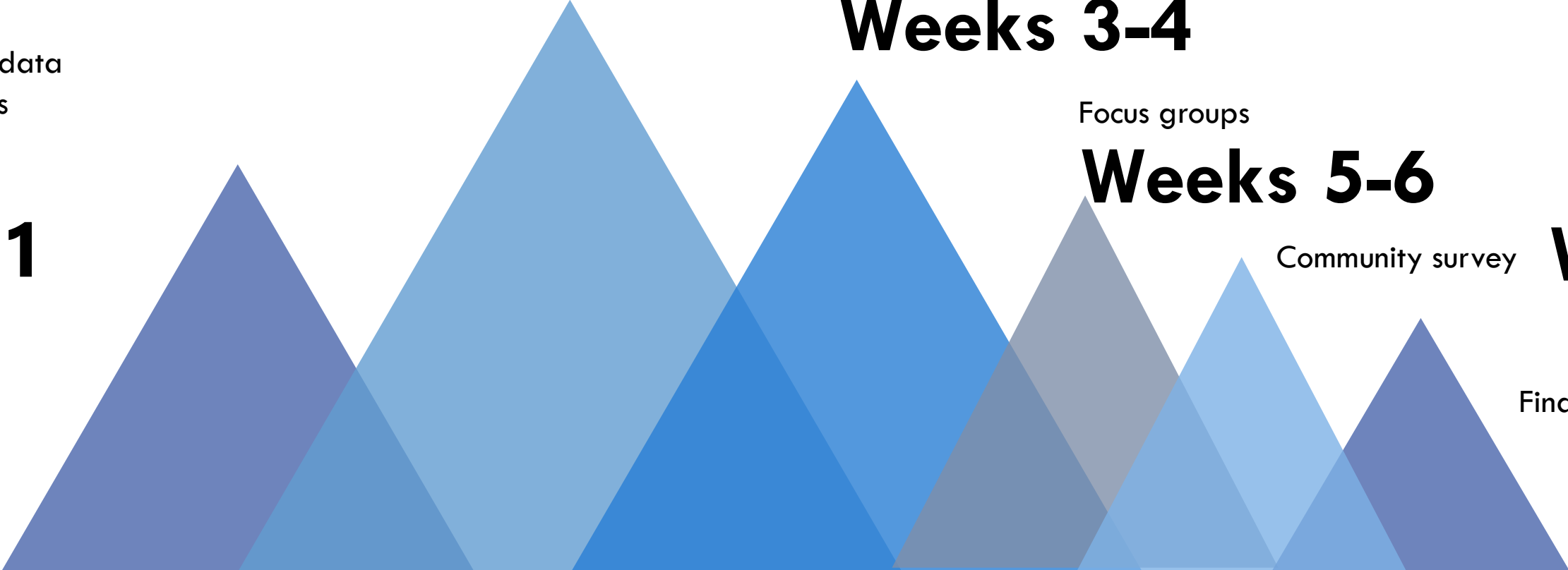
Weeks 5-6

Community survey

Weeks 6-10

Final report

Week 12



Research Costs

Kickoff Meeting Gather data points for travel diaries and recruiting	Development of travel diaries questions	Recruiting Participants, Travel Diaries & Focus Groups	Participant Incentives, Travel Diaries & Focus Groups	Mobile Ethnographies setup for Travel Diaries
2 hours	4 hours	N50	N50	N50
\$185/hour	\$185/hour	\$150/recruit	\$300/each	\$75/per
\$370	\$740	\$7500	\$15,000	\$3750

Research Costs

InterQ overview of Travel Diaries, 2 weeks	Focus Groups, Hayward, Rental Space & Transcription	Focus Group Moderation	Community Survey: Programming & Hosting	Project management, including meetings	Comprehensive Report, 3 phases
40 hours	10 groups, 5 days	10 groups, 5 days	N200 (minimum)	45 hours	65 hours
\$185/hour	\$1500/day	\$1500/day	\$4000	\$185/hour	\$185/hour
\$7400	\$7500	\$7500	\$4000	\$8325	\$12,025

Project Total: \$74,110



OUR SERVICES

Full-Service Qualitative and Quantitative Market Research

Team Assigned to Project



JOANNA JONES | HEAD OF RESEARCH & CEO

Joanna leads the InterQ team in research design and reports. She has been doing qualitative research for 15 years. Joanna has led research on B2B and B2C projects for brands that include Google, LG, FIRST 5 San Francisco, PricewaterhouseCoopers, Rally Health, and GRID Alternatives. Her experience spans qualitative research, positioning, and strategy, to marketing and branding. In addition to managing the research team at InterQ, Joanna is a lecturer and mentor at Founders Space, a top-performing incubator in San Francisco.



CORINA BENNETT | HEAD OF QUANTITATIVE RESEARCH

Corina loves to harness the power of data science to answer pressing questions. She received her graduate degree in Epidemiology, and through her studies, mastered statistical analysis and programming skills. Prior to working with InterQ, Corina used nationwide data systems to work with the FDA and CMS on delivering a better, more efficient healthcare system. Corina now applies her programming and statistical analysis skills to data sets for InterQ clients.



KATE MINKNER | HEAD OF MEDIA & SOCIAL INSIGHTS

Kate brings over a decade of top-tier agency experience from Mullen, Crispin Porter + Bogusky and SapientNitro, having worked on some of the largest and most reputable national brands including Miami HEAT, Grey Goose, Unilever, X-Games, Dominos, Best Buy, ADT Security, Vitaminwater, Powerade, Volkswagen and Target. Kate offers the InterQ team a wealth of insight in the areas of market research, media planning, social listening and social strategy.



TAMARA IRMINGER UNDERWOOD | SR QUALITATIVE RESEARCHER

Tamara Irminger Underwood's background is in journalism and science. Her skillset is a perfect combination for the type of qualitative research projects that she works on at InterQ; she takes a rigorous scientific approach to her work, and captures stories with a journalistic flair. At InterQ, she moderates research studies, assists with qualitative analysis, and is the lead copywriter for reports. She has dual-degrees from the University of Oregon.

INTERQ

Clients

SAMSUNG

JUNIPER
NETWORKS

LG

Google

TESLA

castlight
HEALTH

pwc

RALLYSM

Google fiber

BCG
Digital
Ventures

Stanford
University

SurveyMonkey

VIP KID

AKILITM

AAA

ensoTM

CAL POLY
CORPORATION

AUTODESK

TPG

FOX

Rakuten

MONSTER
ENERGY

Periscope
Data

PandaDoc

esurance[®]
an Allstate company



WHY INTERQ?

Testimonials

Execution was flawless.

“I had the pleasure of working with Joanna and the InterQ team on a strategically important project that involved focus groups across the US and UK. The execution was flawless and Joanna’s presentation on key findings and analysis was very insightful and helpful in optimizing our messaging and strategy.” -

Juniper Networks

Phenomenal, thoughtful work.

“We’ve worked with InterQ on two research projects. They did phenomenal, thoughtful work on both. On one project, the research uncovered two insights that enabled us to overcome objections to a new product. We look forward to working with InterQ again.”

—Castlight Health

Fast, responsive and effective.

“The InterQ team is fast, responsive, and effective. We can always count on them for research participants who go beyond the expected and challenge our thinking.”

—Boston Consulting Group Digital Ventures



Thank you for the opportunity!

Get in touch with us:

Send a message or visit us.

InterQ Research, LLC
156 2nd Street
San Francisco, CA
(844) 288 - 0788





October 9, 2018

To Whom it May Concern,

The City of Hayward supports Sherman Lewis affiliated with the Hayward Area Planning Association's (HAPA) proposal to complete market research on the proposed Bayview development.

Specifically, the City supports researching the market for developing an environmentally sustainable neighborhood designed to reduce carbon emissions through restricting the use of automobiles and parking, funding transit operations to the nearest Bay Area Rapid Transit station and designing an environmentally sustainable neighborhood amongst other transportation, economic and urban planning strategies.

HAPA's proposal seeks to identify whether there is a market of homebuyers and renters for the Bayview proposal, while at the same time providing data to showcase the financial viability of such proposal to potential investors.

Mr. Lewis has been a consistent advocate for sustainable development within the City of Hayward. It is with this in mind that the City is pleased to support this proposal for determining the market feasibility of the Bayview proposal.

If you have any other questions or require any additional information, please feel free to contact me via email at Jennifer.Ott@hayward-ca.gov.

Sincerely,

Jennifer Ott
For Jennifer Ott
Deputy City Manager



ITEM #10 LB 20-050

**2020 Bicycle and Pedestrian Master Plan:
Adopt a Resolution Accepting the Hayward
2020 Bicycle and Pedestrian Master Plan**

(Report from Director of Public Works Ameri)

PUBLIC COMMENTS



September 29, 2020

To: City of Hayward Mayor and Council
City of Hayward
777 B Street
Hayward, CA 94541

Re: **Support for Final Bicycle and Pedestrian Master Plan - Item 10**

Dear Mayor Halliday and City Councilmembers:

On behalf of Bike East Bay, I am writing in strong support of the final draft Bicycle and Pedestrian Plan. Thank you in advance for your vote to approve.

The staff and consultant team has done an excellent job conducting community outreach, data analysis, and field work to produce a high-quality vision, goals, and project priorities for Hayward's active transportation network. The plan was developed with close involvement from stakeholders like AC Transit, Community Resources for Independent Living, and Bike East Bay, as well as with special outreach efforts to reach elementary school families and college students in Hayward. You should be proud of this effort and final document.

At this moment, it is more important than ever that the City of Hayward puts health, safety, and environmental justice at the center of all transportation decisions. This plan sets an important safety target of zero deaths and severe injuries by 2030, an important complement to the goal of a 55% reduction in greenhouse gas emissions laid out in the Climate Action Plan. In order to achieve these targets, Hayward needs decisive policies and significant investments in active transportation infrastructure. To this end, please consider the following:

- Hayward needs a **dedicated active transportation planner**. In order to achieve the implementation goals in the plan, Hayward will need grant funding, ongoing community outreach, and extensive coordination across departments and jurisdictions. This type of work is best undertaken by a dedicated planner who can support the important project delivery work led by Hayward's excellent team of engineers.

- City Council should support **strong and decisive implementation policies** in January. This means that Bicycle and Pedestrian Master Plan recommendations will be implemented with all repaving projects except in special cases where additional study is needed; safety is always the top consideration when weighing right of way tradeoffs; bicycle and pedestrian facilities will be designed using best practices and include intersection treatments. Additional planning staff will help this implementation by providing direction and guidance for the selection and design of streets for repaving as well as larger capital projects.
- City Council should direct staff to select high-priority corridor and micro-network projects from the final plan to include in the Capital Improvement Program in each upcoming year. These projects will likely need grant funding and it is important for the city to get ahead of grant cycles to be ready for application. Tennyson Road was supposed to have already had a corridor study that should have resulted in a grant-ready project. **Hayward has not been getting the grant funding it should for active transportation, and City Council should provide the support and resources needed to keep projects on track.**

Thank you again for your support of this excellent Bicycle and Pedestrian Master Plan. Bike East Bay is always available to consult and support policies, outreach plans, and designs that advance healthy, safe, and accessible streets in Hayward.

Sincerely,



Susie Hufstader
Advocacy Manager
Bike East Bay