



**DATE:** March 16, 2021

**TO:** Mayor and City Council

**FROM:** Development Services Director

**SUBJECT:** General Plan Annual Progress Report: Accept the Hayward 2040 General Plan Annual Progress Report for Calendar Year 2020

## **RECOMMENDATION**

That the Council accepts the City of Hayward 2040 General Plan Progress Report for the 2020 Calendar Year and provides feedback and direction as desired.

## **SUMMARY**

In 2014, the Council adopted a new General Plan for the City of Hayward. California Government Code Section 65400 et seq. requires the City to annually review the General Plan. An annual report should be prepared for review and approval by the Council and forwarded to the State Office of Planning and Research and the State Housing and Community Development office. This agenda item fulfills this requirement.

The *Hayward 2040 General Plan* is a long-range comprehensive plan that will control and regulate land uses and development in the City through 2040. The individual elements of this General Plan (Land Use, Mobility, Economic Development, Community Safety, Natural Resources, Hazards, Education, Community Health, Facilities/Services, and Housing) contain policies and programs that will guide future development in the City.

This General Plan Annual Progress Report was prepared by the Development Services Department - Planning Division with input from various City Departments, including Public Works and Utilities, Fire, Police, Library Services, Maintenance Services, and the City Manager's Office. The report is intended to provide information on the measurable outcomes and actions associated with the implementation of all the General Plan elements.

## **BACKGROUND**

On July 1, 2014, following a twenty-two (22) month community planning process, the City Council adopted a new General Plan for the City. Included as Part 4 of the new *Hayward 2040 General Plan* was a series of implementation programs designed to activate the various goals and policies set forth in the document. For each implementation program, a timeframe was established for completion as well as a responsible lead department for carrying out the

program. While some programs have identified timeframes, there are others that are indicated to be ongoing programs and others that occur annually. One such implementation program is the General Plan Annual Report, which is the report back to the State and City Council on implementation program progress.

To date, the City has made progress on two thirds of the General Plan's 143 implementation programs. Of those identified for initiation between 2014 and 2019, three quarters of programs are either complete or in progress. The remaining 24 percent have not been started for various reasons, including funding availability, resources, and/or shifting priorities. However, 34 percent of the programs slated for initiation in the 2020-2040 timeframe, are already complete or in progress, ahead of schedule.

## DISCUSSION

The [Hayward 2040<sup>1</sup> General Plan](#) contains a total of 143 implementation programs covering ten elements including Land Use, Mobility, Community Safety, Economic Development, Education and Life-Long Learning, Hazards, Natural Resources, Housing, Health and Quality of Life, and Public Facilities and Services. As shown in Table 1, of the 143 implementation programs, 107 were identified for initiation and/or completion in the 2014-2019 timeframe. The remaining thirty-six programs were slated for initiation and/or completion within the 2020-2040 timeframe.

**Table 1: Status of General Plan Implementation Programs, March 2021**

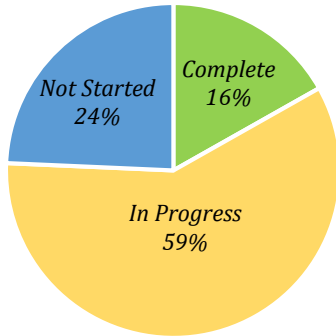
<i>Timeframe</i>	<i>Complete</i>		<i>In Progress</i>		<i>Not Started</i>		<i>Total</i>
	#	%	#	%	#	%	
2014 – 2019	18	38%	14	29%	16	33%	48
Ongoing/annual, initiated in 2014 - 2019	-	-	49	83%	10	17%	59
<b>Subtotal 2014 – 2019</b>	<b>18</b>	<b>16%</b>	<b>63</b>	<b>59%</b>	<b>26</b>	<b>24%</b>	<b>107</b>
2020 – 2040	2	6%	7	23%	22	71%	31
Ongoing/annual, initiated in 2020 - 2040	-	-	4	80%	1	20%	5
<b>Subtotal 2020 – 2040</b>	<b>2</b>	<b>6%</b>	<b>11</b>	<b>30%</b>	<b>23</b>	<b>64%</b>	<b>36</b>
<b>Total</b>	<b>20</b>	<b>14%</b>	<b>74</b>	<b>52%</b>	<b>49</b>	<b>34%</b>	<b>143</b>

To date, two thirds of the General Plan's implementation programs are either complete or in progress. As shown in Figure 1, of the 107 programs slated for completion or initiation within the 2014-2019 timeframe, 16 percent are complete, and 59 percent are in progress. Of the programs identified for this timeframe, 24 percent have not been started for various reasons, including funding availability, resources, and/or shifting priorities. However, of the 36 programs slated for initiation in the 2020-2040 timeframe, 6 percent are already complete, and 30 percent are in progress, ahead of schedule. A complete table outlining the current status of all implementation programs is included as Attachment II.

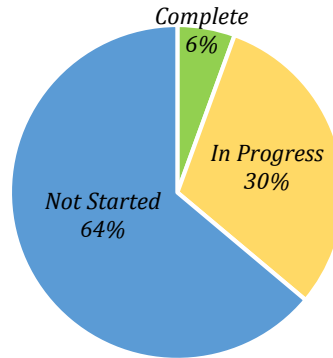
<sup>1</sup> Hayward 2040 General Plan. <https://www.hayward2040generalplan.com/>

**Figure 1: Status of General Plan Implementation Programs**

2014-2019 Timeframe



2020-2040 Timeframe



### Completed Programs

Eighteen implementation programs identified for the 2014-2019 timeframe have been fully completed:

- LU-4, Downtown City Center Specific Plan
- LU-10, Sign Ordinance Update
- LU-11, Industrial Technology and Innovation Corridor Plan
- LU-15, State Historic Building Code
- M-1, Multimodal LOS and Design Standards
- M-2, Multimodal LOS Guidelines
- M-11, Pedestrian Master Plan
- M-12, Shuttle Service Study
- M-15, Pedestrian Design Standard for Transit Stop
- M-21, Downtown Parking Management Plan
- ED-3, Energy and Sustainability Businesses Program
- ED-14, Ombudsperson Service
- CS-3, Crime Prevention Through Environmental Design Checklist
- NR-4, Water Conservation Standards
- EDL-7, Library Facility Revenue Measure
- HQL-8, Park Dedication Requirements and In-Lieu Fees
- PFS-5, Construction and Demolition Debris Recycling Program
- PFS-6, Rainwater Harvesting and Greywater Systems

In addition to programs listed above, two implementation programs identified for the 2020-2040 timeframe have also been fully completed:

- M-6, Complete Streets Assessment
- M-10, Traffic Calming Measures

### Programs in-Progress

Sixty-three (63) programs identified for the 2014-2019 timeframe are currently in progress. Some key programs currently underway include the completion of the Transportation Impact Fee program, updates to the City's permitting and building permit processing software, and implementation of several strategies to combat sea-level rise in response to the recently adopted Shoreline Adaptation Master Plan. Other key programs in progress include: the improved traffic flow program that includes new Class IV separated bicycle lanes on Mission Boulevard; resumption of work on the Business Incubator Study; development of a Fire Department Strategic Plan; and allocation of Boomerang Funds for the creation of additional affordable housing.

### Programs Not Yet Started

Some programs that the General Plan identifies for the 2014-2019 timeframe have not yet been initiated. This includes comprehensive updates to the Zoning Ordinance, Subdivision Ordinance, Design Guidelines, and Off-Street Parking Regulations, which have been delayed due to limited staff and fiscal resources, along with competing City priorities. Additionally, the ongoing COVID pandemic has resulted in delays for several programs that were originally anticipated to begin in 2020. It is anticipated that once the pandemic is over, several programs that have not yet started will begin during the next couple of years pending sufficient staff and funding resources. These programs include: the completion of the Library Strategic Plan; development of an Urban Forest Management Plan; updates to the Grading Ordinance; and updates to the Density Bonus Ordinance with a brochure to promote affordable housing.

### Programs in Progress in 2021

In addition to the programs that are currently being implemented from previous cycles, the list of programs in Table 2 are in progress for the remainder of 2021.

**Table 2: Program Implementation for 2021**

<i>Program</i>	<i>Status</i>
<b><i>General Plan</i></b>	
GPA-2 General Plan Update	The City recently updated the General Plan to reflect new Vehicle Miles Traveled (VMT) CEQA thresholds and reflect new GHG emission reduction targets and will be updating the City's Housing Element in 2022.
<b><i>Land Use and Community Character</i></b>	
LU-17 Historic Preservation Resource Center	The Planning Division has compiled resources to encourage historic preservation and will be preparing several handouts for the public.
<b><i>Mobility</i></b>	
M-17 City Employee Car/Bike Share Programs	The City has been awarded a grant and is in the process of securing a car share firm (Zip Car) to deploy in multiple locations throughout the city.

**Table 2: Program Implementation for 2021**

<i>Program</i>	<i>Status</i>
M-23 Transportation Impact Fees	The City has begun a Citywide Multi-modal Study that will address the feasibility of developing a dedicated source of funding for transportation improvements. It will look at existing and future infrastructure needs and subsequently develop a Nexus Report.
<i>Economic Development</i>	
ED-5 International Business Program	The Tennyson Corridor is a strong representation of the cultural diversity of the Hayward community. Efforts to foster this unique business climate and support the many independently owned businesses included the creation of a micro-enterprise grant program that awarded \$5,000 grants to small businesses that are minority-owned. Staff completed door-to-door canvassing and provided the grant materials in both English and Spanish in the hopes of attracting a significant number of businesses from this area. \$75,000 in funds were distributed in 2019. This program continued in 2020 with four additional Tennyson small businesses grantees. In December 2020, Economic Development and Community and Media Relations Division launched a pilot promotion entitled, "Together for Tennyson". This program included a website, interactive map and social media campaign to encourage patronage of corridor businesses. This program will be evaluated and may be replicated in other commercial corridors.
ED-6 Industrial Technology and Innovation Corridor Marketing Strategy	With the publication of the Industrial Corridor Innovation and Technology Study in 2015, the City of Hayward identified the importance of maintaining and supporting the six major industry clusters that existed in our Industrial area. New regulations that fostered and promoted the growth of these new technology clusters were needed to bring the zoning regulations in line with the needs of the changing market. Following the adoption of new industrial zoning district regulations are adopted in Spring 2019, Economic Development staff developed and implemented a plan to promote the new regulations and increase awareness of development opportunities. In 2019 and 2020, this included personal engagement with owners of vacant land and buildings, industrial real estate brokers, industrial trade associations and developers. These efforts, combined with strong industrial real estate market conditions, led to major redevelopment proposals including the former Gillig, Berkeley Farms and Conxtech sites on Clawiter. Work to market the industrial corridor will continue to be an ongoing task.
ED-15 Cultural Commission	Staff recognizes the important economic impact of arts and culture on both quality of life for residents and the attraction of new businesses for the local economy. Efforts have begun to identify both short term and long-term projects for the City to bring an increased presence of art and cultural events to the community. Economic Development has increased support to other organizations that have created cultural events held in the downtown such as the Mariachi Festival, Russell City Blues Festival, Oktoberfest and a Latin Jazz Festival. In 2019, Economic Development established a Special Events Grant Support program, which was reviewed by CEDC and City Council. This program created a formal annual application process for special events. It included new funding thresholds to support and encourage new events. The new program also integrated elements of the City's "Commitment for an Inclusive, Equitable, and Compassionate Community" roadmap. Evaluation criteria was added to encourage more events that focus on cultural diversity, equity, and inclusion. Due to the COVID-19 and prohibitions on large gatherings, this program is currently on hold.

**Table 2: Program Implementation for 2021**

<i>Program</i>	<i>Status</i>
<b><i>Community Safety</i></b>	
CS-12 Community Emergency Response Reserves Program	The Fire Department has successfully established an active CERT program, which trains approximately 400 residents annually. In addition, the Department launched a NERT program in 2018 with the goal of training an additional 240 people. NERT is an abbreviated 4-hour curriculum for community groups.
<b><i>Natural Resources</i></b>	
NR-3 Recycled Water Program	Construction was completed on approximately eight miles of distribution pipelines in 2019, and on the recycled water tank, pump station, treatment facility in 2020. Phase 1 customer site retrofits and connections to the recycled water system were completed in 2020. Customer deliveries are scheduled to begin in 2021.
NR-5 Residential Energy Performance Assessment and Disclosure Ordinance	On September 12, 2016, staff presented a report to the Council Sustainability Committee regarding a potential ordinance that would require energy audits of existing buildings and would require disclosure of energy performance. The Committee directed staff to focus efforts on providing customers with information that would encourage them to voluntarily make energy efficiency updates to existing homes and commercial buildings. Staff is currently working with StopWaste to develop a low-cost multifamily property assessment tool, which may be used for public disclosure of energy performance.
<b><i>Hazards</i></b>	
HAZ-4 Tsunami Warning System	The Department implemented Zone Haven, an evacuation planning platform. Zone Haven assisted with developing an evacuation plan, map, and egress path that corresponds with the evacuation plans for neighboring cities. The Department is in the process of refining the evacuation plan for distribution.
<b><i>Community Health and Quality of Life</i></b>	
HQL-6 Climate Change Vulnerability Assessment Strategy and Annual Report	Hayward's Local Hazard Mitigation Plan (LHMP) was adopted by Council on November 29, 2016. The LHMP includes vulnerability assessments for fire, flood, and drought. Vulnerability to sea level rise has been documented in numerous reports prepared by the Hayward Area Shoreline Planning Agency and the Adapting to Rising Tides project. The Shoreline Master Plan was completed in February 2021 and identified strategies for the mitigation of impacts associated with sea level rise.

## **ECONOMIC IMPACT**

There is no direct economic impact associated with this report.

## **STRATEGIC ROADMAP**

This agenda item is a routine operational item and does not relate to any of the six priorities outlined in the Council's Strategic Roadmap. However, many of the efforts identified within the Strategic Roadmap are also identified in the General Plan.

## **FISCAL IMPACT**

There is no direct fiscal impact associated with this report.

## **SUSTAINABILITY FEATURES**

There are no direct sustainability features associated with this report. Sustainability features will be more directly identified with specific implementation programs as they are carried out.

## **PUBLIC CONTACT**

The development of the *Hayward 2040 General Plan*, including the various implementation programs, contained a significant community outreach component. The Hayward e-plan, or web-based General Plan, is linked from the City's website and periodically updated to include implementation program status. In addition, many of the individual implementation programs require community outreach and engagement prior to completion.

## **NEXT STEPS**

If changes are requested by the Council to program language or established timeframes, staff will return to Council in the summer to formally request approval to amend the General Plan as directed. Over the coming months, staff will be working to update the status of implementation programs on the Hayward e-plan on the City's website based on information provided in this report. On an annual basis, Development Services staff will continue to provide an update to the City Council on General Plan implementation progress. Over the next few years, staff from various departments will continue to take the lead on the various programs, helping to implement the General Plan's goals and policies.

*Prepared by:*                 Jeremy Lochirco, Acting Planning Manager

*Recommended by:*       Laura Simpson, AICP, Development Services Director

*Approved by:*

A handwritten signature in dark ink, appearing to read 'K. McAdoo', is written over a horizontal line.

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Kelly McAdoo, City Manager