

**CITY COUNCIL MEETING TUESDAY,
SEPTEMBER 11, 2018**

PRESENTATIONS

ITEM 2 – WS 18-030

UPDATE ON THE IMPLEMENTATION OF THE THREE COUNCIL STRATEGIC INITIATIVES TWO-YEAR ACTION PLANS: COMPLETE STREETS, COMPLETE COMMUNITIES, AND TENNYSON CORRIDOR



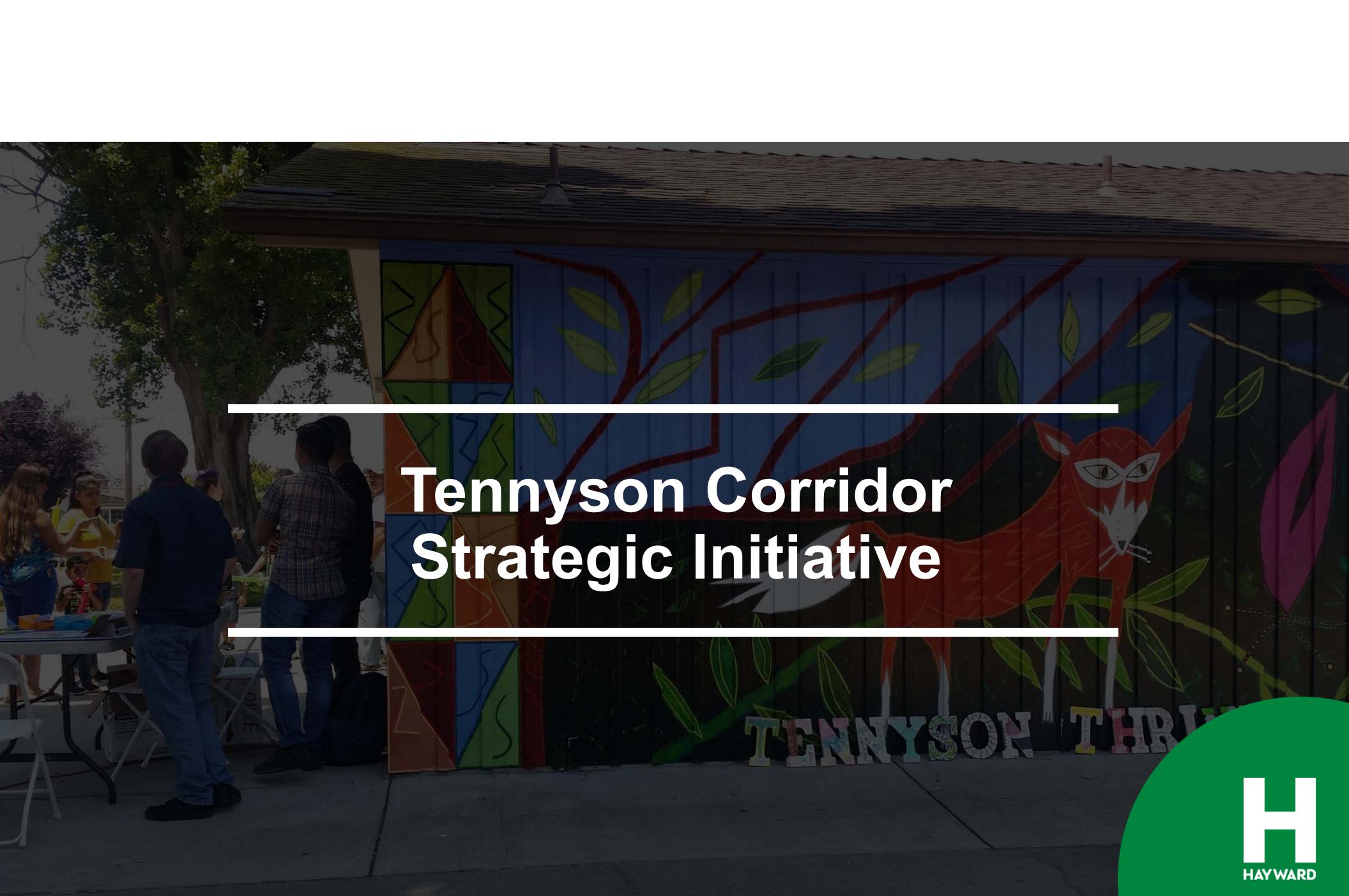
Update on Strategic Initiatives



CURRENT STAFF CO-CHAIRS

- **Rod Affonso**, Streets Manager
Maintenance Services
- **Allen Baquilar**, Sr Civil Engineer
Development Services
- **Lucky Narain**, Sr Management Analyst
Public Works
- **Richard Nield**, Landscape Manager
Maintenance Services
- **Mary Thomas**, Management Analyst
Fire Department
- **Sandi Wong**, IT Solutions Analyst
Information Technology





Tennyson Corridor Strategic Initiative



Tennyson Corridor – Appearance



Landscape Improvements

- ▶ Completed updates to the landscape surrounding the South Hayward BART Station.
- ▶ Began upgrade to medians on the eastern end of the Corridor.
- ▶ Will continue to upgrade medians throughout FY19.

Tennyson Corridor – Appearance



Landscape Improvements



Tennyson Corridor – Appearance



Downtown Streets Team Tennyson Pilot

- ▶ Cleaning Tennyson Rd every Wednesday-Friday from 8am-12pm
- ▶ 18,275 gallons of debris removed
- ▶ 31 Team Members, 10 people beyond 90-day employment, 17 people from homeless to housed

Tennyson Corridor – Appearance



Façade Improvement Program

- ▶ Outreach conducted to small businesses along Tennyson
- ▶ Thus far, 16 businesses have been approved for the program, at \$10,000 each

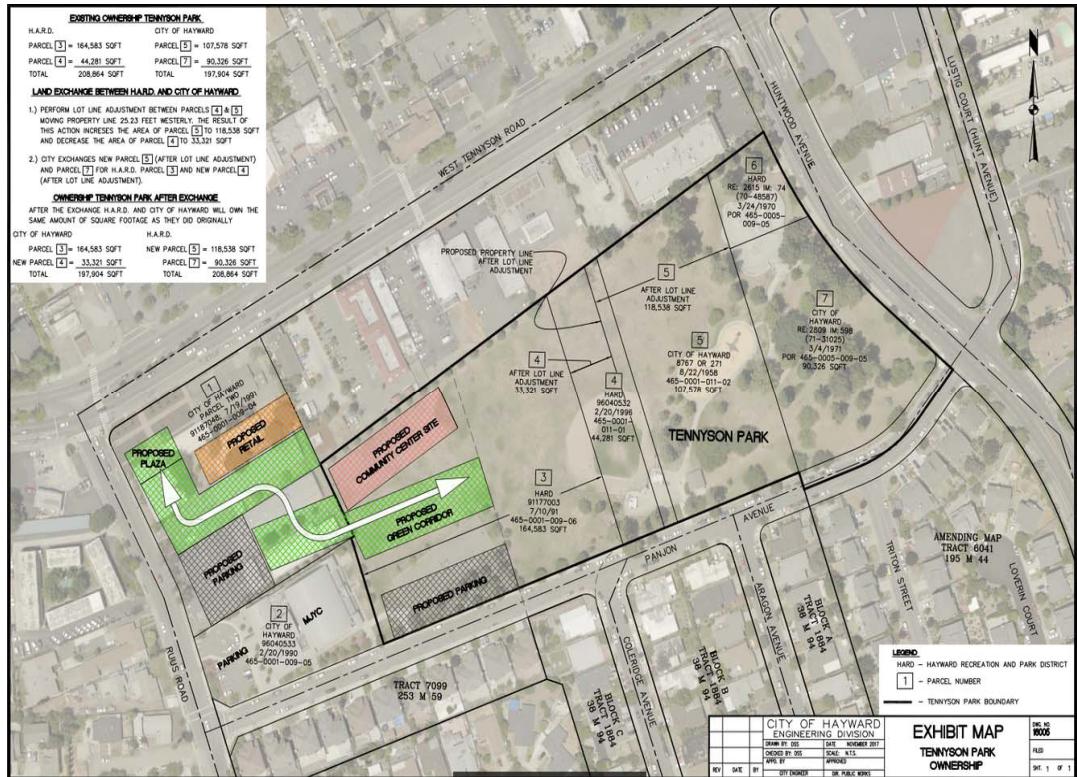
Tennyson Corridor – Appearance



Public Art

- ▶ Mural in progress at Eldridge Elementary School
- ▶ “Selfie” Butterfly Mural in progress on sound wall at Tennyson and Patrick

Tennyson Corridor

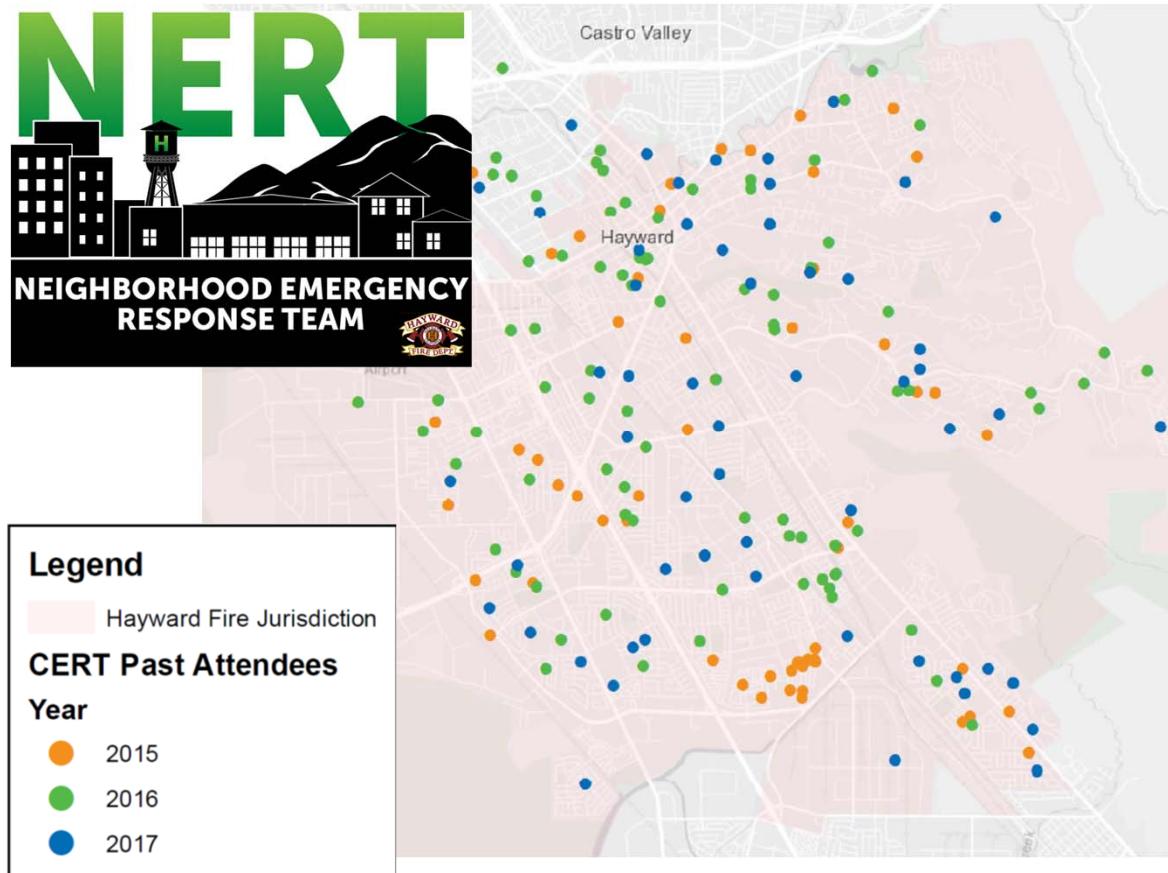


South Hayward Family Center

- Architect selection (September 27)
- Mia's Dream Park
 - Current status: 90% Construction documents
 - Community Meeting: September
 - Bid & Award: August - Oct 2018
 - Construction: Nov 2018 - Nov 2019



Tennyson Corridor – Resiliency



NERT Program Launched

Established abbreviated 4 hour curriculum for neighborhood-based trainings in South Hayward

www.hayward-ca.gov/NERT

FY19 Goals:

- Train 240 people through at least 12 groups
- Engage 6-10 CERT grads to help with the program

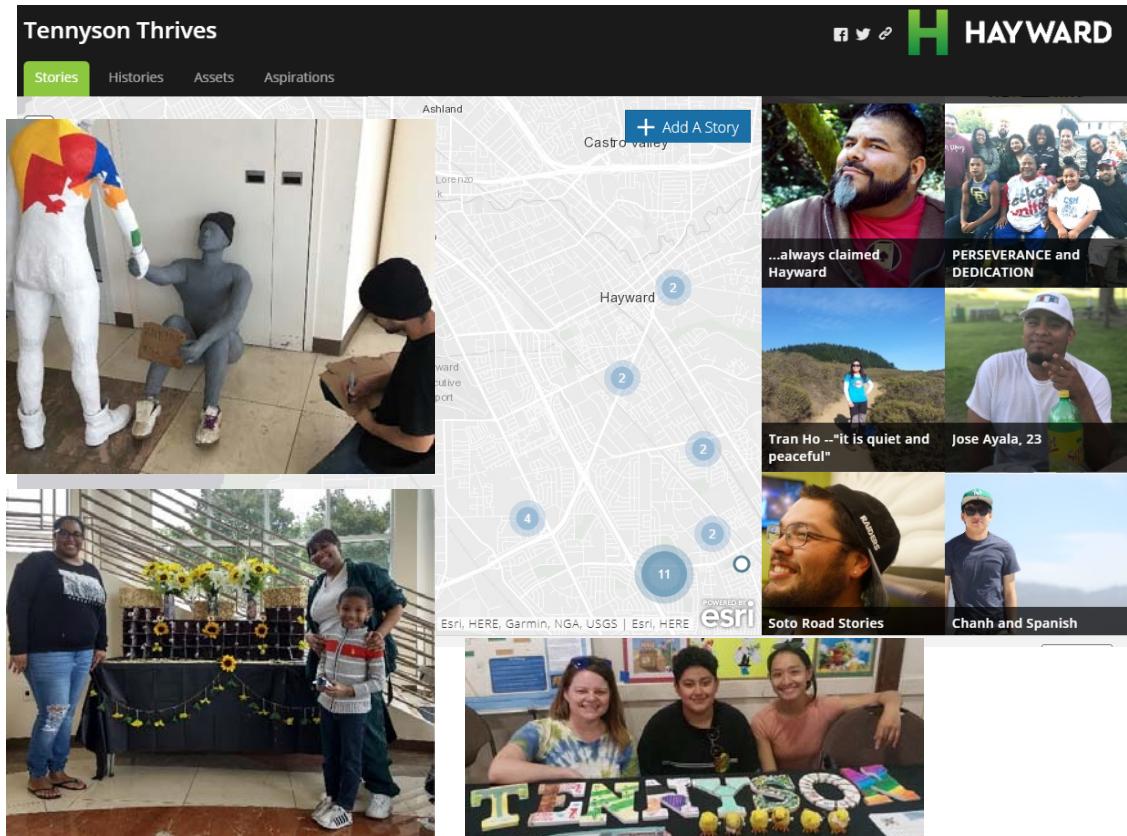
Tennyson Corridor – Resiliency



Energy/Water Efficiency

- ▶ East Bay Energy Watch's Smart Light Program visited 199 businesses and conducted 34 energy audits
- ▶ Grant funding to hire additional California Youth Energy Specialists for summer 2018

Tennyson Corridor – Vision Plan



The collage illustrates the community engagement and resources available through the Tennyson Thrives website. It features a map of the Tennyson Corridor, which spans from Ashland to Castro Valley, with various locations marked. The website's header 'Tennyson Thrives' is visible, along with navigation tabs for 'Stories', 'Histories', 'Assets', and 'Aspirations'. Below the map, there are several photo galleries and stories. One story features a man with a beard and the text '...always claimed Hayward' and 'PERSEVERANCE and DEDICATION'. Another story features a woman and a child, with the text 'Tran Ho --"it is quiet and peaceful"'. A third story features a man with the text 'Jose Ayala, 23'. The bottom of the collage shows three people sitting at a table, with one person holding a sign that reads 'TENNYSON'.

Vision Plan Work FY18

- ▶ Partnered with the Chabot College Student Initiative Center to interview over 200 community members
- ▶ Launched a website, online survey, and interactive map: www.Hayward-ca.gov/TennysonThrives
- ▶ Needles in the HayStack Art Exhibit at City Hall
- ▶ Trended results into Opportunity Areas

Tennyson Corridor – Vision Plan

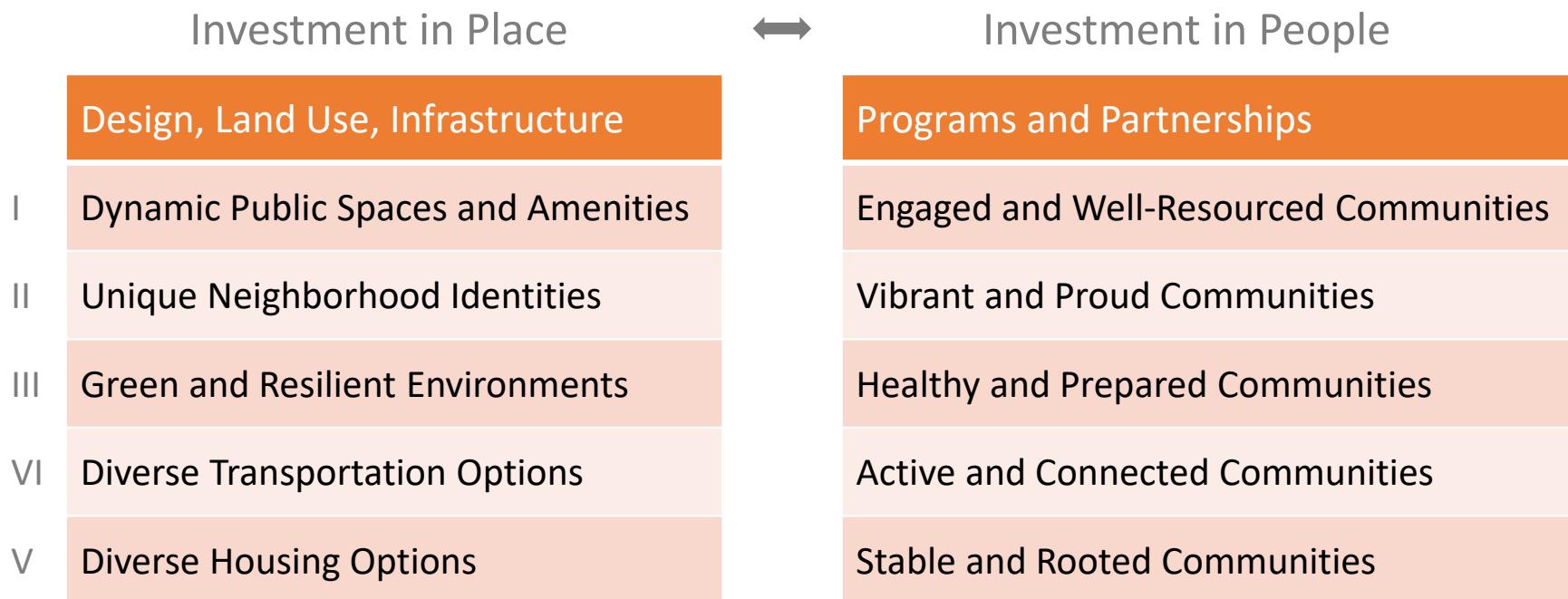


Vision Plan Work FY19

- ▶ Conduct idea-generating sessions and participatory small grant giving
Palma Ceia Fest – July 2018
- ▶ Chabot will focus on testing program and partnership solutions
- ▶ Exploring Cal Poly partnership to create physical design solutions
- ▶ Presentation to Council in June 2019 and final adoption in fall 2019

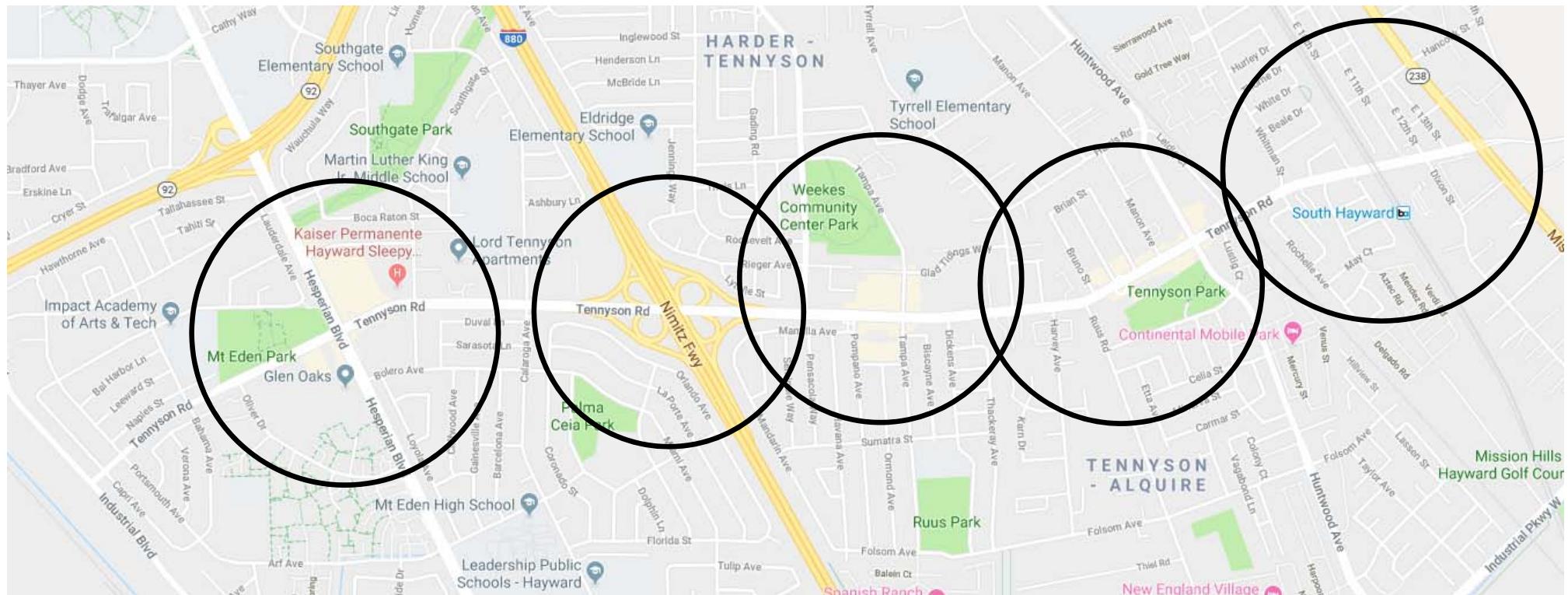
Tennyson Corridor – Vision Plan

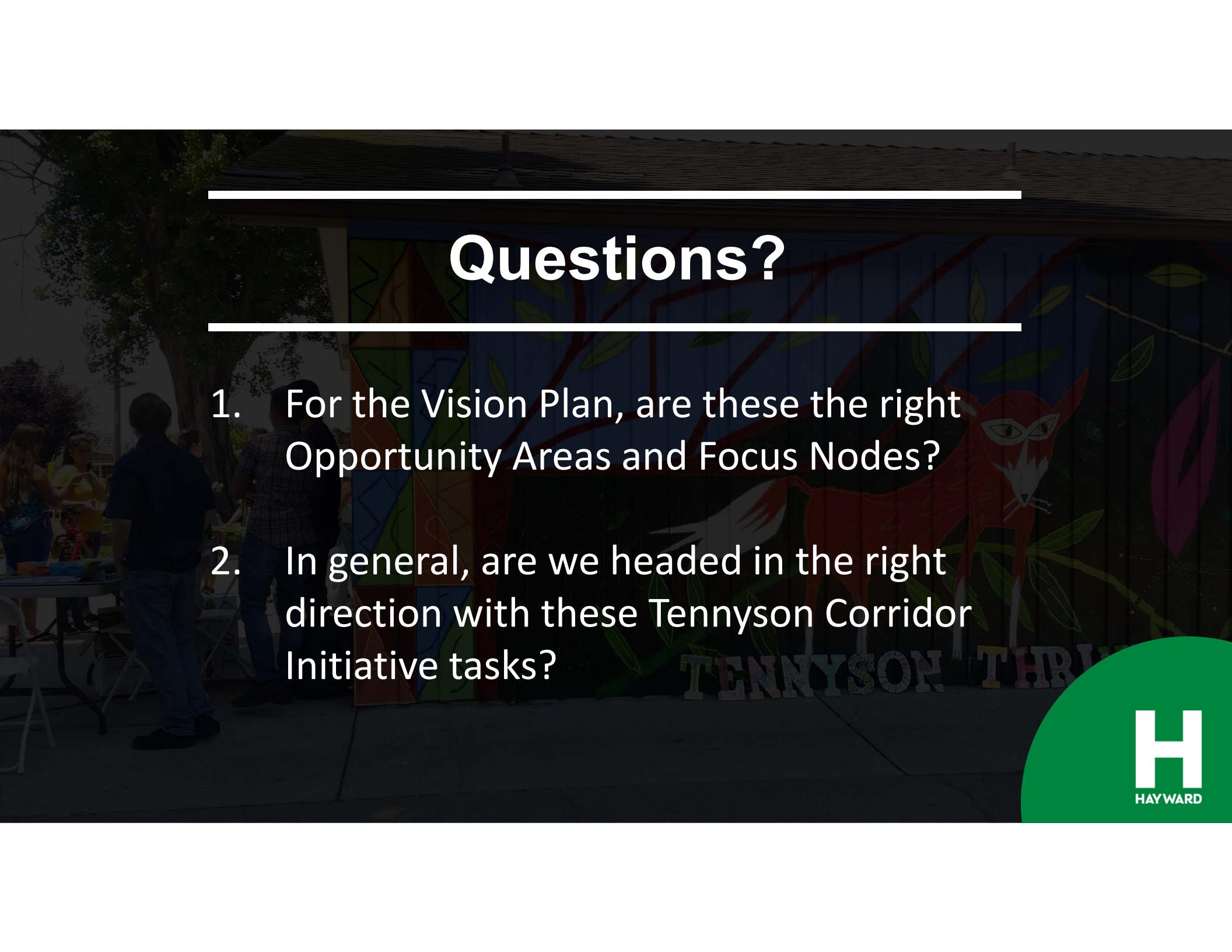
Five Proposed (Draft) Opportunity Areas



Tennyson Corridor – Vision Plan

Five Proposed (Draft) Focus Nodes





Questions?

1. For the Vision Plan, are these the right Opportunity Areas and Focus Nodes?
2. In general, are we headed in the right direction with these Tennyson Corridor Initiative tasks?

A COMPLETE COMMUNITY IS...

Complete Communities Strategic Initiative

Complete Communities – Housing



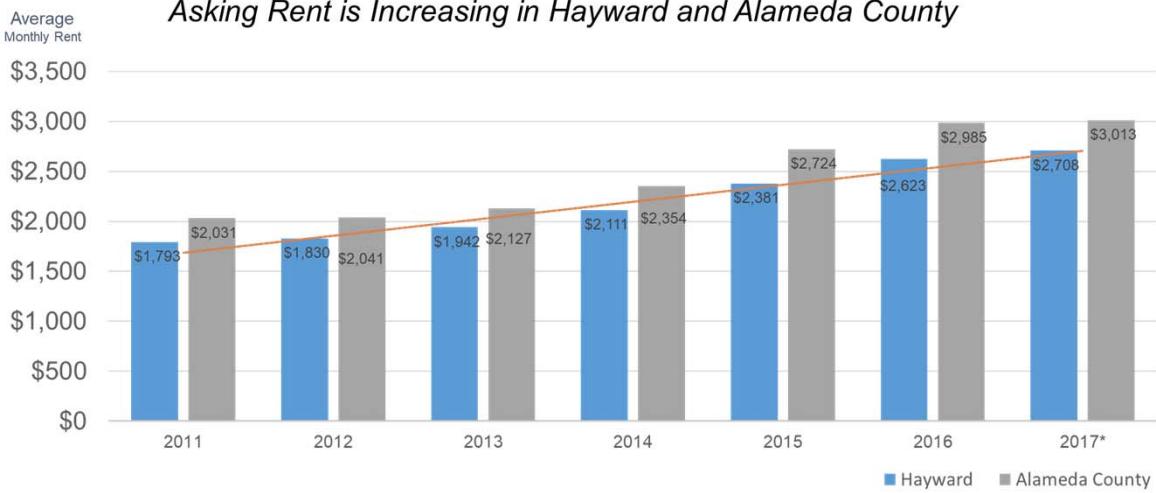
Notice of Funding Availability (NOFA)

- ▶ NOFA released on April 30, 2018
- ▶ Accepted loan applications for affordable rental and supportive housing development
- ▶ Staff will make recommendations to Council in October 2018

Complete Communities – Housing

Housing Data

Asking Rent is Increasing in Hayward and Alameda County



Rent Stabilization

- ▶ Council approved amendment to the RRSO to clarify that eviction for cause provisions apply to all units covered by the ordinance.
- ▶ Council approved 18-month on vacancy decontrol moratorium in May 2018.
- ▶ Staff will release RFP in September to find consultant to evaluate the vacancy decontrol process.
- ▶ Staff will return to Council with an update in February 2019.

Complete Communities – Regulatory Toolkit



MIA'S DREAM COME TRUE PLAYGROUND
DESIGN DEVELOPMENT
HAYWARD, CA.

rrm design group

Park In-Lieu Fee Review

- ▶ RFP issued for nexus study in March 2018
- ▶ Community Attributes Inc was chosen to prepare the nexus study
- ▶ Work began in May 2018 and is expected to conclude by March 2019

Complete Communities – Regulatory Toolkit



Form Based Code

- ▶ Lisa Wise Consulting was selected as the consultant to prepare the update
- ▶ Contract approved by the City Council on May 22, 2018
- ▶ Kickoff meeting held in July 18th

Complete Communities – Regulatory Toolkit



Shoreline Master Plan

- ▶ City received a Caltrans grant for \$509,000 to complete the study
- ▶ Project will kick-off in October, including hiring of a consultant
- ▶ Estimated completion in February 2021

Complete Communities – Regulatory Toolkit



Industrial District Regulations

- ▶ Draft regulations being reviewed by staff
- ▶ Upcoming study sessions with Planning Commission in October and City Council in early 2019

Complete Communities – Regulatory Toolkit



Vacant Property Ordinance & Registration Program

- ▶ Establishes enforcement processes to protect neighborhoods from distressed vacant buildings
- ▶ Ordinance final draft is under review
- ▶ Presenting to Council in winter 2018

A COMPLETE COMMUNITY IS...

Questions?

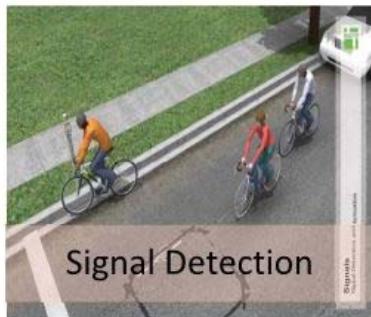
Are we headed in the right direction with these Complete Community Initiative tasks?



Complete Streets Strategic Initiative



Complete Streets



Signal Detection



Bike Box



Striping Improvements



Signage Improvements



Bike Parking

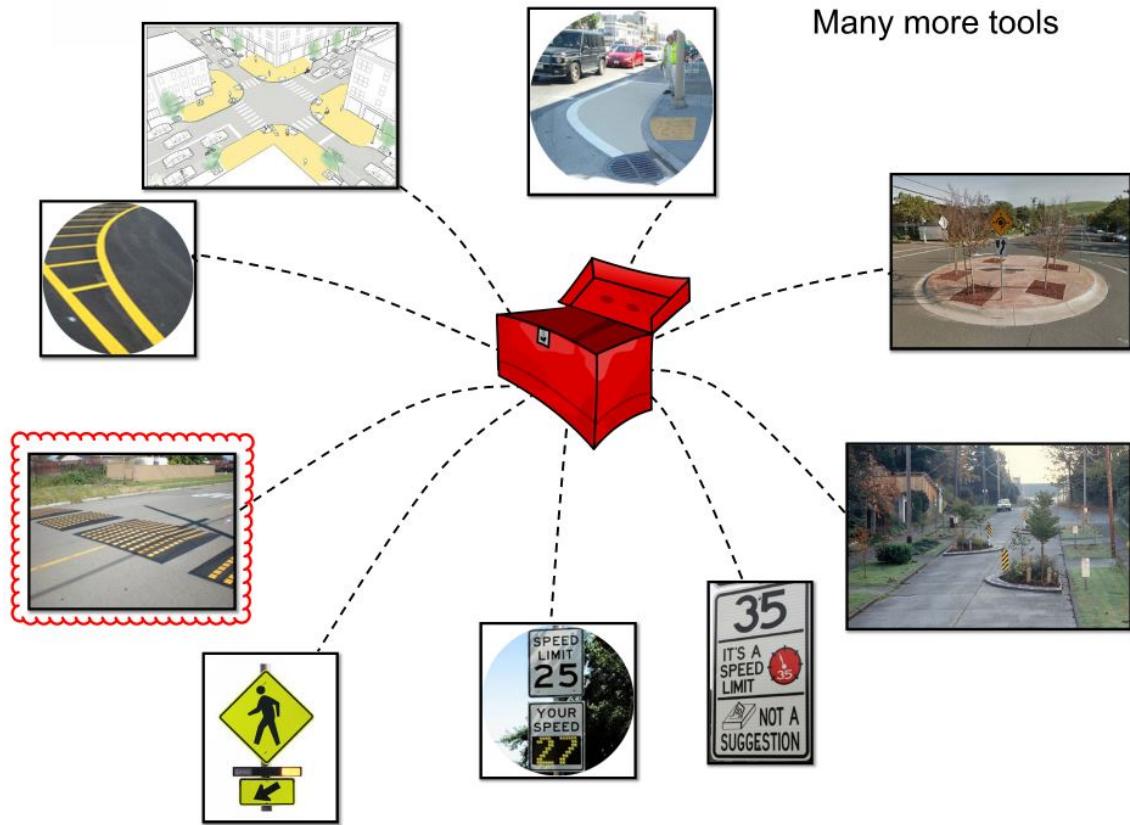


Enhanced Bike Lanes

Bicycle and Pedestrian Master Plan

- ▶ The kick-off meeting for the Citywide Bicycle and Pedestrian Master Plan Update took place in January 2018
- ▶ Existing conditions analysis currently underway
- ▶ Initial outreach efforts have begun
- ▶ CIC Presentation – January 2019
- ▶ Draft Plan completion – July 2019

Complete Streets



Neighborhood Traffic Calming Program

- ▶ Staff developed a robust program to address speeding and traffic safety
- ▶ City Council adopted the NTCP – July 3, 2018
- ▶ Website launch and media campaign – November 2018

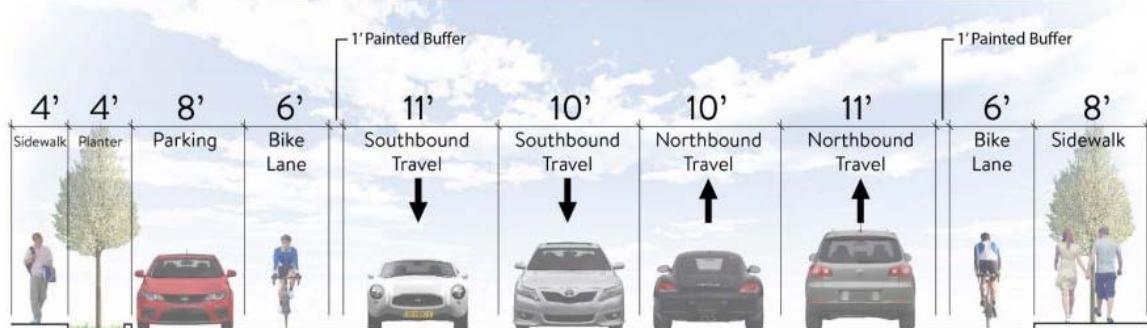
Complete Streets



PHASE 3

PHASE 1

PHASE 2



Mission Blvd Phase 2 & 3

Phase II

- Start construction – March 2018
- Complete construction – Sept 2019

Phase III

- Conceptual alt. selected by CIC
- Start design – July 2018
- Complete design – April 2019
- Begin construction – Sept 2019

Complete Streets



Complete Streets Project (Main Street)

- ▶ Conceptual plans and street sections have been developed
- ▶ Next Steps: engage residents and business owners
- ▶ Begin Design – Fall 2019
- ▶ Return to CIC – January 2020
- ▶ Begin Construction – Fall 2020

Complete Streets



Hayward Blvd Feasibility Study

- ▶ Develop conceptual design alternatives for Hayward Blvd to address speeding and pedestrian safety
- ▶ Kick-off of Feasibility Study – January 2019

Complete Streets



Citywide Intersection Study (Multi-modal Improvement Plan)

- ▶ Evaluate safety and operational improvements citywide
- ▶ Identify impacted intersections and roadway segments
- ▶ Develop measures to improve multi-modal infrastructure
- ▶ Identify funding mechanism
- ▶ CIC Presentation – October 2018

Questions?

Are we headed in the right direction with these Complete Streets Initiative tasks?



Staff Lessons Learned

- Interdepartmental teamwork
- Consider long-term maintenance and operations when planning new projects
- Scope of initiatives and staff effectiveness
- Connecting the initiatives to budget presentations and other work sessions

Next Steps

- City Council will have a retreat in early 2019 to review these priorities and initiatives

