



DATE: June 5, 2017

TO: Council Economic Development Committee

FROM: City Manager

SUBJECT Review Draft Tennyson Corridor Strategic Initiative Two-Year Action Plan

RECOMMENDATION

That the Committee reviews and provides feedback on the Draft Tennyson Corridor Two-Year Action Plan.

BACKGROUND AND DISCUSSION

The City Council has four guiding priorities that drive City action: Safe, Clean, Green, and Thrive. In addition, the City Council has identified three strategic initiatives to prioritize staff efforts over the next two years: Complete Streets, Complete Communities, and Tennyson Corridor. This staff report provides an overview of the strategic action plan for the Tennyson Corridor initiative.

In March 2017, the City Manager established Interdepartmental Strategy Teams to develop Two-Year Action Plans for each strategic initiative. The Draft Tennyson Corridor Action Plan (Attachment I) is comprised of goals, objectives, and performance measures to track progress. Furthermore, the Action Plan will guide and focus City expenditures for this initiative over the next two years.

On April 11, 2017, the City Council received an initial report on the Tennyson Corridor and provided comments. Some of the feedback received included interest in pedestrian and cyclist safety, community appearance, and placemaking. There was also interest in ensuring resident services were offered in that area and the need to closely collaborate with Tennyson's numerous non-profit and religious organizations. Finally, there was a desire to create a "concept plan" for the Corridor for the eventual development of a holistic approach to improvements in that area.

The Tennyson Strategy Team seeks feedback from the Council Economic Development Committee on the Draft Action Plan. This item will appear before the full Council in a work session at the June 13, 2017 City Council meeting.

The overarching purpose of the Tennyson Corridor strategic initiative two-year action plan is to develop an attractive, cohesive, thriving Tennyson Corridor through thoughtful engagement of residents, businesses, and community partnerships.

The five goals identified in the Tennyson Corridor strategic initiative two-year action plan include the following: (1) Create a community vision plan for the Tennyson Corridor and catalyst sites to serve as a foundation for long-term planning and policies; (2) Increase pedestrian and bicyclist safety; (3) Improve community appearance; (4) Foster a cohesive sense of place; and (5) Increase community resiliency.

For Goal 1, create a community visions for the Corridor, three objectives have been identified. These include the following:

- Objective 1: Work to understand community needs and desires for the Corridor
- Objective 2: Identify funding options for future Tennyson Corridor planning, improvements, and infrastructure
- Objective 3: Lead the development and construction of a new South Hayward Family Center in coordination with community stakeholders

The following performance measures are associated with this goal:

1. Depth and breadth of community stakeholder participation in visioning process, including:
 - a. Response rates for electronic/mailed outreach (e.g., surveys)
 - b. Demographics of participants in comparison to demographics of Tennyson Corridor (e.g., homeowners vs. renters, primary language, race/ethnicity, age, business owners/residents/other community stakeholders)

At the April 11th work session, Council expressed a desire to see a “concept plan.” Staff is calling this a “vision plan” for clarity. Staff is proposing to spend the next two years conducting one-on-one stakeholder interviews and a series of community visioning sessions to create a shared vision for the Corridor that will guide planning and policy efforts going forward. The City has taken the lead on the development and construction of a new South Hayward Family Center, in close coordination with multiple organizations. The coalition has already completed a market feasibility study for the Center. Staff is currently identifying next steps, including future management and ownership of the parcels, ongoing roles of each governing partner in the project, and the formal structure of the partnership moving forward.

For Goal 2, increase pedestrian and bicyclist safety, four objectives have been identified. These include the following:

- Objective 1: Enhance protected bike and pedestrian ways
- Objective 2: Increase bicycle safety education
- Objective 3: Collaborate with community members to improve public safety
- Objective 4: Improve safety through increased lighting

There are four performance measures associated with this goal, which include the following:

1. Conduct annual survey of community members to understand changing attitudes about the Tennyson Corridor and capture performance including:
 - a. Percent of community members who report that they feel safe walking and/or biking along Tennyson (as determined by the pre- and post- surveys)
2. Change in number of accidents involving pedestrians or cyclists
3. Team will report back on the quantitative and qualitative performance of pilot projects and lean innovation experiments, including:
 - a. Business participation in pilot projects
 - b. Usage of pedestrian and bicyclist infrastructure improvements such as: pop-up bike lane, adopt-a-crosswalk, and temporary bike racks

Staff is currently working on a Tennyson Road Complete Streets Feasibility Study, which will include comprehensive design elements to increase pedestrian and bicyclist safety. However, the Corridor will not likely see improvements from this study for several years. In the interim, staff plans to install green paint along bike paths at conflict areas and increase lighting along the section of Tennyson adjacent to BART. In addition, staff will be pursuing several low-cost efforts to strengthen the connection between community members and law enforcement, increase bicycle safety education, and improve bike and pedestrian visibility. Finally, staff will be instituting regular meetings with Caltrans and Union Pacific Railroad to discuss the City's desired safety updates to their crossings.

For Goal 3, improve community appearance, three objectives have been identified. These include the following:

- Objective 1: Enhance landscaping
- Objective 2: Decrease dumping and litter
- Objective 3: Decrease blight

There are two performance measures associated with this goal, which include the following:

1. Team will report back on the quantitative and qualitative performance of pilot projects and lean innovation experiments, including:
 - a. Business participation in pilot projects
2. Conduct annual survey of community members to understand changing attitudes about the Tennyson Corridor and capture performance including:
 - a. Percent of community members who report that the appearance of the Tennyson Corridor has improved from two years prior (as determined by the pre- and post- surveys)

As with Goal 2, the Tennyson Road Complete Streets Feasibility Study will address streetscape appearance, but those improvements will not happen for several years. In the interim, staff plans to complete an inventory of code violations and conduct property owner education. In addition, staff proposes adding a Downtown Streets Crew to focus on litter hotspots and using data and evidence driven approaches to address illegal dumping. Staff will also develop a

façade improvement program for Tennyson businesses to bring before to Council. Finally, staff will direct FY18 landscaping funds to update high-need sections of the Corridor and will complete a pilot pavement-to-garden installation.

For Goal 4, foster a cohesive sense of place, four objectives have been identified: These include the following:

- Objective 1: Identify possible locations and a cohesive theme for public art along the corridor
- Objective 2: Increase City sponsored events and projects in the Tennyson Community
- Objective 3: Explore using branding and signage to identify the corridor
- Objective 4: Explore innovative placemaking opportunities along the corridor

There are two performance measures associated with this goal, which include the following:

- Conduct annual survey of community members to understand changing attitudes about the Tennyson Corridor and capture performance including:
 - a. Percent of community members who report that the Tennyson Corridor is headed in the right direction
 - b. Percent of community members who report that they feel the Tennyson Corridor is connected to the larger Hayward

Staff is currently in the preliminary stages of a Public Art & Innovation Master Plan, which will include a section dedicated to the Tennyson Corridor. The Plan will compile community input to create a cohesive theme and vision for public art along the Corridor, including possible locations for murals and other art. In a parallel effort, staff will compile community input on possible neighborhood branding that reflects the Tennyson's unique character, including gateway markers and wayfinding signs. Staff will also launch City-sponsored events in the Corridor to increase community exposure to local businesses. Possible events include a Cesar Chavez day, a farmer's market and small community arts events. Finally, staff will seek outside technical assistance to identify and pilot other placemaking projects with neighborhood partners.

For Goal 5, increase community resiliency, five objectives have been identified: These include the following:

- Objective 1: Increase awareness of and access to City Services
- Objective 2: Increase the number of residents with medical and dental access
- Objective 3: Increase resident emergency preparedness
- Objective 4: Increase access to effective public transit
- Objective 5: Reduce resident utility bills through increased efficiency

There are four performance measures associated with this goal, which include the following:

- Change in demand for medical and dental services at Firehouse Clinic
- Change in participation in CERT/NERT classes and programs

- Percent reduction in time for Alameda County Transit buses to navigate Tennyson Corridor
- Team will report back on the quantitative and qualitative performance of pilot projects and lean innovation experiments, including:
 - a. Mobile City Hall interactions/problems resolved

In 2016, staff tested a Mobile City Hall program and found it was successful at increasing resident awareness of City services when placed at school sites. Staff proposes launching the City's first Mobile City Hall at Tennyson Corridor schools. Additionally, staff plans to increase outreach for specific programs that focus on resiliency and mobility, such as medical services at the Fire House Clinic, CERT and NERT programs, the Brace and Bolt program, utility efficiency programs, and the paratransit program. In addition, staff will be installing GPS based traffic signal preemption for Alameda County Transit buses that travel down the Corridor, reducing travel time via public transportation.

ECONOMIC IMPACT

The draft two-year Action Plan places significant focus on beautification and placemaking efforts that should directly benefit the local Tennyson economy. In addition, locating City-sponsored events in the Corridor will hopefully draw more people to local businesses.

FISCAL IMPACT

Staff is sensitive to the City's current fiscal situation. Many actions in the plan can be achieved with existing resources and staff. Some of the actions will need additional resources if the City's decides to pursue them, such as an additional bike patrol officer or public art. Once staff has scoped the costs associated these actions, staff will return to Council later to request funding. Staff also intends to apply for outside grant funding for all applicable actions. Finally, staff supports the Community Services Commissions recommendation from the Joint Council Work Session of May 23rd that future Community Agency Funding allocations give priority to Council's Strategic Initiatives, including the Tennyson Corridor.

Prepared by: Tennyson Corridor Strategy Team, including:
 Lindsey Vien, Education Services Manager
 Rachael McNamara, Management Analyst
 Mary Thomas, Management Analyst
 Jose Banuelos, Sergeant
 Ramona Portillo, Code Enforcement Inspector
 Ramona Thomas, Economic Development Specialist
 Richard Nield, Landscape Maintenance Manager
 Jeremy Lochirco, Principal Planner
 Alexandria Sepulveda, Permit Technician
 Brianne Elizarrey, Acting Graphics & Communications Technician
 Linda Shale, Senior Secretary

Recommended by: Maria A. Hurtado, Assistant City Manager
Garrett Contreras, Fire Chief
Sean Reinhart, Director of Library & Community Services
Todd Rullman, Director of Maintenance Services

Approved by:



Kelly McAdoo, City Manager