



## **SUBJECT**

General Plan Annual Progress Report - 2023

## **RECOMMENDATION**

That the Planning Commission accepts the City of Hayward 2040 General Plan Progress Report for the 2022 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 and report progress on the programs contained therein. This annual report has been prepared for review and acceptance by the Council and will be forwarded to the State Office of Planning and Research and the State Housing and Community Development office to ensure compliance with State guidelines.

The *Hayward 2040 General Plan* is a long-range comprehensive plan that controls and regulates 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 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. This 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 22-month community planning process, the 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 Council on implementation progress.

To date, the City has made progress on 72 percent of the General Plan’s 143 implementation programs. Of those identified for initiation between 2014 and 2019, 82 percent of programs are either complete or in progress. The remaining 18 percent have not been started for various reasons, including funding availability, resources, and/or shifting priorities as detailed in the Hayward Strategic Roadmap and Let’s House Hayward Strategic Plan. Some of the General Plan programs overlap with these more recent strategic planning efforts, and some are new and respond to current needs and priorities that were unknown when the General Plan was developed and adopted in 2014. However, 42 percent of the programs slated for initiation in the 2020-2040 timeframe, are already complete or in progress, which is at or ahead of schedule.

*Initial Public Outreach.* 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.

## DISCUSSION

The [Hayward 2040 General Plan](#) contains a total of 143 implementation programs covering 10 elements including the 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 Elements. Once certified by the State Department of Housing and Community Development, the updated 2023-2031 Housing Element and related implementation programs will be updated and reported in next year’s annual progress report.

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, February 2023**

<i>Timeframe</i>	<i>Complete</i>		<i>In Progress</i>		<i>Not Started</i>		<i>Total</i>
	<i>#</i>	<i>%</i>	<i>#</i>	<i>%</i>	<i>#</i>	<i>%</i>	
2014 – 2019	22	46%	12	25%	14	29%	48
Ongoing/annual, initiated in 2014 - 2019	8	13%	46	80%	5	8%	59
<b>Subtotal 2014 – 2019</b>	<b>30</b>	<b>28%</b>	<b>58</b>	<b>54%</b>	<b>19</b>	<b>18%</b>	<b>107</b>
2020 – 2040	3	10%	8	26%	20	64%	31
Ongoing/annual, initiated in 2020 - 2040	2	40%	2	40%	1	20%	5
<b>Subtotal 2020 – 2040</b>	<b>5</b>	<b>14%</b>	<b>10</b>	<b>28%</b>	<b>21</b>	<b>58%</b>	<b>36</b>
<b>Total</b>	<b>35</b>	<b>24%</b>	<b>68</b>	<b>48%</b>	<b>40</b>	<b>28%</b>	<b>143</b>

As shown in Figure 1 below, there were 107 programs slated for completion or initiation within the 2014-2019 timeframe, of which 28 percent are complete and 54 percent are in

progress. Of the programs identified for this timeframe, 18 percent have not been started for various reasons, including funding availability, resources, and/or shifting priorities. Of the 36 programs slated for initiation in the 2020-2040 timeframe, 14 percent are already complete, and 28 percent are in progress, at or ahead of schedule. A complete list of all the General Plan programs, including the current status of each program, is included as Attachment II.

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



**Completed Programs.** Thirty 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
- LU-16 Mills Act Program
- 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
- M-23 Transportation Impact Fees.
- ED-2 Branding and Marketing Program
- ED-3 Energy and Sustainability Businesses Program
- ED-4 Business Resource Center and Website
- ED-8 Business Incubator Study
- ED-9 Business Attraction, Expansion, and Retention Program
- ED-13 Permit Processing Software
- ED-14 Ombudsperson Service
- CS-3, Crime Prevention Through Environmental Design Checklist
- NR-4, Water Conservation Standards
- HAZ-1 Seismic and Geologic Safety Standards
- EDL-1 Education and Lifelong Learning Resource Center

- EDL-2 Education Partnership
- EDL-4 Education Awards Program
- EDL-7, Library Facility Revenue Measure
- HQL-8, Park Dedication Requirements and In-Lieu Fees
- HQL-9 Park Dedication Incentives Program
- PFS-5, Construction and Demolition Debris Recycling Program
- PFS-6, Rainwater Harvesting and Greywater Systems

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

- M-6, Complete Streets Assessment
- M-10, Traffic Calming Measures
- ED-5 International Business Program
- ED-6 Industrial Technology and Innovation Corridor Marketing Strategy
- NR-3 Recycled Water Program.

*Programs In-Progress.* Fifty-eight programs identified for the 2014-2019 timeframe are currently in progress. Some key programs currently underway include the continuation of the Homeless Services Partnership program, a coordinated effort between the City and various non-profits and Faith-based organizations to provide services and ensure homeless and hunger needs are met in Hayward; working with a consultant to develop a Micromobility Plan to provide recommendations for bike-share and scooter-share services; expanding cradle-to-career support services through a collaboration between the Library's Family Education Program, Hayward Unified School District, California State University East Bay (CSUEB), and other private and nonprofit partners. Other programs currently in process include continuing to partner with affordable housing developers to facilitate new construction, acquisition, rehabilitation, and preservation of affordable rental and homeownership developments; developing a density bonus brochure following the recently updated Density Bonus Ordinance to comply with State legislation; the ongoing implementation of the Town-Gown Economic Partnership, which includes partnering with CSUEB and Chabot College to identify student needs and create 12 videos that feature businesses in the community; the development of the COVID-19 Economic Recovery Strategy for the next three years; and updates to the Climate Action Plan, Safety Element and adoption of a new Environmental Justice element in early 2023, consistent with recent State legislation.

*Programs Not Yet Started.* As previously mentioned, several programs that were originally identified for implementation between 2014-2019 have yet to be started either due to limited staff and fiscal resources or other competing priorities. These programs include comprehensive updates to the Zoning Ordinance, Subdivision Ordinance, Design Guidelines, and Off-Street Parking Regulations. However in 2022, the City updated the Density Bonus Ordinance to comply with recent State legislation and is working on the adoption of Residential Objective Standards, which will include updates to the City's Zoning Ordinance and the Off-Street Parking Regulations response to recently adopted State legislation. Staff anticipates this project will be completed by the end of 2023.

Additionally, some programs that were anticipated to begin in 2020 were delayed and are still feeling the impacts of the COVID-19 pandemic. Staff anticipates that several of these programs should begin soon, pending sufficient staff and funding resources. These programs include updates to the Subdivision Ordinance; development of an Urban Forest Management Plan; updates to the Grading Ordinance; the Seismic Retrofit Feasibility Study for City Facilities; and the development and adoption of a Habitat Conservation Plan.

*Programs In-Progress, 2023.* In addition to the programs currently being implemented from previous cycles, the list of programs in Table 2 are in progress for the remainder of 2023.

**Table 2: Program Implementation for 2023**

<i>Program</i>	<i>Status</i>
<i>General Plan</i>	
GPA-2 General Plan Update	The City recently updated the General Plan to reflect new Vehicle Miles Traveled (VMT) CEQA thresholds and reflect new Greenhouse Gas (GHG) emission reduction targets as well as the City's Housing Element. In addition, the City is working on updates to the Climate Action Plan and adoption of a new Environmental Justice element in early 2023, consistent with recent State legislation.
GPA-3 Master Plans, Strategies, and Programs Updates.	City staff has reviewed the list of master plans, strategies, and programs and those identified to be reviewed and updated were factored into Department Budgets. A list of adopted master plans, strategies and programs can be found on the City's website.
<i>Land Use and Community Character</i>	
LU-6 Complete Neighborhood Strategy	The City has not begun this program in this format due to limited staff and fiscal resources, along with other City priorities. In 2021, the City Manager's Office conducted twelve "City Hall to You" meetings through Hayward to conduct community outreach. Any feedback from community members on desired changes was shared with the appropriate department. The Planning Division recently completed a comprehensive update to the public stakeholder, neighborhood, and HOA contact list in 2022 and anticipates additional public outreach for the Residential Objective Standards project will continue through 2023.
LU-17 Historic Preservation Resource Center	The Planning Division has compiled resources to encourage historic preservation and will prepare a webpage and/or handouts for the public in 2023.
<i>Mobility</i>	
M-5 Collision Data Reporting	This information is currently being presented on a quarterly basis by the Police Department.
M-9 Improved Traffic Flow Program	Multiple projects have been originated and grants obtained that work toward this purpose. The regional Hesperian Line 97 project installed adaptive traffic signals throughout the city within a major north/south corridor. The City has obtained an Innovative Deployments to Enhance Arterials (IDEA) grant from the Metropolitan Transportation Commission (MTC) that will allow for better monitoring and adjustment of signal timing along three major corridors in Hayward, thus reducing vehicle idling. The City obtained Transportation Development Act (TDA) Article III funds for improvements on Patrick Avenue and Gading Road. The City has also received a Caltrans grant to improve queuing and vehicle idling at the Huntwood/Industrial and Huntwood/Sandoval signalized intersections.
M-13 Private Transportation Companies	The City is currently working with a consultant to develop a Micromobility Plan, which will study and provide recommendations for implementing bike-share and scooter-share services in the City. The Transportation Division received a grant to complete a Transit Connector Shuttle Feasibility Study in 2015. They presented the findings and recommendations to Council on 9/19/2017.
M-17 City Employee	The City was awarded a grant in 2017 to deploy and promote car sharing at multiple

Car/Bike Share Programs	locations throughout the city. In the fall of 2019, the city returned the grant funds and closed the program after it was deemed infeasible. Staff will continue to seek additional opportunities for car and bike sharing as opportunities arise.
M-18 City Commuter Benefits	The City currently offers pre-tax payroll deductions for public transportation and/or parking options with P&A Group. Staff evaluates options annually and will continue to improve and expand the program when possible.
<i>Economic Development</i>	
ED-1 Economic Development Strategic Plan Annual Report	The Economic Development Division planned to bring forward an updated strategic plan in incremental segments. However, these efforts were delayed due to the need to pivot toward COVID-19 response and recovery program implementation efforts. ED staff developed and brought forward a COVID-19 Economic Recovery Strategy in 2022, which is funded by ARPA dollars. This plan included a suite of recovery initiatives that will be the focus of the Division's efforts across the next three years. Division staff shall provide updates to Council and the CEDC as recovery programs are designed, implemented, and evaluated for performance.
ED-7 Local Hire Incentives	Research on business incubators, including best practices and common funding mechanisms was started in 2020. However, these efforts were placed on hold as COVID-19 response and recovery efforts were prioritized. Economic Development staff have engaged with California State University (CSU or Cal State) East Bay to explore partnership opportunities. CSU East Bay is constructing a CORE building, which will be a Hub for Entrepreneurship. This business incubator will provide a nexus for students and faculty to explore innovations that will propel the creative economy into the next generation and beyond. Construction is slated to be completed in 2022.
ED-10 Town-Gown Economic Partnership	In late 2019, Economic Development staff began actively identifying and meeting with California State University (CSU) East Bay and Chabot College student associations and groups in order to identify student needs and develop a Town-Gown or "College Connection" program. However, promotional and special event planning efforts were delayed due to the COVID-19 pandemic, which resulted in business and campus closures and prohibitions on mass gatherings. As part of the COVID Recovery programs launched by Economic Development, the City has partnered with CSUEB for the creation of 12 videos that feature various businesses throughout the community. These videos, created by students are focused on businesses identified by the students. The videos will be featured on the City You Tube channel and website
ED-11 Town-Gown Economic Strategic Plan and Annual Report	Town-Gown Economic Strategic Plan efforts were delayed as priorities shifted to COVID-19 response and recovery. Formal work on the Town-Gown Strategic Plan is currently on hold due to lack of staff capacity as the focus has shifted towards the implementation of COVID-19 Economic Recovery programs.
ED-12 Customer Service Survey	Surveys are regularly sent to customers and available at City Hall for an evaluation of the City's customer service. Development Services and Permit Center released a survey in Spring 2019, will continue to solicit customer feedback on ways to improve and expand customer service delivery. In addition, the City just launched the new Energov Permitting Software, which should help expedite permit processing in an effort to expand customer service delivery.
ED-15 Cultural Commission	In an effort to celebrate the diversity of the community and increase the foot traffic in the Downtown District, the Economic Development Division launched the Sounds of the Season program. This program sought out volunteer performing groups which played or sung holiday themed songs in the downtown on Saturdays during the month of December. In addition, Economic Development is looking to launch three new pilot programs in early 2023 to add to the atmosphere of the downtown. These three new programs as Pathways for Performers which will feature live music, Art in Action which will showcase artists while they work and Patio Pop-ups for our community entrepreneurs to sell their goods. Economic Development is in the process of reviewing proposals for outside organizations which will partner with the city on the

	implementation of these new pilot programs.
<i>Community Safety</i>	
CS-1 Grant Funding	The Police Department currently has 42 sworn vacant positions and will pursue additional grant funding programs when staff resources are available. The Fire Department regularly applies for grants to fund equipment purchases and community programs. In the past several years, the Department has received grant money to purchase radios, cardiac monitors, and chest compression devices, as well as fund the residential chipping program and Community Emergency Response Team program.
CS-2 Police Department Strategic Plan Annual Report	The Police Department is currently in the process of working with an independent contractor to develop a new Strategic Plan with an anticipated completion date before the end of fiscal year 2023. The development of a new Strategic Plan is a requirement by the Commission on Accreditation for Law Enforcement Agencies (CALEA). The process is ongoing and HPD provides an annual report to the City Council.
CS-4 Homeless Services Partnership	The City developed and released a major strategy report on the issue of homelessness in late 2015. As a result of that report, a new Winter Warming Center was created in north Hayward, and the Downtown Streets Team program was contracted to begin services in June 2016. A new task force, a standing Interdisciplinary Working Group on Homelessness, Hunger, Housing and Disruptive Street Behaviors, was formed in early 2015, and continues to meet monthly. Members from various City Departments, Non-Profits, and Faith Based Organizations participate in the working group to coordinate services and strategy to ensure homeless and hunger needs are addressed in Hayward. In January 2019, the City Council approved a Navigation Center for the homeless in the Industrial area, which is currently operational. The Library partnered with Alameda County Health Care for the Homeless and the VA Palo Alto Medical Outreach Team to bring medical services to the City on an ongoing basis.
CS-5 Park Security Program	Staff turnover at the Hayward Area Recreation District (HARD) and the COVID-19 pandemic have impacted the implementation of this program but additional coordination with HARD is anticipated in 2023.
CS-6 Comprehensive Safe School Plans	The School Resources Officers (SRO) Program was discontinued by Hayward Unified School District (HUSD) in 2021 and on-site campus security is provided by HUSD security staff. The HPD responds to HUSD campuses and coordinates with HUSD to address safety issues when requested. The HPD continues to maintain a working relationship with HUSD to address safety concerns and the HPD provides training to HUSD staff on campus security issues.
CS-7 Fire Department Strategic Plan and Annual Report	The Fire Department has begun the planning process to complete the Strategic Plan, which will be completed by the end of this fiscal year.
CS-8 Center for Public Safety Excellence Program	Staff initiated the accreditation process in 2021 and can take up to three years to complete.
CS-10 Disaster Awareness and Emergency Preparedness Program	The City has funded several emergency preparedness exercises in the past five years. However, funding has not been available to implement a comprehensive emergency preparedness program. Council approved an Emergency Management Services Officer position in October 2019, who began updating the Department's preparedness plans and preparing evacuation drills shortly thereafter. In March of 2020, the Department prioritized standing up the Emergency Operations Center (EOC) and COVID-19 response. The program itself is limited due to staff buy-in for preparedness training and participation. Expected completion is the end of Fiscal Year 2023.
CS-11 Disaster Drills	In 2019, the Fire Department conducted several fire drills at City Hall to promote fire safety awareness. In 2020, the COVID-19 pandemic resulted in the closure of City Hall, the Library, and several public buildings. In collaboration with PIO, the Department initiated a two-year planning process to increase community and staff preparedness in preparation for tabletop and large-scale drills with first responders, EOC staff, City staff,

	and community members/groups. Early in 2023, the Fire Department conducted a fire drill at City Hall to promote fire safety awareness. Additional fire drills are in the process of being scheduled for the remainder of the year.
CS-12 Community Emergency Response Reserves Program	The Fire Department has successfully established an active Community Emergency Response Team (CERT) program, which trains approximately 400 residents annually. In addition, the Department launched a Neighborhood Emergency Response Team (NERT) program in 2018 with the goal of training an additional 240 people. NERT is an abbreviated 4-hour curriculum for community groups. The Department continues to build the CERT program and is in progress of elevating CERT members to engage in advanced training. This CERT group will assist and report directly to the EOC in the event of a large-scale disaster.
CS-13 Energy Assurance Plan	The Fire Department proposed a new CIP project for FY 22, which includes a pilot program for 10 solar-powered generators. These generators will be used to support 112 baseline residents during public safety power shutoffs; power tents in the event of any disaster, large or small; support the continuing operations of maintenance services through disasters and will be used in emergency response drills. Council approved funding for solar generators, and communications equipment that will assist directors and public safety leadership with communicating off the grid. These efforts support the intent of the program in ensuring that critical facilities have access to power during emergencies and power outages.
<i>Natural Resources</i>	
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. StopWaste, in collaboration with the Bay Area Regional Energy Network (BayREN) and the US Department of Energy, now offers Home Energy Score ( <a href="https://www.bayren.org/home-learning-center/home-energy-score-hes">https://www.bayren.org/home-learning-center/home-energy-score-hes</a> ) as a benchmarking tool. The score is helpful to homeowners and can also be provided to prospective homebuyers
NR-7 Energy Reduction Initiative and Annual Report	Hayward participates in BayREN's programs. Staff is promoting BayREN's single-family program, includes the Home Energy Score and a variety of rebates for energy efficiency and electrification.
NR-8 Home Energy Monitors and Annual Report	This program will be re-evaluated during the update of the Climate Action Plan in 2023. There are on-line programs such as Ohm Connect and Home Energy Analytics available to monitor home energy use without the need for a hardware solution.
NR-11 City Building Audits and Reports	Staff is working with a firm specializing in energy efficiency to audit several City facilities. The assessment is expected to be completed in Q2 of 2023.
NR-14 Renewable Energy Generation Potential	Staff is currently working with East Bay Community Energy to investigate the feasibility of installing solar and battery storage at several City facilities.
<i>Library Services</i>	
EDL-6 Library Strategic Plan and Annual Report	Delayed due to COVID-19. Due to the high cost of creating a full-fledged strategic plan, the Library started the first phase of the planning in 2021 with the training of staff and conducting some preliminary outreach in preparation for strategic planning. The Library has completed a Needs Assessment for the Weekes branch and expects to have an architectural assessment completed for the branch by the end of FY22-23. The Library has received funding for its Strategic Plan which is expected to be completed by the end of 2023.
<i>Community Health and Quality of Life</i>	
HQL-6 Climate Change Vulnerability Assessment Strategy	Hayward's Local Hazard Mitigation Plan (LHMP) was adopted by Council on November 29, 2016, and an update is currently underway. The updated plan, titled the Hayward Resilience Plan, is pending review by the California Office of Emergency Services. The



and Annual Report	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.
<i>Housing</i>	
H-5 Foreclosure Prevention and Counseling	The City is utilizing Community Development Block Grant CARES Act (CDBG-CV) funds and American Rescue Plan Act of 2021 (ARPA) funds to provide educational workshops and foreclosure/delinquency prevention counseling to low-income Hayward homeowners through Housing and Economic Rights Advocates (HERA), a legal services and advocacy non-profit.
H-9 Density Bonus	In December 2022, the City adopted an updated Density Bonus Ordinance that complies with recent State legislation. A brochure highlighting the updated program is in progress and expected to be completed in early 2023.
H-12 Inclusionary Housing Ordinance	Informed by the results of a Residential Nexus and Feasibility Study, in January 2015, the City Council adopted an Affordable Housing Ordinance (AHO). The Affordable Housing Ordinance was updated in 2017 and now applies to all residential development proposals of two units or more and provides more flexibility to the developers with respect to the means of compliance with those requirements. In December 2022, the City initiated a feasibility study of the AHO and in-lieu fee requirements to ensure the AHO optimizes the production of affordable housing in Hayward. City staff anticipate presenting the findings from the study and provide recommendations for amendments to the AHO to the City Council in 2023

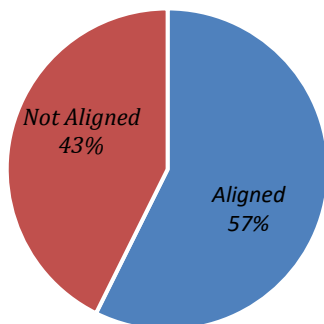
**STRATEGIC ROADMAP**

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, following Council feedback from the Report provided in 2021, staff reviewed the complete list of General Plan programs and identified some of those programs that are also included as part of the City’s Strategic Roadmap, shown in Attachment II with an asterisk (\*).

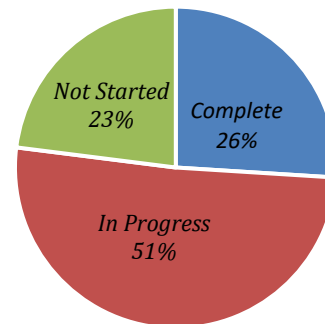
Of the 143 programs listed in the City’s General Plan, staff identified 82 programs that align with one or more of the projects laid out in the Strategic Roadmap. Out of these 82 programs, 21 are complete, 42 are in progress, and 19 have not started.

**Figure 2: General Plan Implementation Programs and Strategic Roadmap Projects**

GP programs aligned with SRM projects



Status of SRM-aligned GP programs



**NEXT STEPS**

Following feedback from the public and Planning Commission, staff will present the General Plan Annual Progress Report to the Council at a regularly scheduled meeting on March 21, 2023. Over the next year, staff from various departments will continue to take the lead on program implementation, helping to implement the General Plan's goals and policies.

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