

# **CITY COUNCIL MEETING**

**APRIL 22, 2025**

**PRESENTATIONS**

**2025 Poster &  
Writing  
Contest  
Presentation**



# **42<sup>nd</sup> Annual Earth Day Poster & Writing Contest Awards Presentation**

April 22, 2025

**H** CELEBRATES  
**EARTH DAY** 2025  
HAYWARD

# Poster & Writing Contest





# *Citywide Clean-Up & Community Fair*

*Saturday, April 26  
8:30 am - 1 pm  
Weekes Park*



Register at: [www.hayward-ca.gov/earth-day](http://www.hayward-ca.gov/earth-day)



# Poster & Writing Judges

*Thank you for volunteering your time to evaluate and select our winners.*



From left to right:  
Suzanne Philis  
Tara Rucker  
Pam Guard

Not Pictured:  
Ruey Syrop





# Environmental Justice

By: Ckaroline Hernandez

vers ache,  
ountains weep,  
rets we no longer keep  
ce in winds, a muffled sigh  
king us "Just tell me, why?"  
ep, be fair, be trustworthy.  
ling for environmental grace,  
pod of all, let's save this place.

EVERY DROP COUNTS  
SAVE WATER  
EARTH DAY 2025

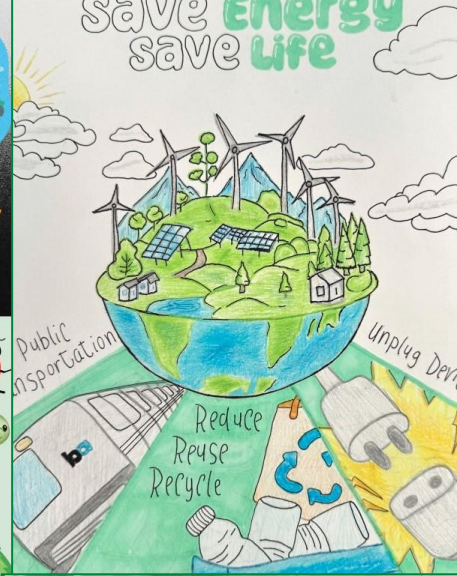
Willow Perry 11th Grade Mar 2025

## "Every Year Since..."

1896, 1938, 1955, 1995, and every year since  
You have been bringing up climate change  
Global warming  
What we need to change  
And yet every year the plans never go to action  
You can't blame pollution alone  
As they say, you reap what you sow  
So plant a seed  
Tear out the old roots, cultivate, and weed  
Protect what has been given to you for free  
The water, skies, wildlife  
For once they're gone, don't  
Consider yourself warned  
Why are you watching Earth  
But all you care about is it

Now a fractured beauty with pain and greed in its heart  
Your gluttonous rage, that lusts for more  
Making the waves on the beach  
Become monsters on the shore  
Can Earth be Earth when all its trees are gone,  
And the waters have become undone  
And poisoned life is no longer alive  
It doesn't breathe like you do  
Because you used your actions like adieu

EARTH NEEDS YOU



# Protect the Ocean, Protect Our Home

By Jasper Su

Little turtle, swimming slow,  
In the sea, the warm waves flow.  
Fish blow bubbles, up they rise,  
Seaweed dances, waving high.



## Water Is Important

I want to tell you why we should save water.  
Water is very important. We drink it, take baths, wash our clothes with it, and use it to grow our food. Animals need water, too!  
Without water, we cannot live. But sometimes we waste water, like leaving the faucet running when we brush our teeth or taking too long in the showers. This is not good.  
We should save water every day. Our lives depend on it.

## One earth by Alaia smith

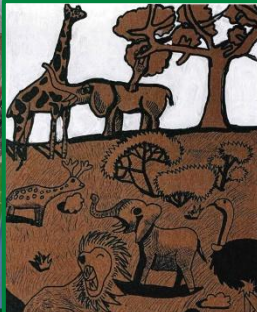
One earth, me and you.  
We share the same sky, so why can't we see eye to eye?  
Don't you see the shades of blue, the magical and wonderful hues?  
Don't you see the stars shining, this beautiful bright orange horizon?  
"No," their eyes widened.  
"My sky is not filled with blue nor magical nor multi-colored hues. Instead, shades of gray haunt my view."  
"You claim there's one earth, so tell me why we do not share the same polluted sky?  
Why do you see fog while I see smog? Why do you get to breathe while I only wheeze?"  
I shook my head, my face turning red.  
My sky is fine.  
Climate change is not my fault.

"You claim there's one earth, so tell me why we do not share the same polluted sky?  
Why do you get to breathe while I only wheeze?"  
I looked away, averting my eyes.  
This time, not in shame, but in pain.  
No longer bear to watch the world burn.  
"You were right," I realized.  
Unfortunately, we do not live in a perfect world.  
Climate change is real.



Our Earth  
by Isabella Lucero

Earth is my favorite place to live. It's the perfect Planet for you and me. For everyone I love. Under the stars at night, the only planet I know. Trees and flowers can grow. My favorite animals live here. As who sing to cows. Earth is safe. I am a part of the core of Earth with a heart. Pick up trash, eat more vegetables. Plant flowers in my garden for a better future. Save water. I take shorter showers. Reuse things so they last longer. I hope we can help Earth stay healthy. I am doing my best, and so can you.



## The Earth is Calling

By Jimmy Su

The lion roars, the rivers cry,  
The trees reach up into the sky.  
The elephant stomps, the tall grass sways,  
The Earth is calling—hear its way!  
The oceans crash, the winds rush past,  
The birds all sing, but will it last?  
The world is changing, can't you see?  
It needs your help, it calls to me!  
Save the forests, keep them strong,  
Protect the place where we belong.  
The Earth is crying, don't delay,  
Stand up, act now—help today!





# Writing Winners

## Kindergarten – 1<sup>st</sup> Grade

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### Water Is Important

I want to tell you why we should save water.

Water is very important. We drink it, take baths, wash our clothes with it, and use it to grow our food. Animals need water, too!

Without water, we cannot live. But sometimes we waste water, like leaving the faucet running when we brush our teeth or taking too long in the showers. This is not good because we need to save water every day. Our lives depend on water.

So, let's save water because we need it to live. Turn off the faucet and take quick showers. Every drop of water is important.

2<sup>nd</sup> PLACE

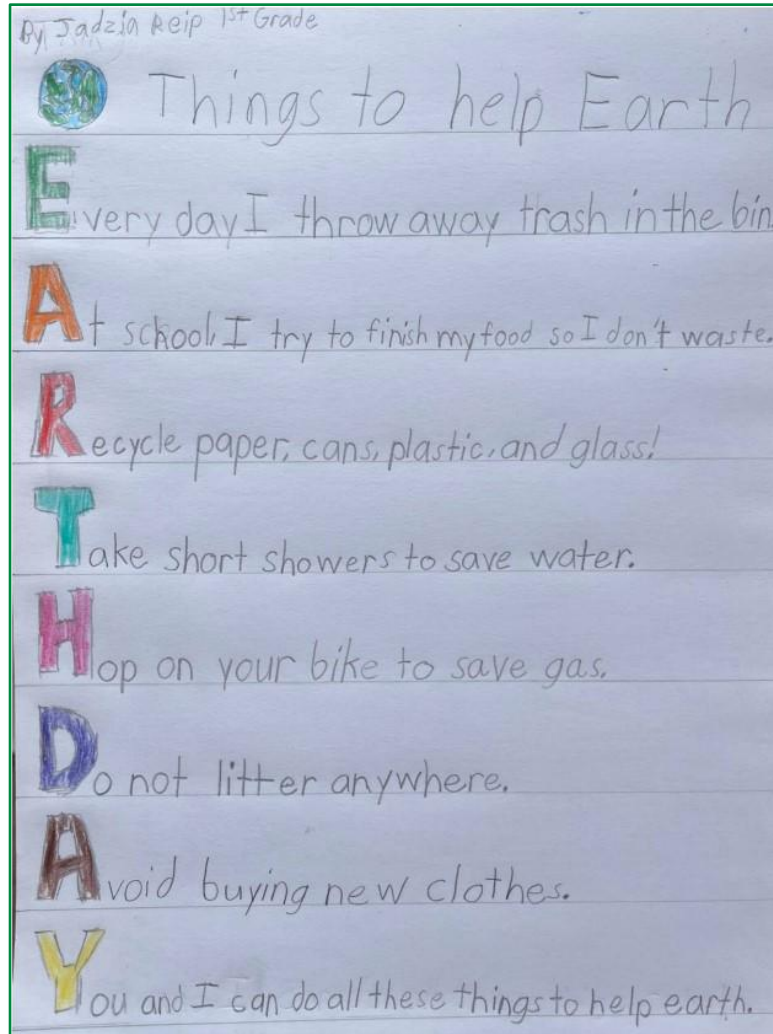
**Siosifa Pulu**  
Treeview School

***Every drop of water is  
important.***



# Writing Winners

## Kindergarten – 1<sup>st</sup> Grade



**1<sup>st</sup> PLACE**

**Jadzia Reip**

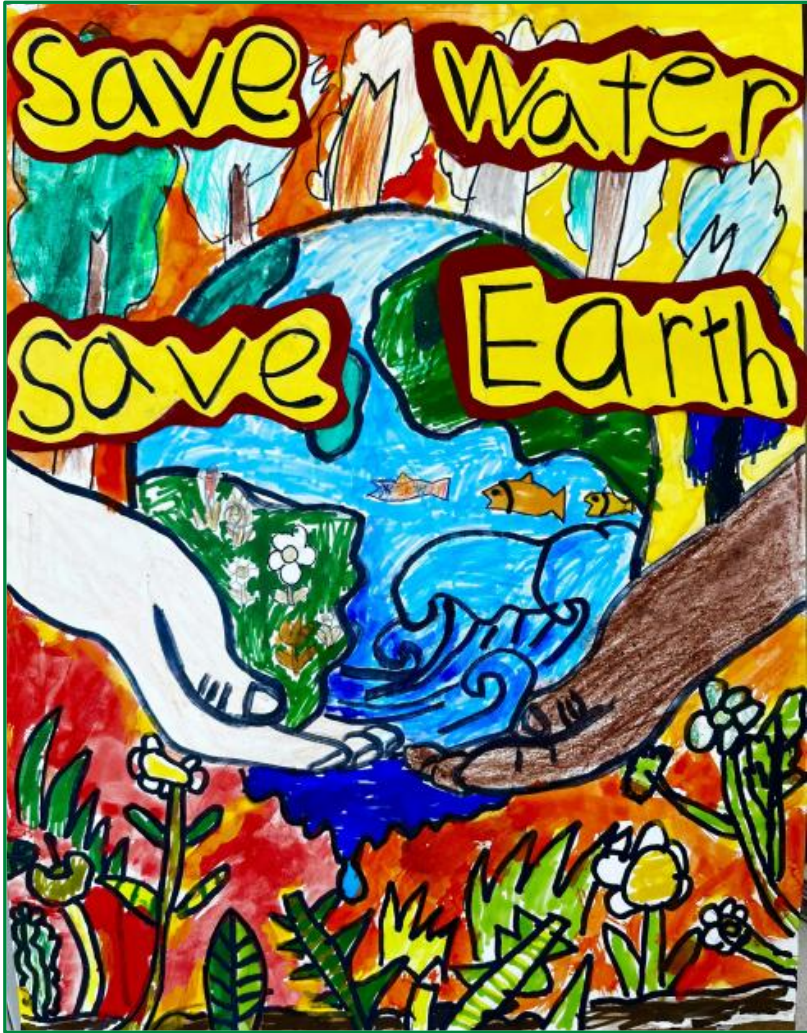
**California Crosspoint Academy**

***You and I can do all these  
things to help earth.***

# Poster Winners

## Kindergarten – 1<sup>st</sup> Grade

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2<sup>nd</sup> PLACE

**Caden Chu**  
Yueming Art Studio

# Poster Winners

## Kindergarten – 1<sup>st</sup> Grade

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1<sup>st</sup> PLACE

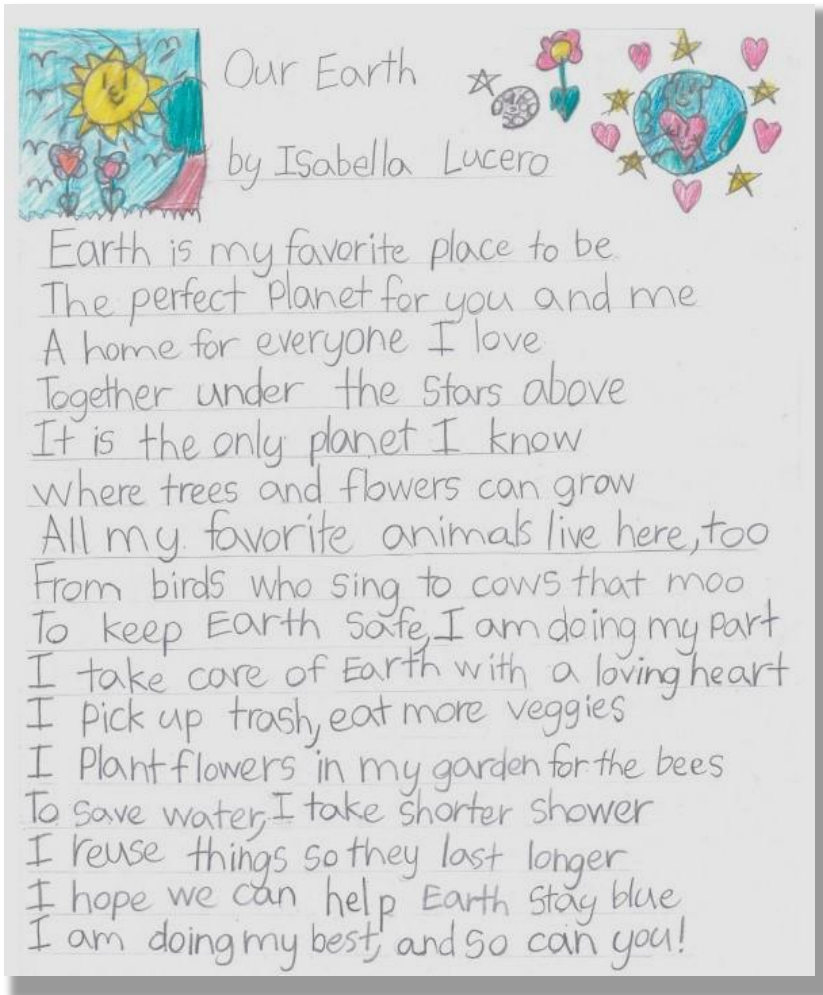
**Ricardo Delgado**  
Longwood Elementary  
School



# Writing Winners

## 2<sup>nd</sup> Grade – 3<sup>rd</sup> Grade

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2<sup>nd</sup> PLACE

**Isabella Lucero**

**Burbank Elementary  
School**

***To keep Earth safe, I am  
doing my part, I take care  
of Earth with a loving  
heart***

### Protect the Ocean, Protect Our Home

By Jasper Su

Little turtle, swimming slow,  
In the sea, the warm waves flow.  
Fish blow bubbles, up they rise,  
Seaweed dances, waving high.

The sun shines bright on golden sand,  
Sparkling waves touch the land.  
Don't throw trash, keep it clean,  
Or ocean friends will be unseen!

Save the water, turn off lights,  
Let the sun shine big and bright.  
Walk or bike, don't drive too far,  
Clear blue skies will thank you more!

Tiny crab, scurrying fast,  
Shells and starfish talk at last.  
Let's protect our Earth today,  
Keeping smiles here to stay!

# Writing Winners

## 2<sup>nd</sup> Grade – 3<sup>rd</sup> Grade

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1<sup>st</sup> PLACE

**Jasper Su**

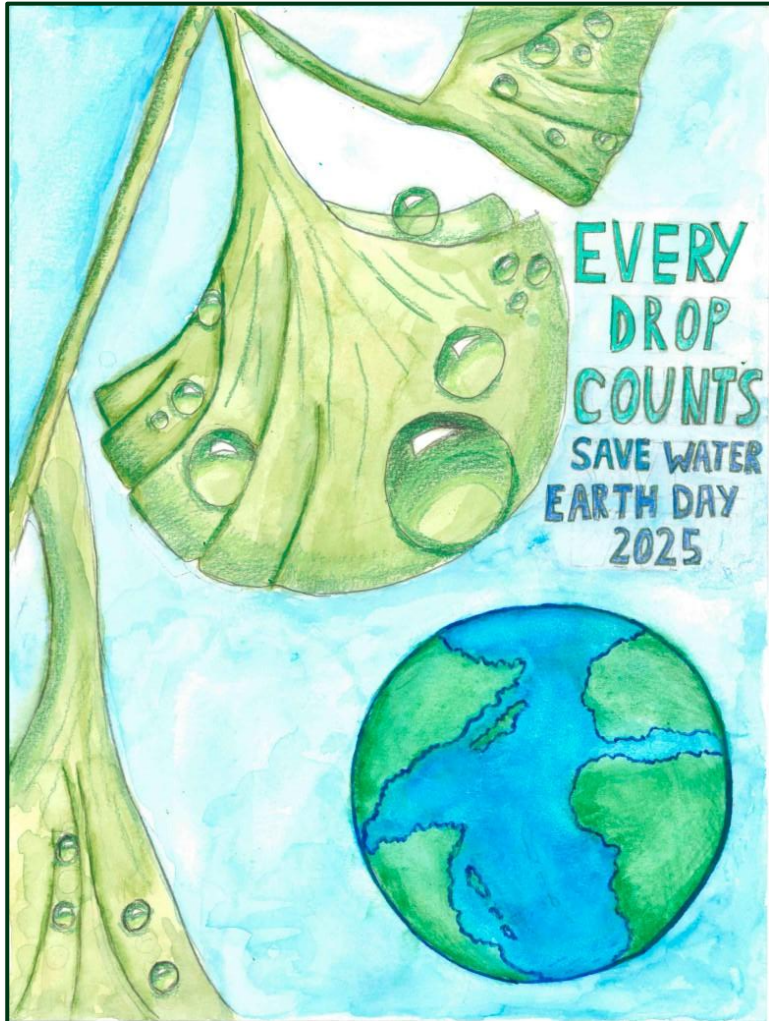
Yueming Art Studio

***Let's protect Earth today,  
keeping smiles here to stay!***

# Poster Winners

## 2<sup>nd</sup> Grade – 3<sup>rd</sup> Grade

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2<sup>nd</sup> PLACE

**Shreya Abraham**  
Southgate Elementary  
School



# Poster Winners

## 2<sup>nd</sup> Grade – 3<sup>rd</sup> Grade

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1<sup>st</sup> PLACE

**Sebastian Dinishak**  
St. Joachim Catholic  
School

# Writing Winners

## 4<sup>th</sup> Grade – 5<sup>th</sup> Grade

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Name: Camila Garcia Araujo  
Date: 3/4/25  
Grade: 5th  
School: Cherryland Elementary

### *Riding Toward a Better Future*

Have you ever noticed how many people drive to school every day? I have, and it's a lot! In fact, almost half of the world depends on cars to get around. While cars may seem like the easiest way to travel, they are actually one of the biggest threats to our environment. If we want to protect our planet, we must change our habits and make smarter choices.

One major problem caused by cars is pollution. Cars burn gasoline, which releases harmful gases into the air. This pollution makes it harder to breathe, especially for people with asthma. It also makes the sky look dirty and damages the environment. That's why we should think about better ways to travel, like walking or riding a bike.

Some people might think that walking or biking doesn't make a big difference, but it really does! If more people chose these options, we could cut down on pollution and help the Earth. Scientists and engineers are working on new ways to reduce pollution, but we don't have to wait. We can start right now by choosing to walk or bike instead of using a car for short trips. Small changes add up to a big impact!

Walking and biking aren't just good for the planet—they're good for us, too! When we move our bodies, we get stronger, healthier, and even feel happier. Plus, cleaner air means healthier communities for everyone. Instead of sitting in a car, we can enjoy the fresh air and know we are helping to protect our world.

The pollution from cars and factories is damaging our planet, but we can help stop it. Cities all over the world are struggling with harmful emissions, but if we all make small changes, we can create a cleaner, healthier future. Next time you need to go somewhere close by, ask yourself: Do I really need to drive? By choosing to walk or bike more often, we can protect the Earth and create a better world for future generations—one step or pedal at a time!

2<sup>nd</sup> PLACE

**Camila Garcia Araujo**  
**Cherryland Elementary**  
**School**

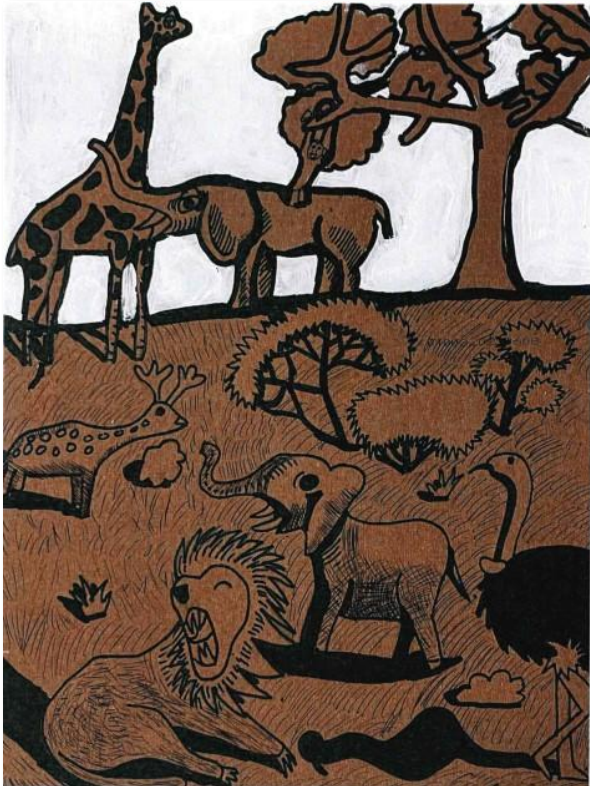
***If we all make small changes, we  
can create a cleaner, healthier  
future.***



# Writing Winners

## 4<sup>th</sup> Grade – 5<sup>th</sup> Grade

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### The Earth is Calling

By Jimmy Su

The lion roars, the rivers cry,  
The trees reach up into the sky.  
The elephant stomps, the tall grass sways,  
The Earth is calling—hear its way!

The oceans crash, the winds rush past,  
The birds all sing, but will it last?  
The world is changing, can't you see?  
It needs your help, it calls to me!

Save the forests, keep them strong,  
Protect the place where we belong.  
The Earth is crying, don't delay,  
Stand up, act now—help today!

1<sup>st</sup> PLACE

**Jimmy Su**

**Yueming Art Studio**

***Save the forests, keep them strong. Protect the place where we belong.***



# Poster Winners

## 4<sup>th</sup> Grade – 5<sup>th</sup> Grade

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2<sup>nd</sup> PLACE

**AnYan Wang**  
Yueming Art Studio

# Poster Winners

## 4<sup>th</sup> Grade – 5<sup>th</sup> Grade



1<sup>st</sup> PLACE

**Kylie Jackson**

**Park Elementary School**

# Writing Winners

## 6<sup>th</sup> Grade – 8<sup>th</sup> Grade

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### Environmental Justice

By: Ckaroline Hernandez

The rivers ache,  
Her mountains weep,  
Her secrets we no longer keep  
Her voice in winds, a muffled sigh  
She's asking us "Just tell me, why?"  
Take a step, be fair, be trustworthy.  
She's calling for environmental grace,  
For the good of all, let's save this place.

2<sup>nd</sup> PLACE

**Ckaroline Alvarado**  
East Avenue Elementary  
School

***She's calling for  
environmental grace, For  
the good of all, let's save  
this place.***



# Writing Winners

## 6<sup>th</sup> Grade – 8<sup>th</sup> Grade

### Dear Past Me

By: Savannah LaStarr Sewell

*I guess,*  
we forgot we had a voice,  
to stand up against pollution injustice  
and political frivolous choice

*I guess,*  
people don't think it's real,  
That we shouldn't fear

*Actually,*  
that's not true,  
Either we start now,  
Or our species can't be renewed

Earth's neverending rollercoasters was my friend  
But that world's purity came to an end

*Exceptionally,*  
The tsunamis and earthquakes  
Helps Earth create more habitats  
While also renewing geographical stats

*Yet,*  
The roller coaster also has its side-effects  
Destroying homes, and creatures without us knowing  
What happens next?

So much destruction and pleas,  
The world is becoming less and less green

*Moreover,*  
What's happening now truly is a rollercoaster  
The ups and downs,  
Screams and fear,

Yet everyone still wants to go again  
It's all fun and games  
until the end

*To me,*  
our current situation seems like an earthquake  
The carbon parties' destruction ruins our climate and atmosphere

*Yet,*  
it gives us our power for everything  
The cycle of annihilation with climate change keeps coming back,  
yet our "sensational" politicians refuse to chronically change the issue

Say goodbye for me,  
to my trees of green  
and skies of blue,  
Say it was nice knowing you.

1<sup>st</sup> PLACE

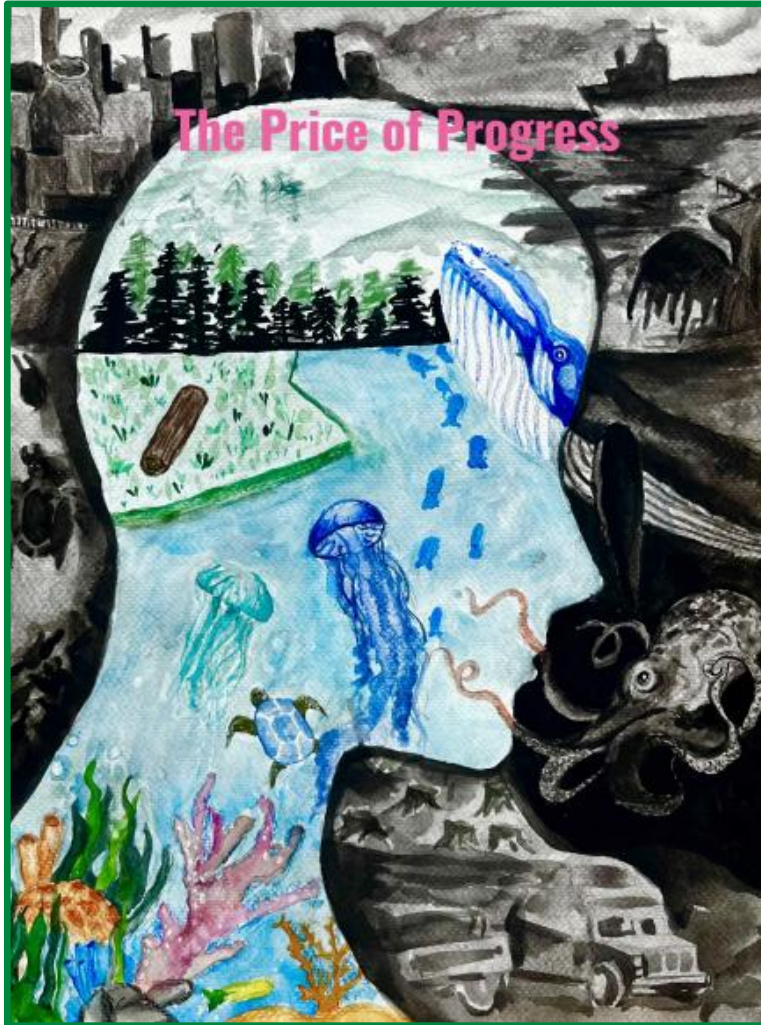
**Savannah Sewell**  
East Avenue Elementary

***Earth was so beautiful but  
We took that for granted  
And now we must face our  
New challenges***

# Poster Winners

## 6<sup>th</sup> Grade – 8<sup>th</sup> Grade

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2<sup>nd</sup> PLACE

**Betty Chen**

Yueming Art Studio

# Poster Winners

## 6<sup>th</sup> Grade – 8<sup>th</sup> Grade



1<sup>st</sup> PLACE

**Van Le**

East Avenue Elementary  
School



# Writing Winners

## 9<sup>th</sup> Grade – 12<sup>th</sup> Grade

### One earth by Alaia smith

One earth, me and you.

We share the same sky, so why can't we see eye to eye?

Don't you see the shades of blue, the magical and wonderful hues?

Don't you see the stars shining, this beautiful bright orange horizon?

"No," their eyes widened.

"My sky is not filled with blue nor magical nor multi-colored hues. Instead, shades of gray haunt my view."

"You claim there's one earth, so tell me why, we do not share the same polluted sky?"

Why do you see fog while I see smog? Why do you get to breathe while I only wheeze?"

I shook my head, my face turning red.

My sky is fine, so yours must be too. Climate change is a hoax, I won't listen to you.

I looked away, to someone anew. There's only one earth for me and you.

We share the same forest, that must warrant some kind of similar emotion. Don't you see the shades of green, ranging from a dark emerald to the brown bark on the trees?

Don't you see the stream running high, with animals of every kind stopping by?

"No," their eyes cried.

"My forest is not filled with trees, there are no animals, no streams to be seen. Instead I see a pale, barren, burnt scene."

"You claim there's one earth, so tell me why, we do not share the same emerald leaves up high?"

Why do you get to hike, while I go strike?

Why do you get to fish, while my people wish for a forest like this."

I looked away, averting my gaze.

This time, not in shame, but because I could no longer bear to watch the earth's people scream in vain.

"You were right," I replied. I held my fist up high.

Unfortunately, we do not all share the same scene, nor forest, lush and green. Still, it would be a crime to let your suffering go unseen.

Climate change is real, your words are too. We share the same earth, we should share the same view.

We might be untouched, our forest still green, but come tomorrow, this poem may be all we see.

I love the earth, we all do. We need to speak now, and Happy Earth Day to you.

2<sup>nd</sup> PLACE

**Alaia Smith**

**Hayward High School**

***We might be untouched, our forest still green, but come tomorrow, this poem may be all we see***

# Writing Winners

## 9<sup>th</sup> Grade – 12<sup>th</sup> Grade

Willow Perry 11th Grade Mar 2025

### "Every Year Since..."

1896, 1938, 1955, 1995, and every year since  
You have been bringing up climate change  
Global warming  
What we need to change  
And yet every year the plans never go to action

You can't blame pollution alone  
As they say, you reap what you sow  
So plant a seed  
Tear out the old roots, cultivate, and weed  
Protect what has been given to you for free  
The water, skies, wildlife and trees  
For once they're gone, don't you say  
Consider yourself warned or you'd better obey

Why are you watching Earth go to flame  
But all you care about it the next football game  
Stop putting your money into your eyes  
Start putting it toward your lives  
Your lies on commitment need to amend  
Or the earth will find its end

Earth is a magnificent planet  
But what you've done to it  
Makes it more like abandonment  
Broken bottles and glass on the grass  
Ripped history textbooks in the street  
The concrete instead of the tree  
Why is this what you've done  
To this once magnificent planet

Poisons and insecticides sprayed on our food,  
Oceans filled with thick oil crude  
All sea life is now destined to a slow, awful  
doom.

These are the things we are to consume  
So why don't you learn to eat your actions  
Like we must swallow your consequences

Now a silent world  
With an empty core  
Lifeless land  
With nothing more

Now a fractured beauty with pain and greed in  
its heart  
Your gluttonous rage, that lusts for more  
Making the waves on the beach  
Become monsters on the shore

Can Earth be Earth when all its trees are gone,  
And the waters have become undone  
And poisoned life is no longer alive  
It doesn't breathe like you do  
Because you used your actions like adieu

1996, 1997, 1998, 1999, 2000 and every year  
since  
You bring up these elaborate plans  
To not but any to actions  
Instead you put your mind to the withering of it  
Staring at your TV but never the weather  
channel

Climate change is a problem we most face,  
and it's something we should not forget.  
Our world is changing in a fast pace,  
and a solution to this we have to get.  
But actually commit  
Endangered species are becoming extinct.  
Temperatures are rising every day.  
Rivers are becoming desert valleys,  
but this shouldn't lead us into dismay.  
The ice caps are melting down,  
causing sea levels to get higher  
Precipitation patterns are changing,  
and it's making the deserts drier.

So stop and take a look  
What you are doing is the opposite of we need  
To succeed and help the beautiful planet of hope  
And change

1<sup>st</sup> PLACE

**Willow Perry**

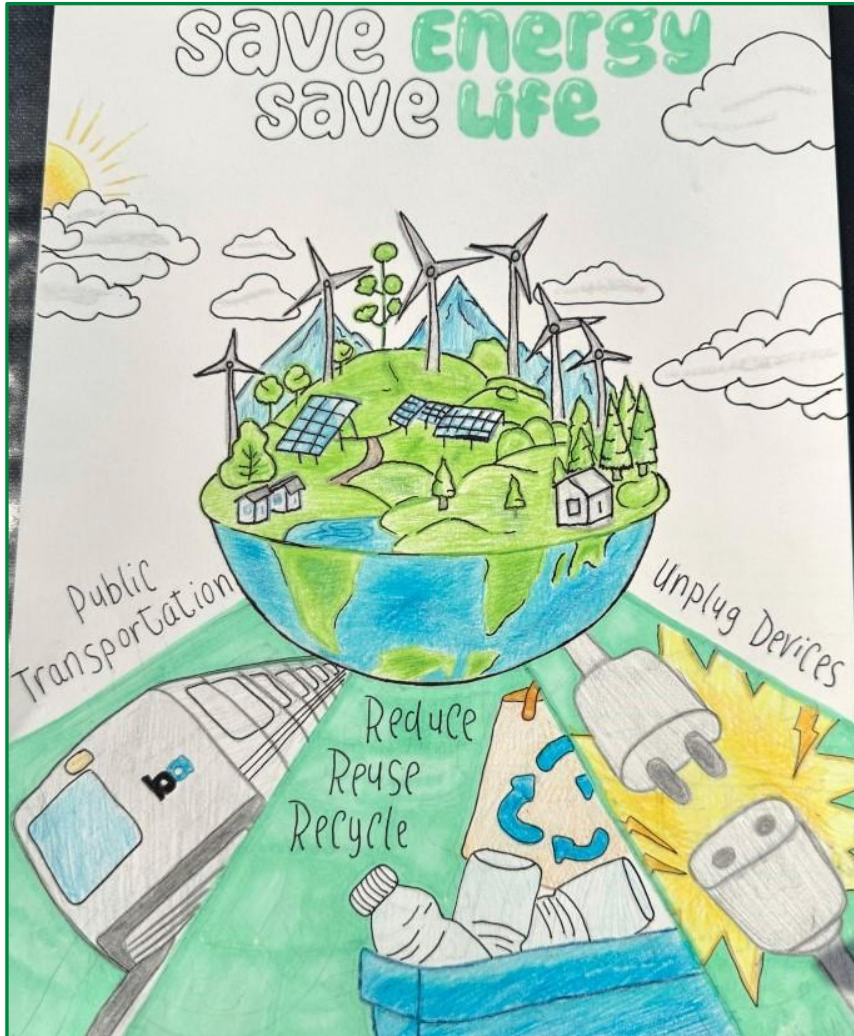
**Impact Academy of Arts &  
Technology**

***Can Earth be Earth when  
all its trees are gone***

# Poster Winners

## 9<sup>th</sup> Grade – 12<sup>th</sup> Grade

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2<sup>nd</sup> PLACE

**Jazzlyn Duran**

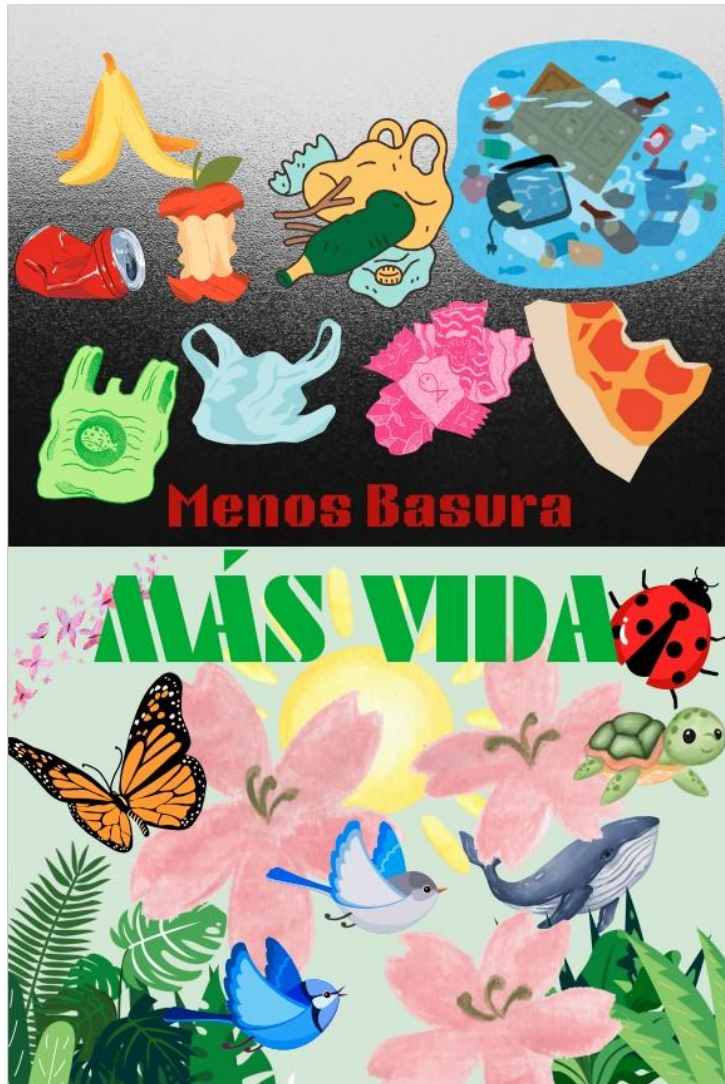
Impact Academy of Arts &  
Technology



# Poster Winners

## 9<sup>th</sup> Grade – 12<sup>th</sup> Grade

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1<sup>st</sup> PLACE

**Jalen Thomas**

Moreau Catholic High  
School

# Teachers with Writing Winners

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**Ivana Setiadi**

California Crosspoint Academy

**Haijing Hu**

Yueming Art Studio

**Suidan Ling**

Yueming Art Studio

**Ms. Lafitte**

Cherryland Elementary School

**Magdalena Nevel**

Burbank Elementary School

**Jeffery Lieu**

East Avenue Elementary School

**Marcelina Schelling**

Treeview Elementary School

**Ms. Lianne Sieux**

Southgate Elementary School

**Yuchuan Pan**

Yueming Art Studio

**Ruby Goodall**

Hayward High School

# Teachers with Poster Winners

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**Ms. Aranda**

Longwood Elementary School

**Mrs. Alexander Day**

Park Elementary School

**Yuchuan Pan**

Yueming Art Studio

**Mingming Liang**

Yueming Art Studio

**Haijing Hu**

Yueming Art Studio

**Jeffery Lieu**

East Avenue Elementary School

**Ms. Danielle Fenta**

St. Joachim Catholic School

**Ana Patterson**

Moreau Catholic School

**Ms. Lianne Sieux**

Southgate Elementary School

**Jacob Walters**

Impact Academy of Arts & Technology



# Environmental Justice

By: Ckaroline Hernandez

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SAVE WATER  
EARTH DAY 2025

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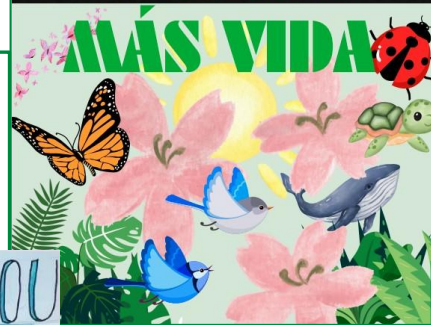
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What we need to change  
And yet every year the plans never go to action  
You can't blame pollution alone  
As they say, you reap what you sow  
So plant a seed  
Tear out the old roots, cultivate, and weed  
Protect what has been given to you for free  
The water, skies, wildlife  
For once they're gone,  
Consider yourself warned  
Why are you watching?  
But all you care about is

Now a fractured beauty with pain and greed in its heart  
Your gluttonous rage, that lusts for more  
Making the waves on the beach  
Become monsters on the shore  
Can Earth be Earth when all its trees are gone,  
And the waters have become undone  
And poisoned life is no longer alive  
It doesn't breathe like you do  
Because you used your actions like adieu

EARTH NEEDS YOU



# Protect the Ocean, Protect Our Home

By Jasper Su

Little turtle, swimming slow,  
In the sea, the warm waves flow.  
Fish blow bubbles, up they rise,  
Seaweed dances, waving high.



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Don't you see the stars shining, this beautiful bright orange horizon?  
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"My sky is not filled with blue nor magical nor multi-colored hues. Instead, shades of gray haunt my view."  
"You claim there's one earth, so tell me why, we do not share the same polluted sky?  
Why do you see fog while I see smog? Why do you get to breathe while I only wheeze?"  
I shook my head, my face turning red.  
My sky is fine  
Climate change is you.



Our Earth  
by Isabella Lucero

is my favorite place to live  
Perfect Planet for you  
for everyone I love  
under the stars at night  
the only planet I know  
trees and flowers can grow  
my favorite animals live here  
as who sing to cows  
Earth safe I am a  
the core of Earth with a  
pick up trash, eat more veg  
Plant flowers in my garden for  
save water, I take shorter showers  
reuse things so they last longer  
hope we can help Earth stay  
am doing my best, and so can you

## SALVEMOS EL BOSQUE



## The Earth is Calling

By Jimmy Su

The lion roars, the rivers cry,  
The trees reach up into the sky.  
The elephant stomps, the tall grass swoys,  
The Earth is calling—hear its way!  
The oceans crash, the winds rush past,  
The birds all sing, but will it last?  
The world is changing, can't you see?  
It needs your help, it calls to me!  
Save the forests, keep them strong,  
Protect the place where we belong.  
The Earth is crying, don't delay,  
Stand up, act now—help today!







# **Thank you and congratulations!**

Earth Day Poster & Writing Contest



**Item #10**

**WS 25-020**

**2025 Resident  
Satisfaction  
Survey**





# Hayward 2025 Community Survey

*Key Findings of a Survey of Hayward Residents  
Conducted March 24-April 9, 2025*









OPINION  
RESEARCH  
& STRATEGY

# Background

- Timing of Resident Satisfaction Survey
- Expanded to account for District Elections
- Updated to cover issues of current concern
- Cross tabulation as an analytical tool



# Survey Methodology

Dates	March 29-April 9, 2025
Survey Type	Multi-modal Resident Survey
Research Population	Random, Representative Sample of Residents of Hayward Ages 18+
Total Interviews	1,320 Residents, Inclusive of at Least 200 Per New City Council District
Margin of Sampling Error	(Full Sample) $\pm 2.8\%$ at the 95% Confidence Level (Half Sample) $\pm 4.0\%$ at the 95% Confidence Level (CCD Subsample) $\pm 6.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations  Postcard Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	Surveys Dating Back to 2008
Languages	English and Spanish

*(Note: Not All Results Will Sum to 100% Due to Rounding)*



# What We Measured

- Quality of life in Hayward
- Satisfaction with City government
- Importance of and satisfaction with specific municipal services
- Views on community safety in Hayward
- Communications preferences
- Awareness of new Council Districts

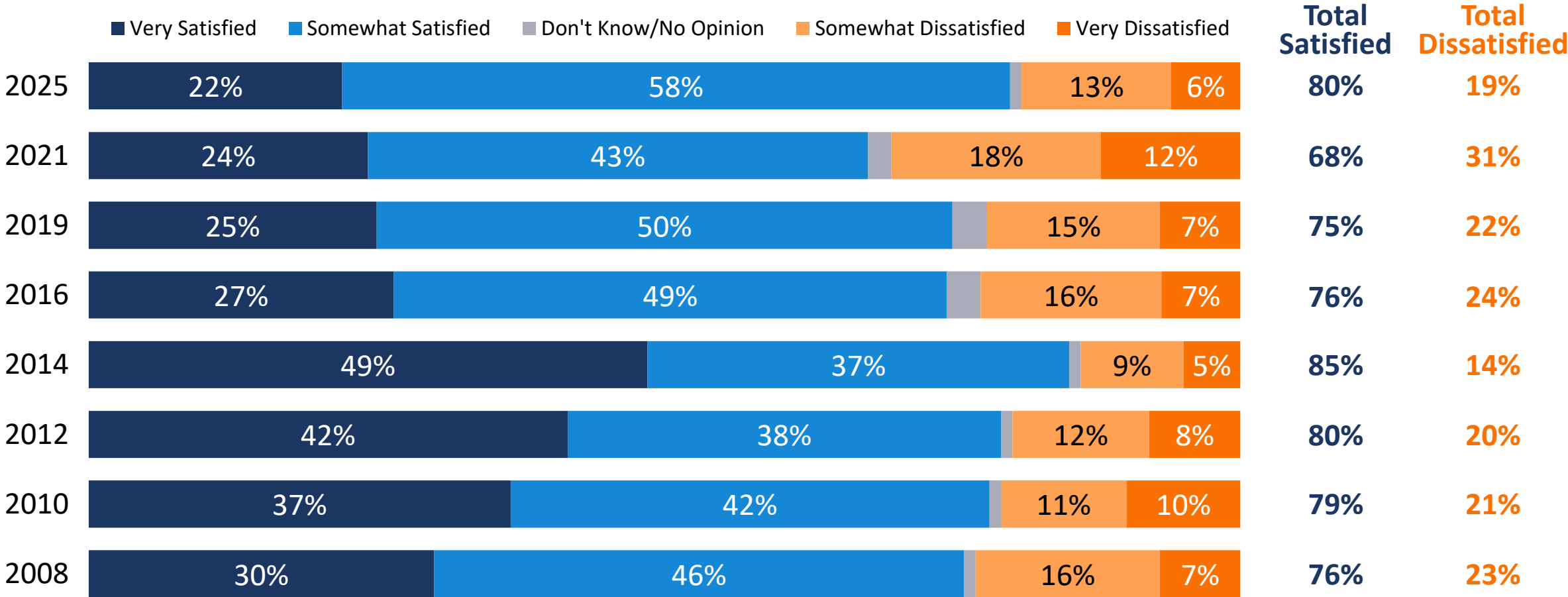




# Quality of Life in Hayward

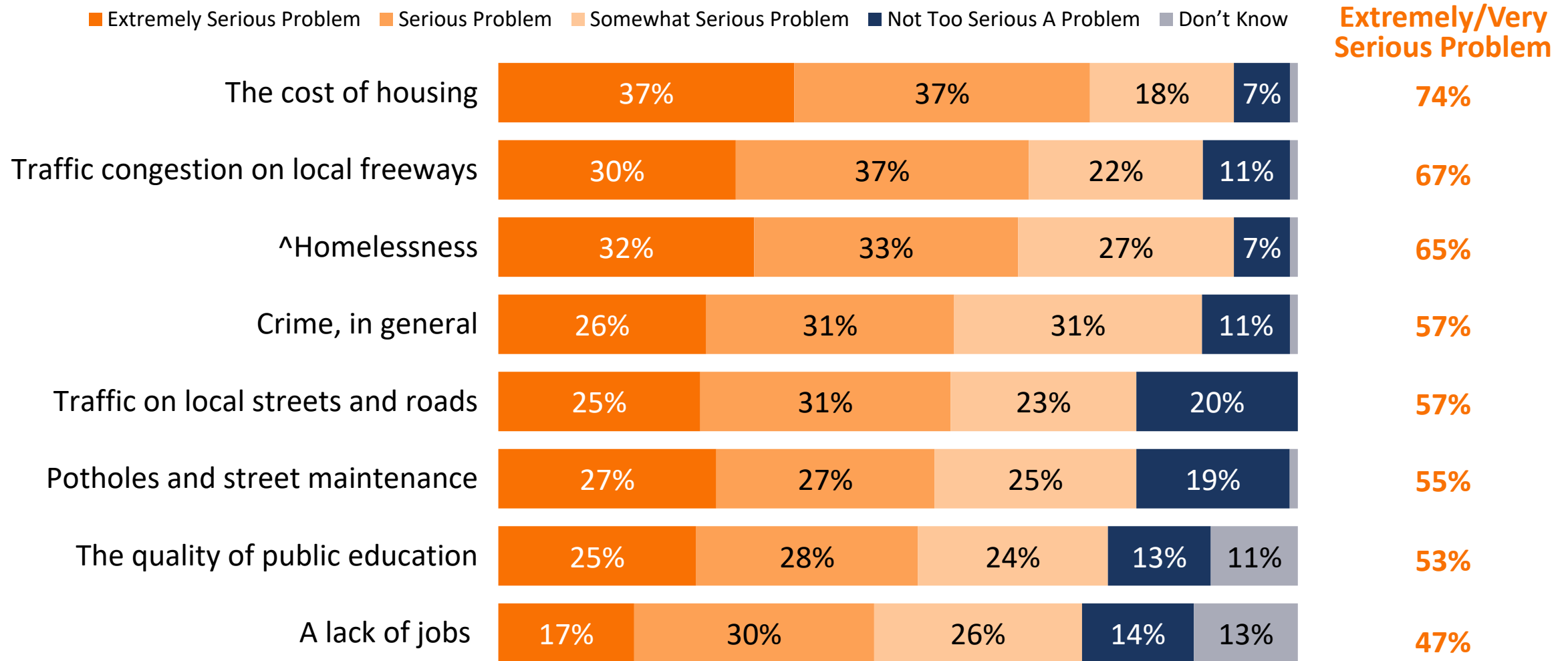
# Overall levels of satisfaction are at their highest point in more than a decade, though more are “somewhat” than “very” satisfied.

*I'd like to get your overall opinion of living in the City of Hayward. Generally speaking, are you very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with the overall quality of life in Hayward?*





# Three-quarters rate housing costs as an extremely or very serious problem; two-thirds say the same of traffic and homelessness.



# Concern about housing costs has increased considerably; concerns with crime and growth remain higher vs. pre-pandemic.

Issue	Extremely/Very Serious Problem			
	2019	2021	2025	Difference (2021-2025)
The cost of housing	60%	65%	74%	<b>+9%</b>
Potholes and street maintenance	50%	52%	55%	<b>+3%</b>
A lack of entertainment and cultural options	26%	32%	32%	<b>0%</b>
<sup>†</sup> A lack of parks and recreation opportunities	24%	31%	31%	<b>0%</b>
Crime, in general	49%	58%	57%	<b>-1%</b>
Too much growth and development	20%	33%	32%	<b>-1%</b>
Too many vacant properties and storefronts	35%	40%	38%	<b>-2%</b>
Traffic congestion on local freeways	76%	70%	67%	<b>-3%</b>
Traffic on local streets and roads	57%	60%	57%	<b>-3%</b>
The quality of public education	53%	56%	53%	<b>-3%</b>
<sup>^</sup> Homelessness	60%	70%	65%	<b>-5%</b>
Litter and graffiti	33%	48%	43%	<b>-5%</b>

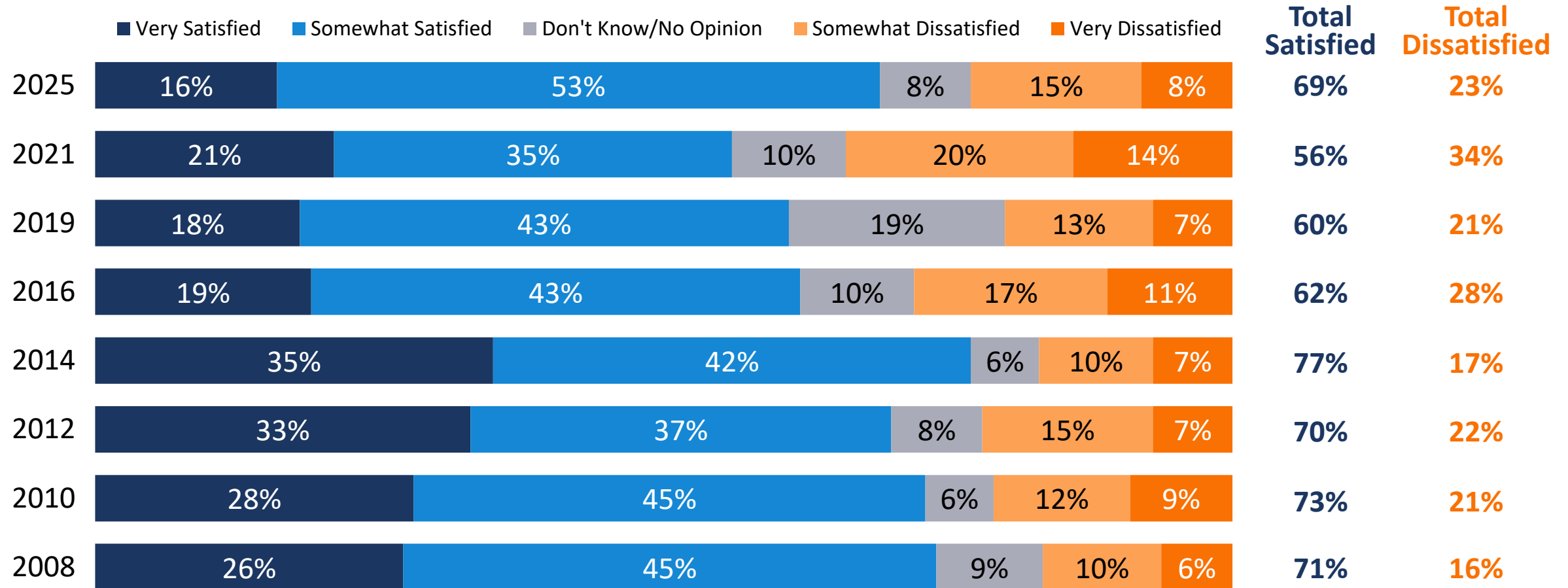


# **Satisfaction with City Government**



# Satisfaction with the City's provision of services has increased to levels comparable to 2012, though most are "somewhat satisfied."

*Overall, are you very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with the job the City of Hayward is doing to provide resident services?*

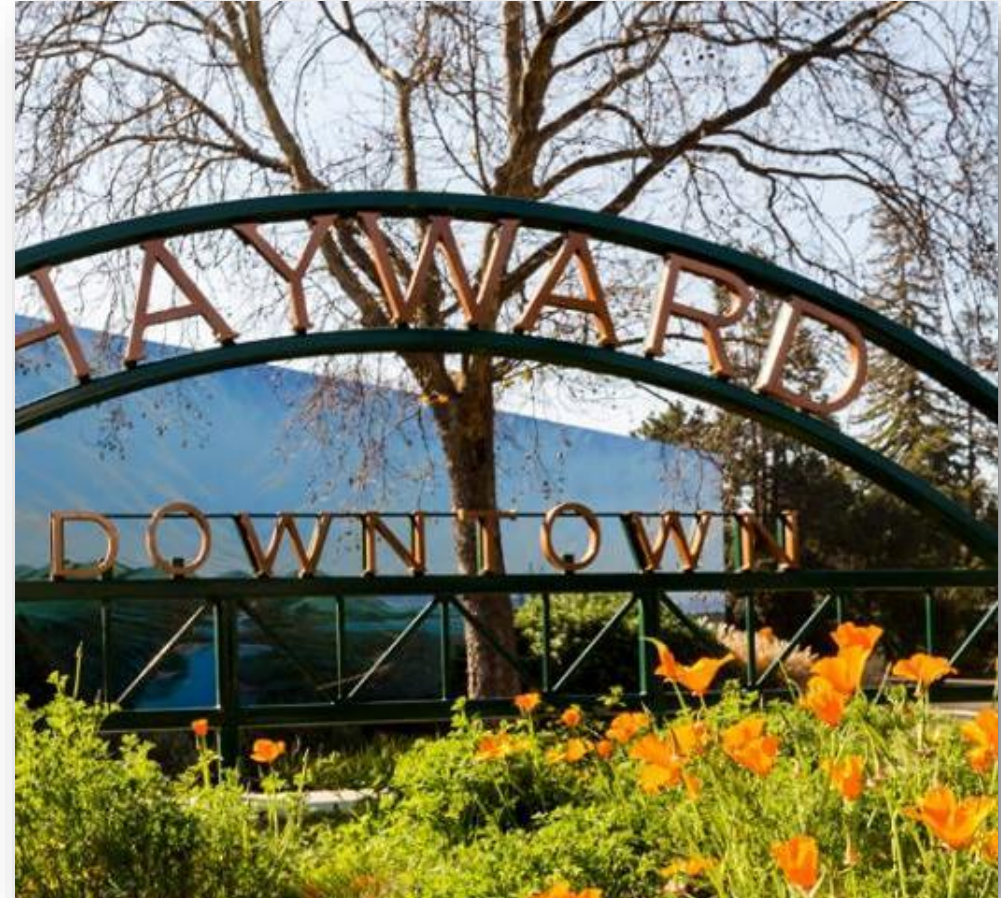




# **Valuing and Rating City Services**

# Assessing City Services

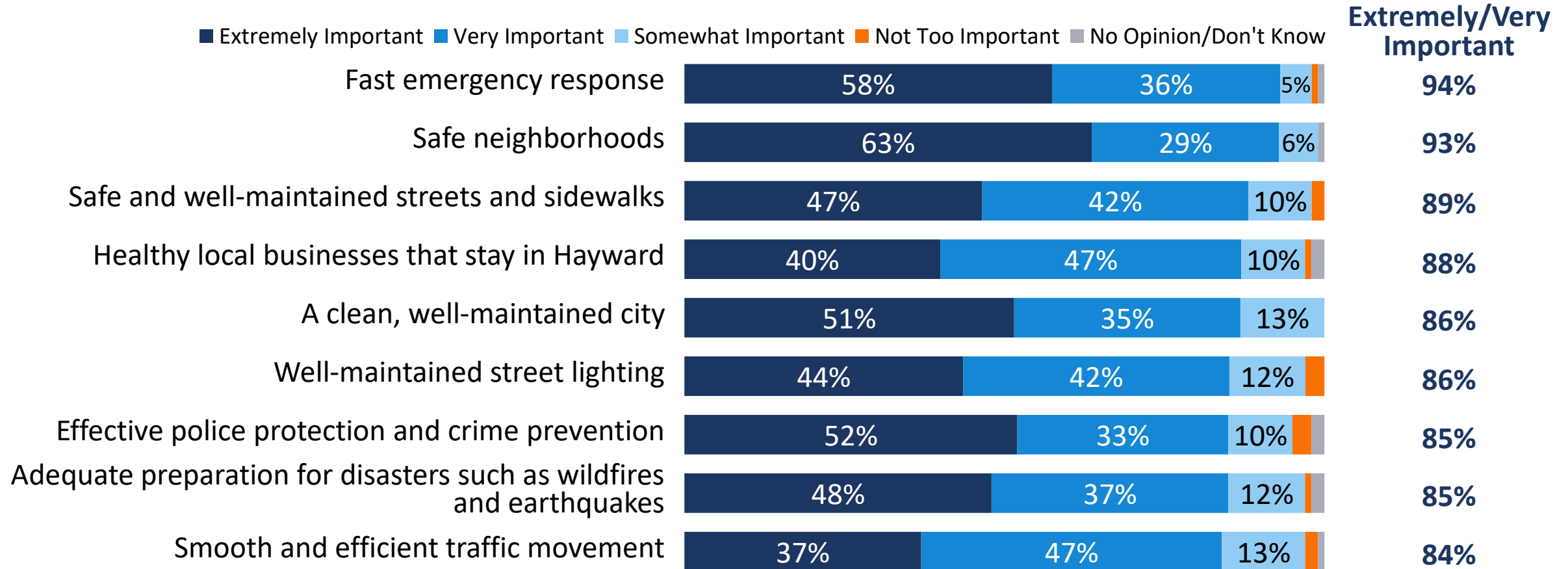
- Respondents were asked to rate the importance of several aspects of local life as extremely, very, somewhat or not too important to making Hayward a good place to live.
- Then they were asked whether they were satisfied or dissatisfied with a list of services and programs designed to support those qualities.
- The interaction of importance and satisfaction levels shows areas of strength and areas for improvement.



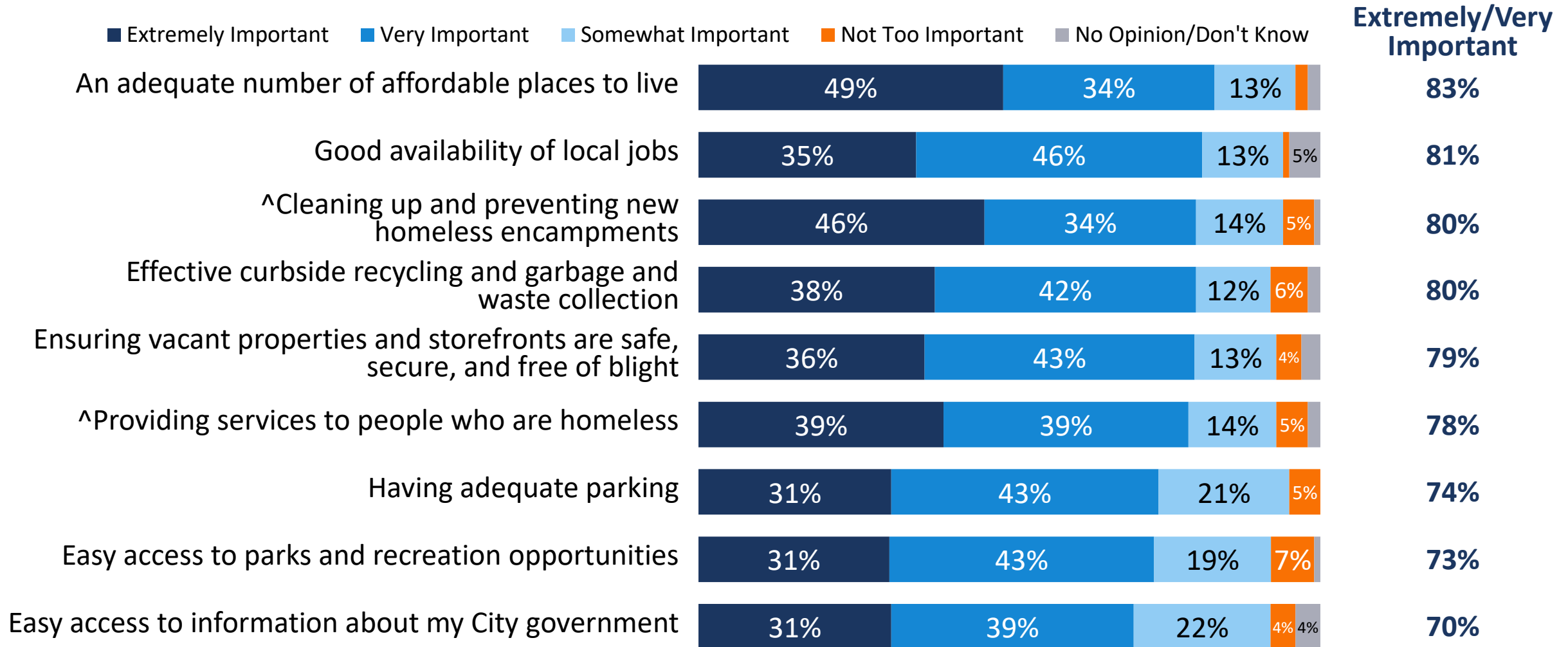


# Residents near-universally value fast emergency responses, safe neighborhoods and safe streets and sidewalks.

## Importance of Aspects of Life in Hayward

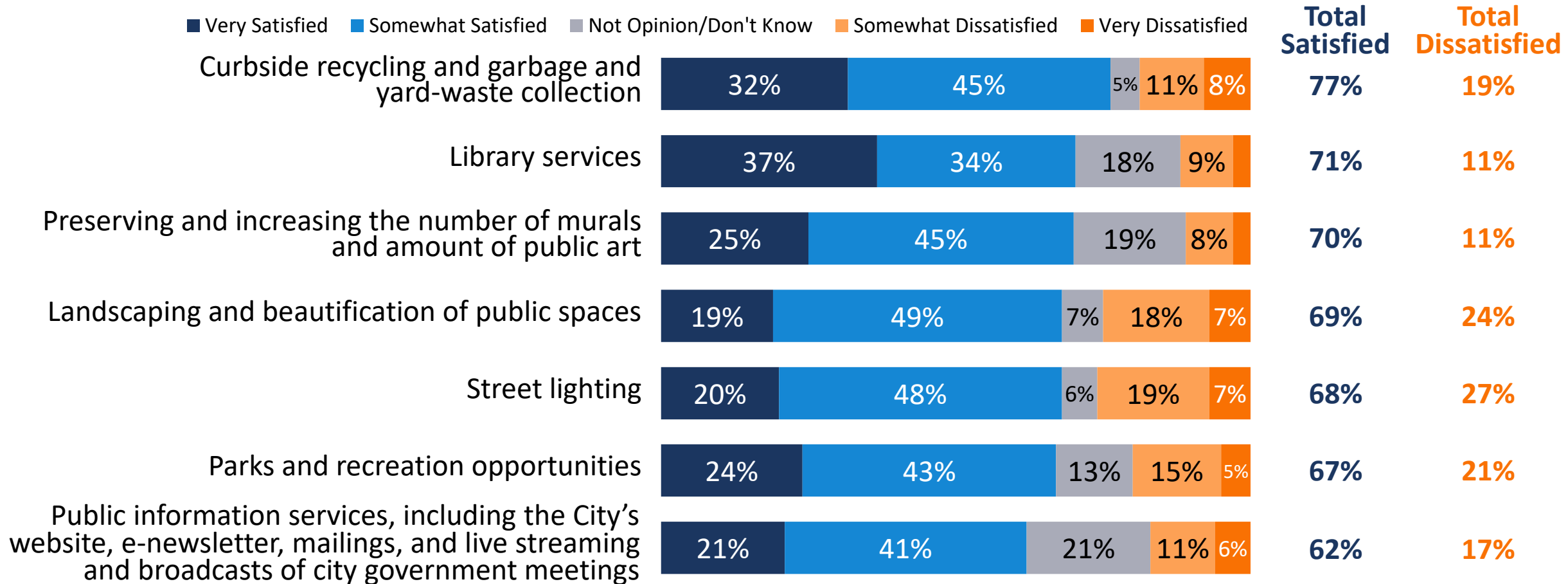


# Very broad shares also value availability of jobs and affordable places to live as important to their quality of life.



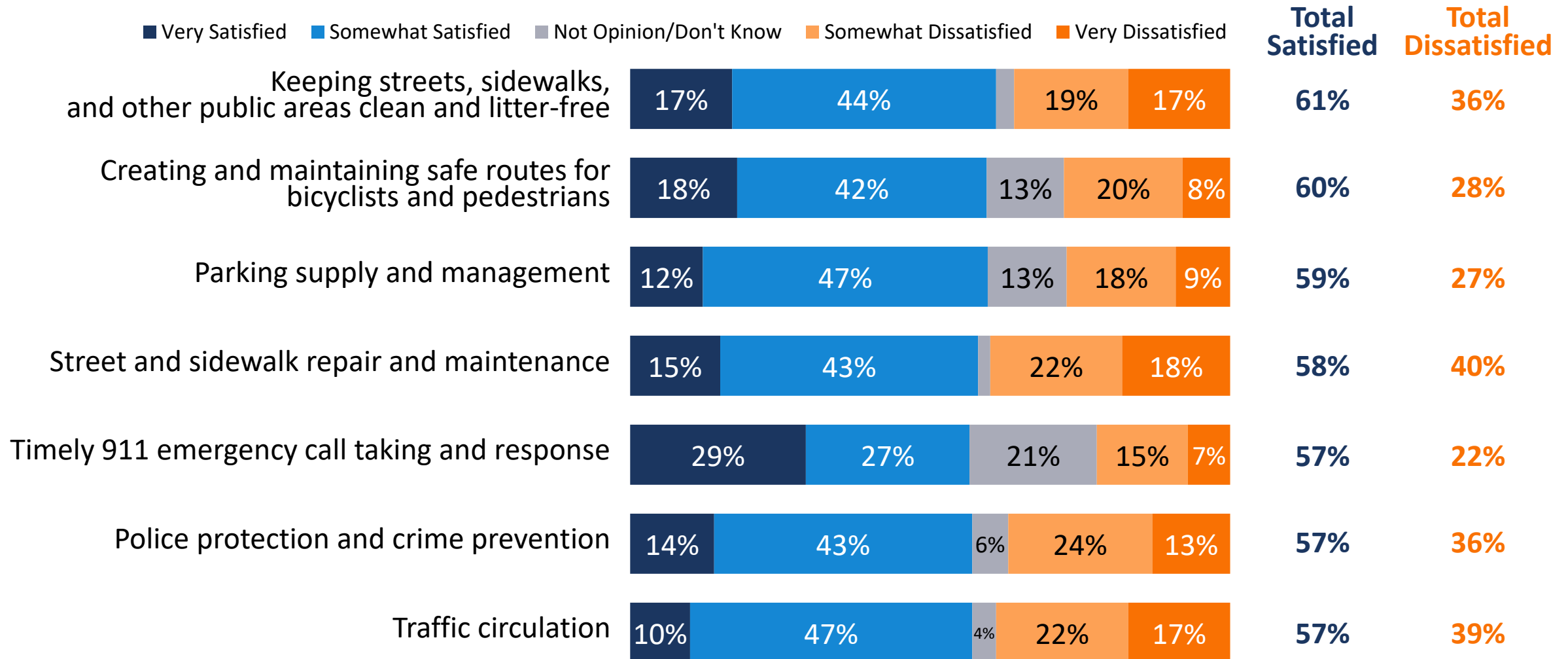
# Three in five or more are satisfied with waste collection, library services, public art, landscaping, lighting and parks.

*Satisfaction with City Services*

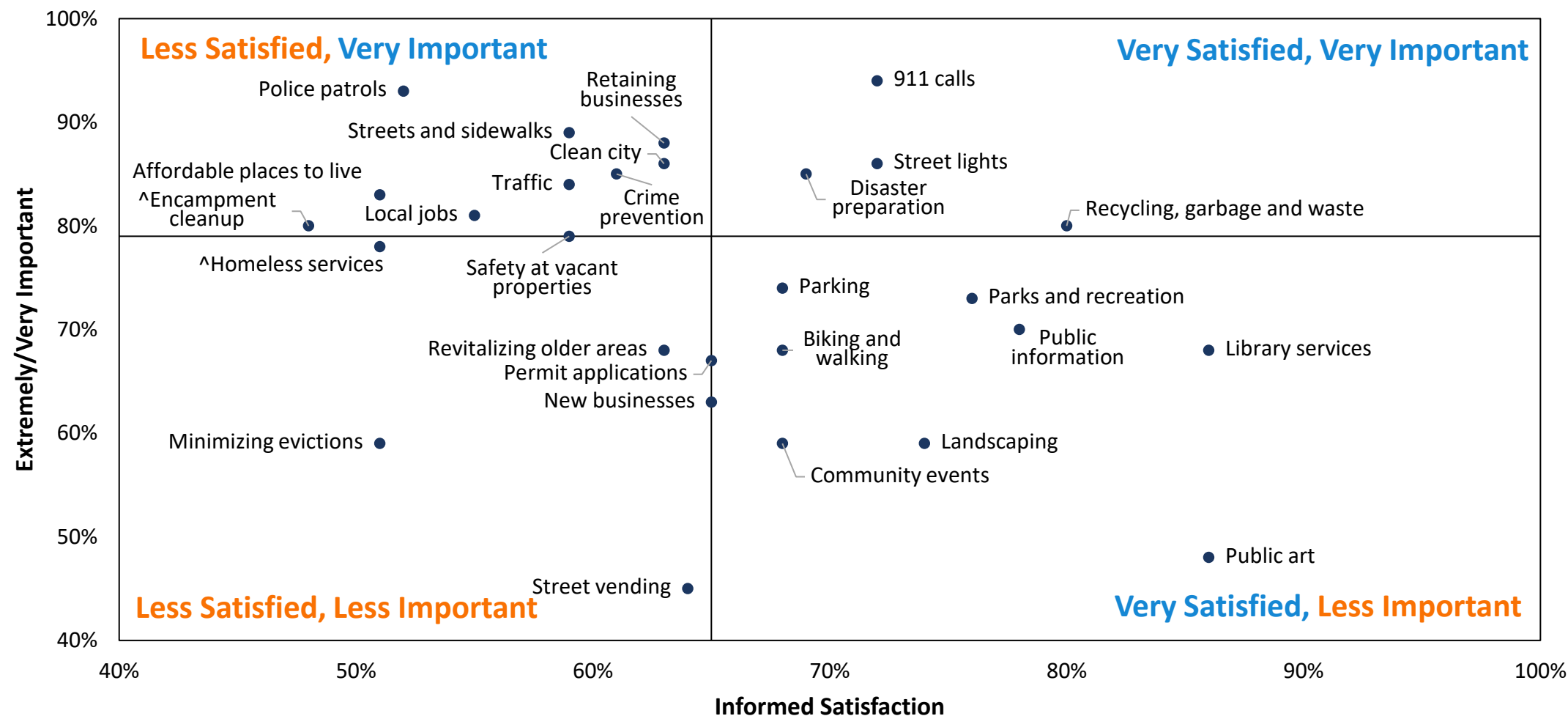




# For services in the second tier of satisfaction levels, opinion was most divided on street and sidewalk repair, though majorities are satisfied.



# Neighborhood police patrols, housing affordability, encampment cleanup and traffic are areas of high importance with relatively low service satisfaction.



Q4. Here is a list of aspects of life in the City of Hayward. In your opinion, how important is each one to making Hayward a good place to live: extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample

Q5. Here are some services and programs the City provides. Please indicate how satisfied you are personally with the job being done by the City of Hayward in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

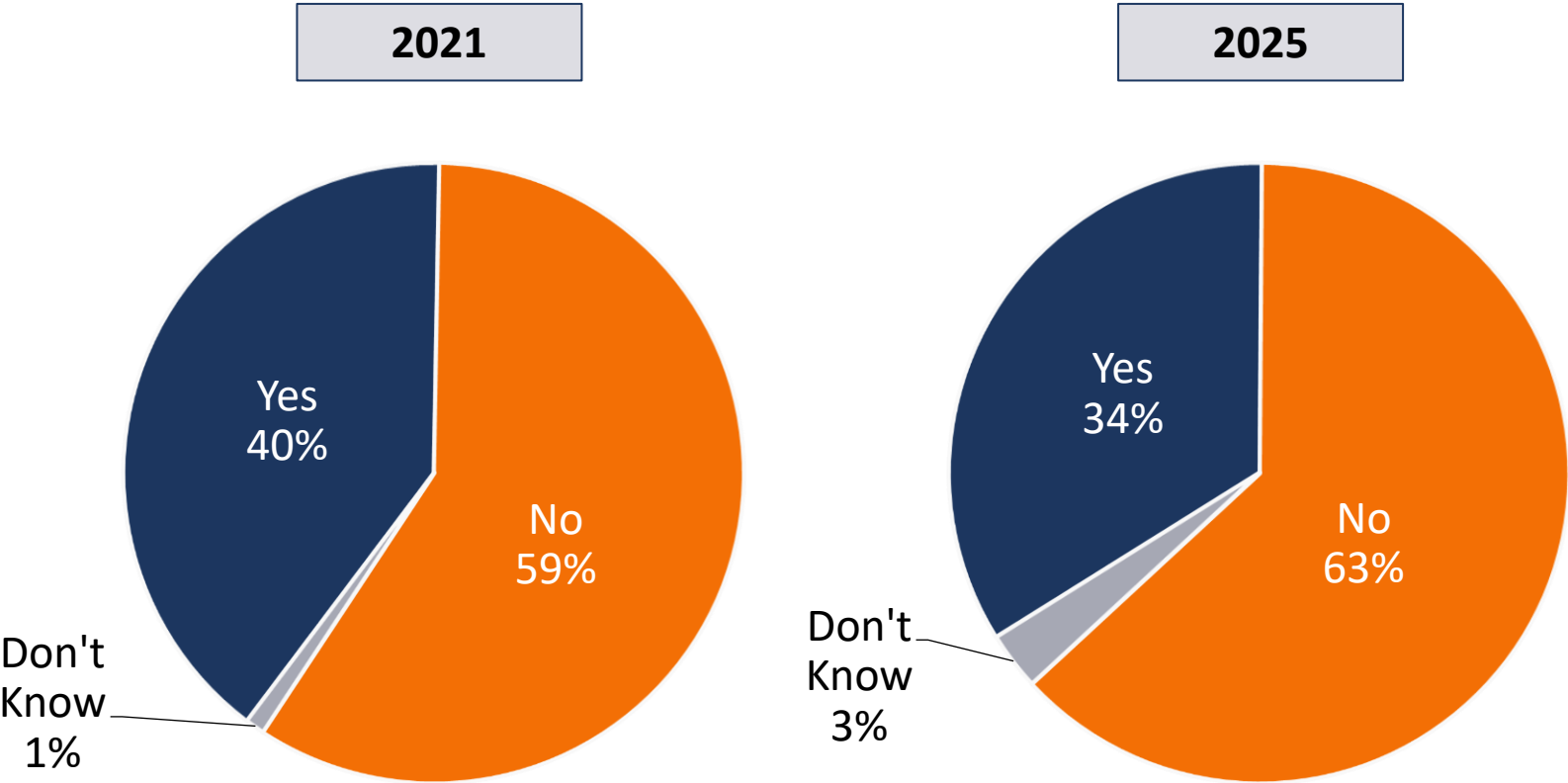


# **Interactions with City Employees**



# About one-third of residents report contacting a Hayward City department within the last year.

*In the past 12 months, did you contact a City of Hayward department?*

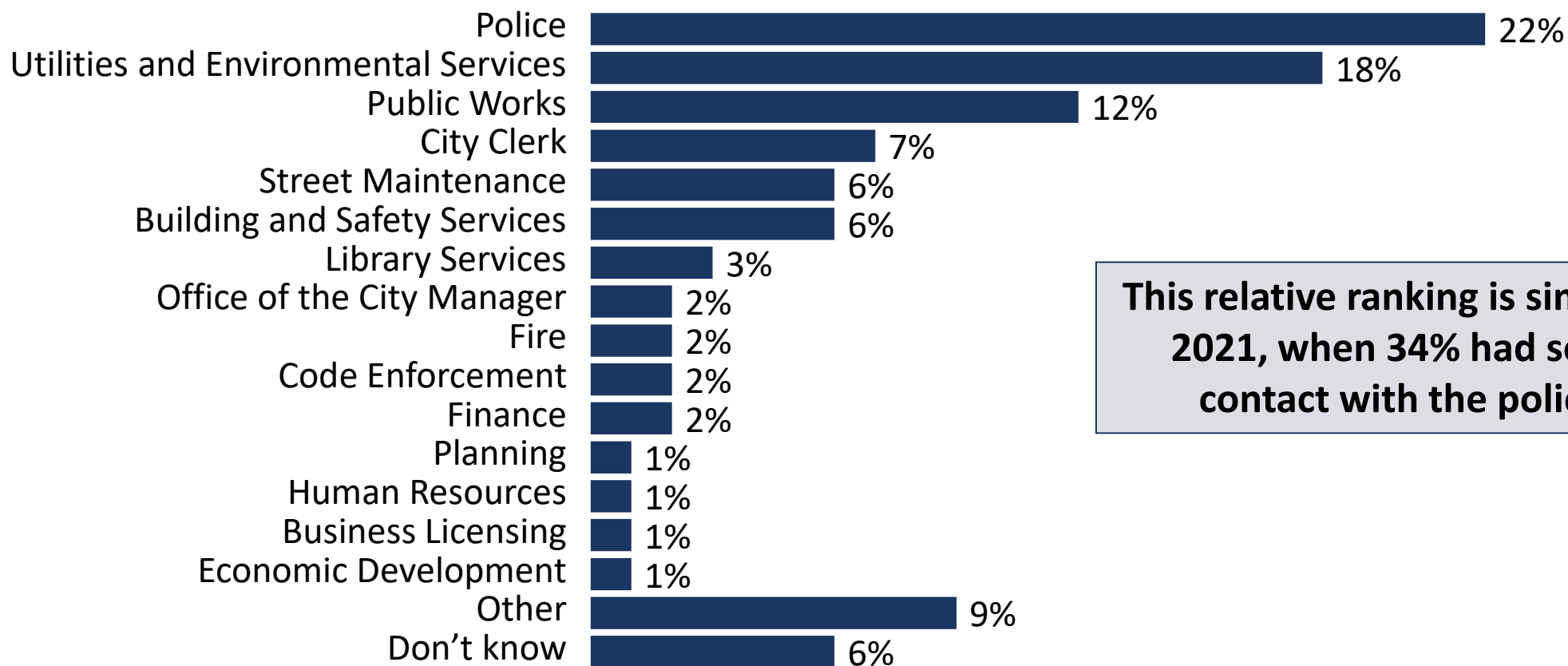


**Residents ages 50+ and in higher-income households were more likely to have contacted the City in the last year.**

# The police department and utility and environmental services departments were the most-frequently named contacts.

*With which department or agency did you have contact?*

*(Open-ended; Multiple Responses Accepted; Asked of Those with Contact Only, n=449)*



**This relative ranking is similar to 2021, when 34% had some contact with the police.**

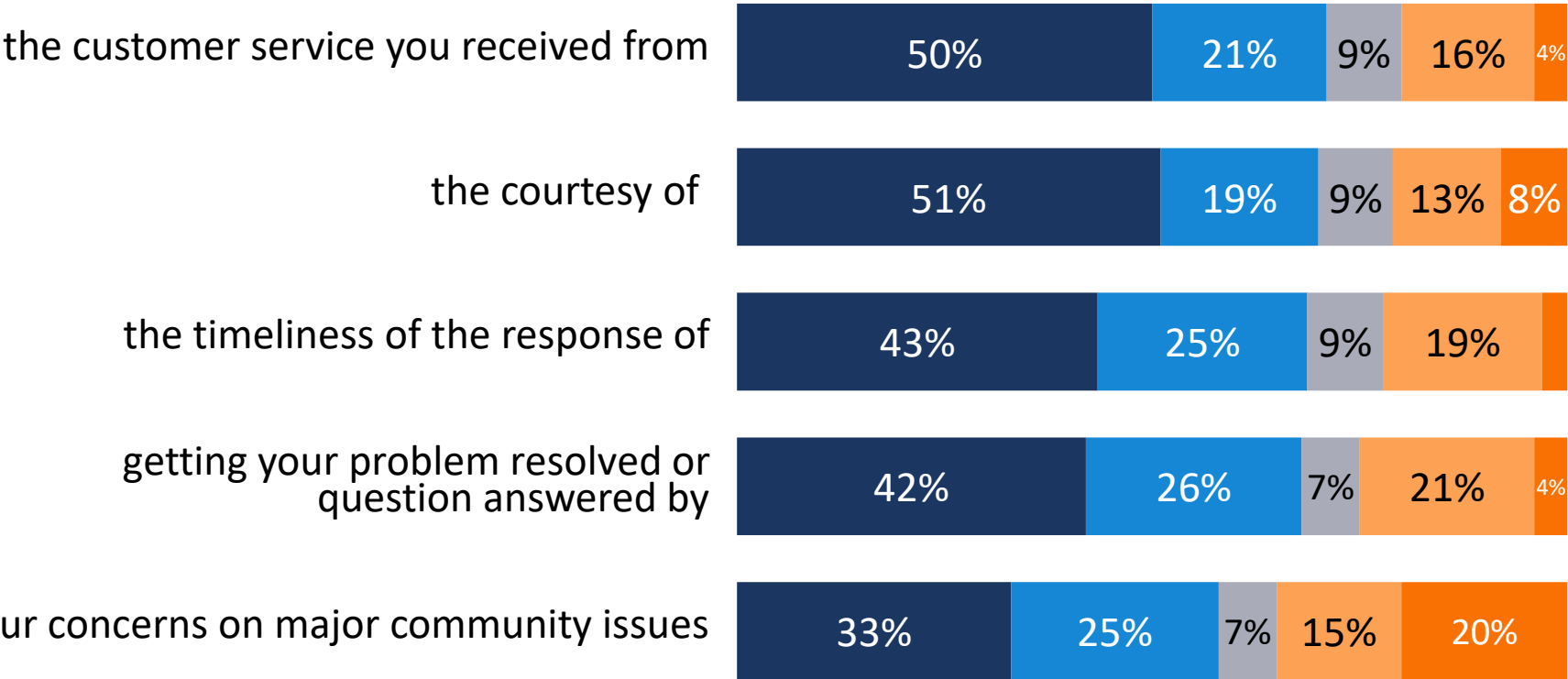
# Residents give City employees high marks for customer services, courtesy, and timeliness in their resolution to the resident concern.

Were you satisfied or dissatisfied with \_\_\_\_\_ the Hayward City employee or employees with whom you had contact?

(Asked of Those with Contact Only, n=449)

■ Very Satisfied   ■ Somewhat Satisfied   ■ Not Opinion/Don't Know   ■ Somewhat Dissatisfied   ■ Very Dissatisfied

**Total Satisfied**   **Total Dissatisfied**



71%

25%

70%

22%

68%

28%

68%

28%

58%

37%



# Greater shares report satisfaction getting their problem resolved or question answered by City staff than in 2021.

Were you satisfied or dissatisfied with \_\_\_\_\_ the Hayward City employee or employees with whom you had contact?

(Asked of Those with Contact Only, n=449)

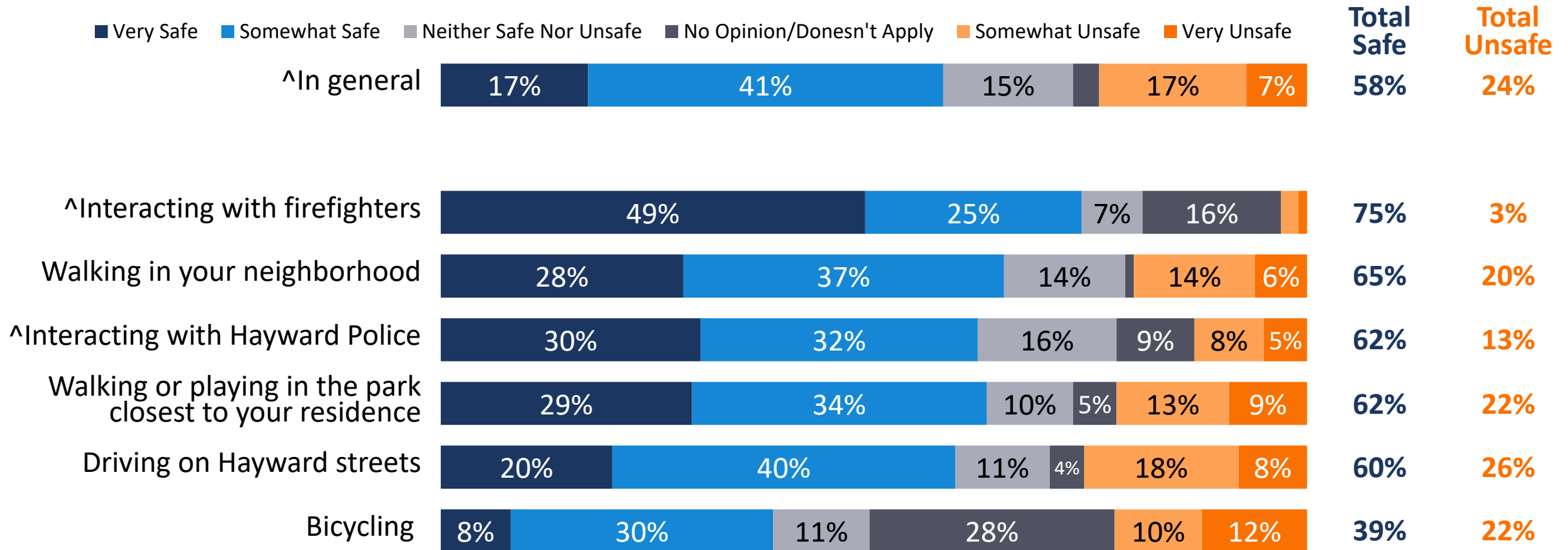
Aspect of Customer Service	Total Satisfied			
	2019	2021	2025	Difference (2021-2025)
getting your problem resolved or question answered by	62%	57%	68%	+11%
voicing your concerns on major community issues	47%	50%	58%	+8%
the timeliness of the response of	69%	63%	68%	+5%
the customer service you received from	70%	66%	71%	+5%
<sup>†</sup> the courtesy of	76%	73%	70%	-3%



# Community Safety

# Three in five generally feel safe in Hayward – and residents feel safer walking in their neighborhoods.

*How safe do you feel in Hayward \_\_\_\_\_? Do you feel safe, unsafe, or neither safe nor unsafe?*



# Residents’ sense of safety in their neighborhoods has improved slightly since 2021, while other metrics have stayed flat.

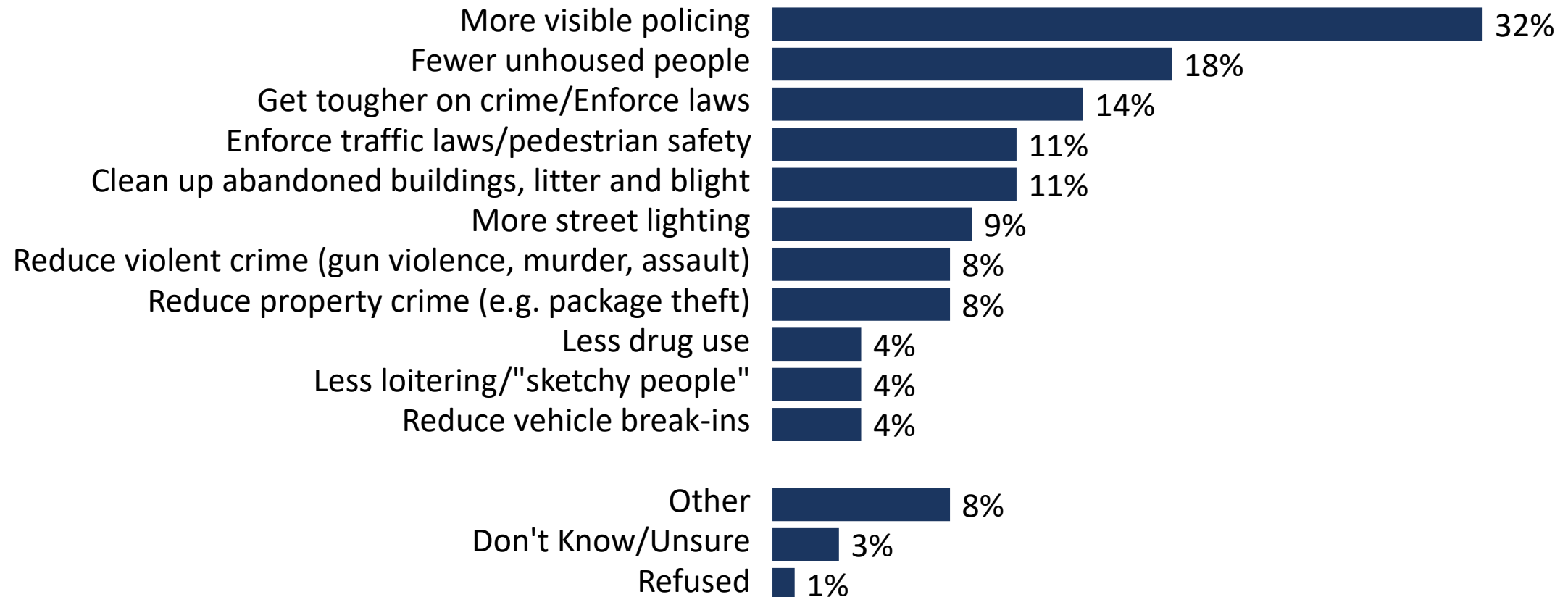
Activity/Situation	Total Safe				
	2019	*2020	2021	2025	Difference (2021-2025)
^In general	64%	59%	56%	58%	+2%
Walking in your neighborhood	71%	68%	59%	65%	+6%
Driving on Hayward streets	73%	67%	57%	60%	+3%
Bicycling	42%	40%	37%	39%	+2%
Walking or playing in the park closest to your residence	65%	60%	62%	62%	0%
^Interacting with Hayward Police	--	63%	66%	62%	-4%



# Those who currently feel unsafe in Hayward suggest more visible policing and less visible homelessness as things that would make them feel safer.

*Earlier you said that you feel unsafe in Hayward generally. In a few words of your own, what would make you feel safer in your community?*

*(Open-ended; Asked of Those Who Feel Unsafe Generally, n=322)*

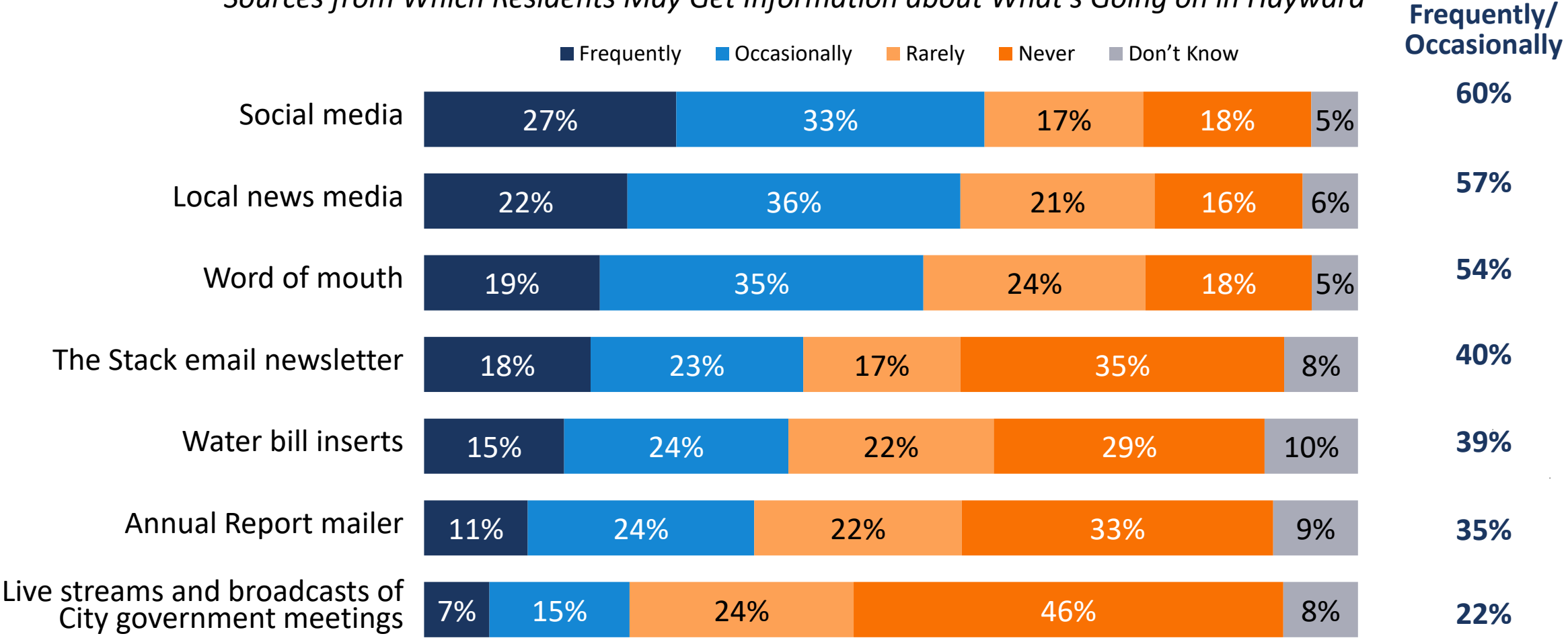




# City Communications

# Residents most-frequently consult social media and more traditional local news for information about life in Hayward.

Sources from Which Residents May Get Information about What’s Going on in Hayward





# District Elections



**Plan Layers**

HaywardCity\_FinalMap

- 1
- 2
- 3
- 4
- 5
- 6

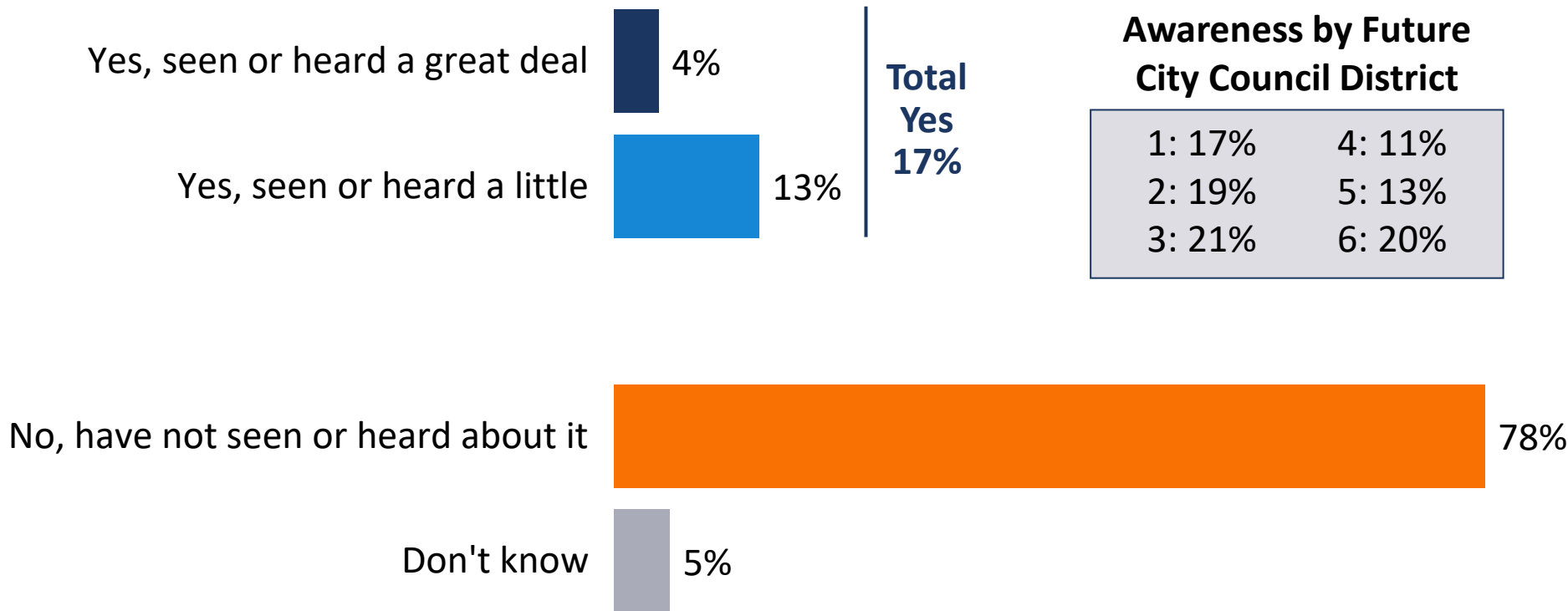
basemap

- census\_blocks
- Highways
- Secondary Roads
- Hayward City Boundary
- Council\_Adopted\_Neighborhoods
- water

***We interviewed at least 200 residents in each future City Council District, with a margin of error of +/-6.9%.***

# Fewer than one in five recall seeing or hearing about the change to council districts they will experience in November 2026.

Until now, all six City Councilmembers in Hayward have been elected by the entire city. Starting in November 2026, however, there will be six city council districts, and voters will elect a single councilmember within their district. Under this system, only the Mayor will be elected through a citywide vote.

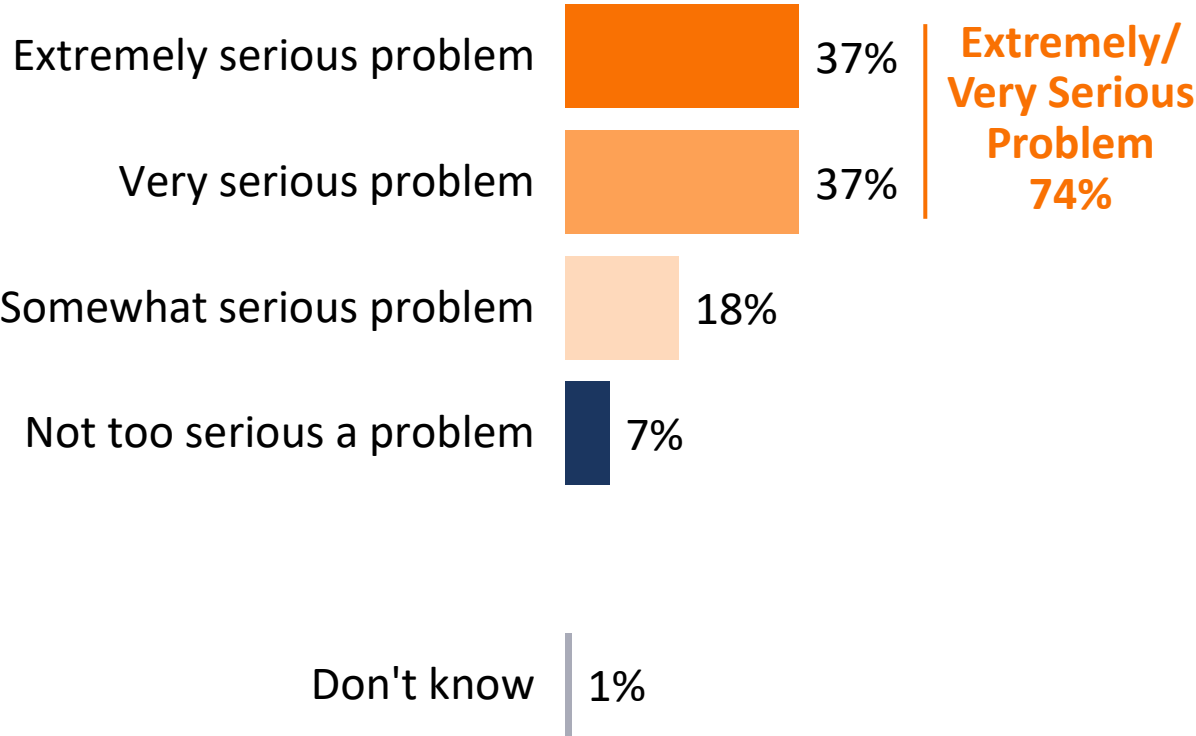




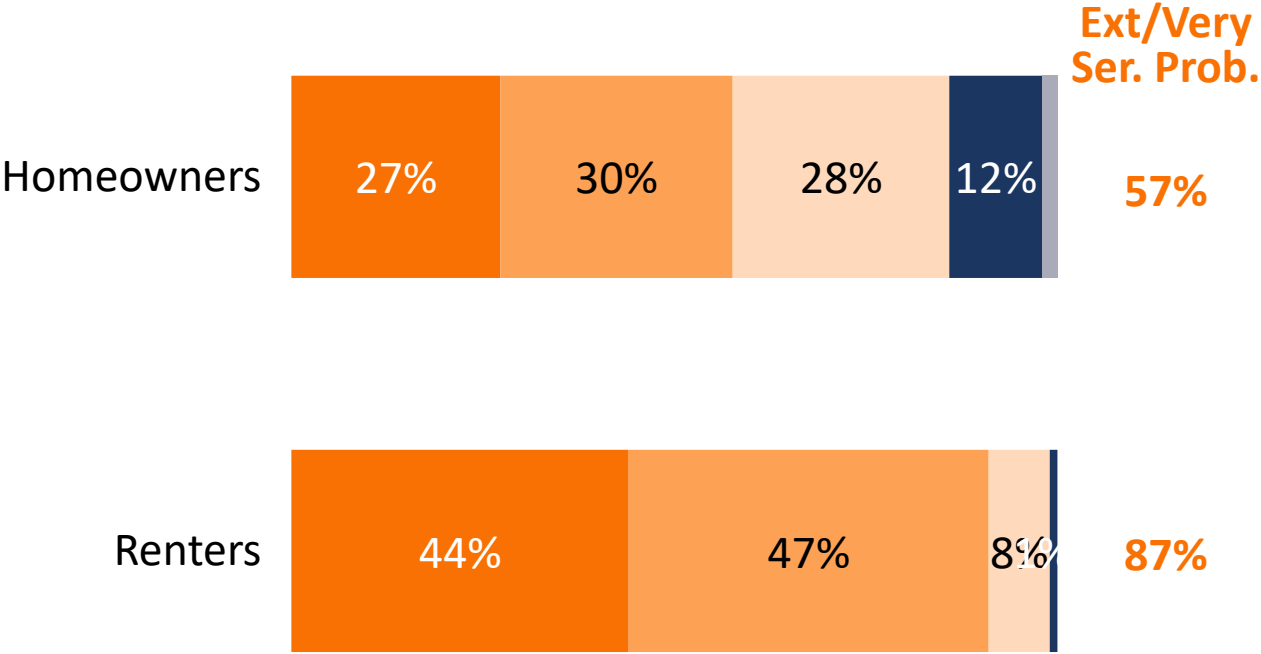
# A Closer Look: Housing

# Concern about the cost of housing is dramatically higher among renters in the city.

*The cost of housing  
Residents Overall*

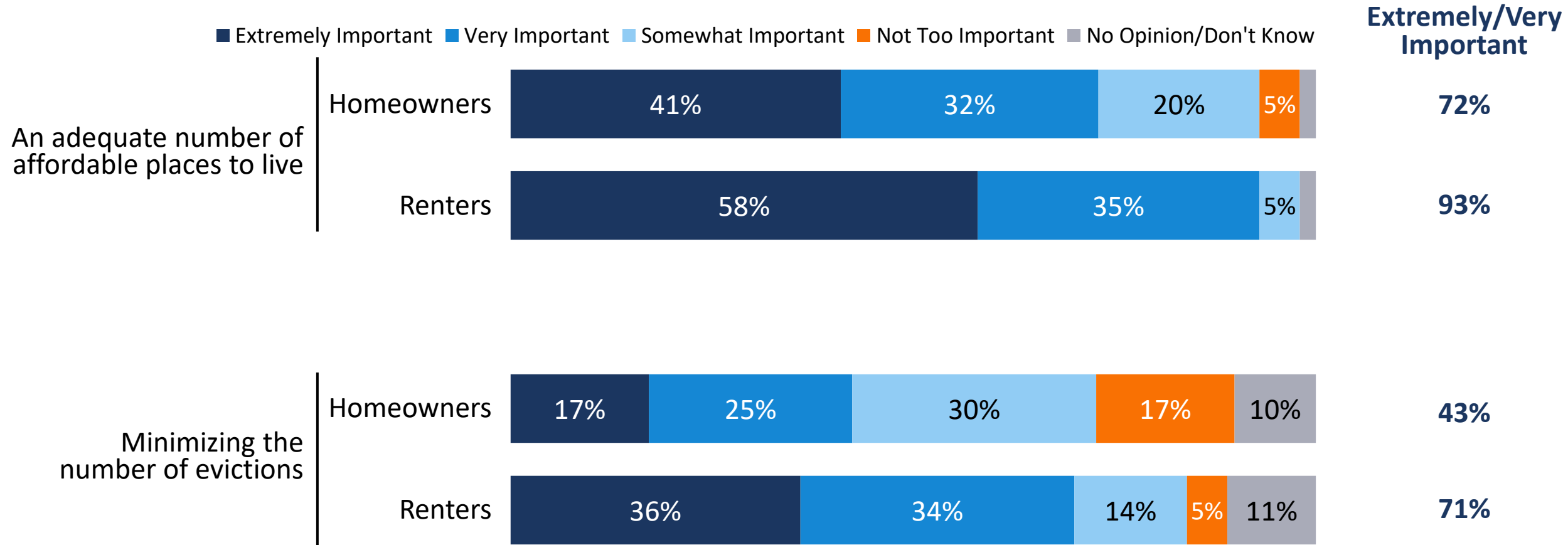


*The cost of housing  
Own vs. Rent*

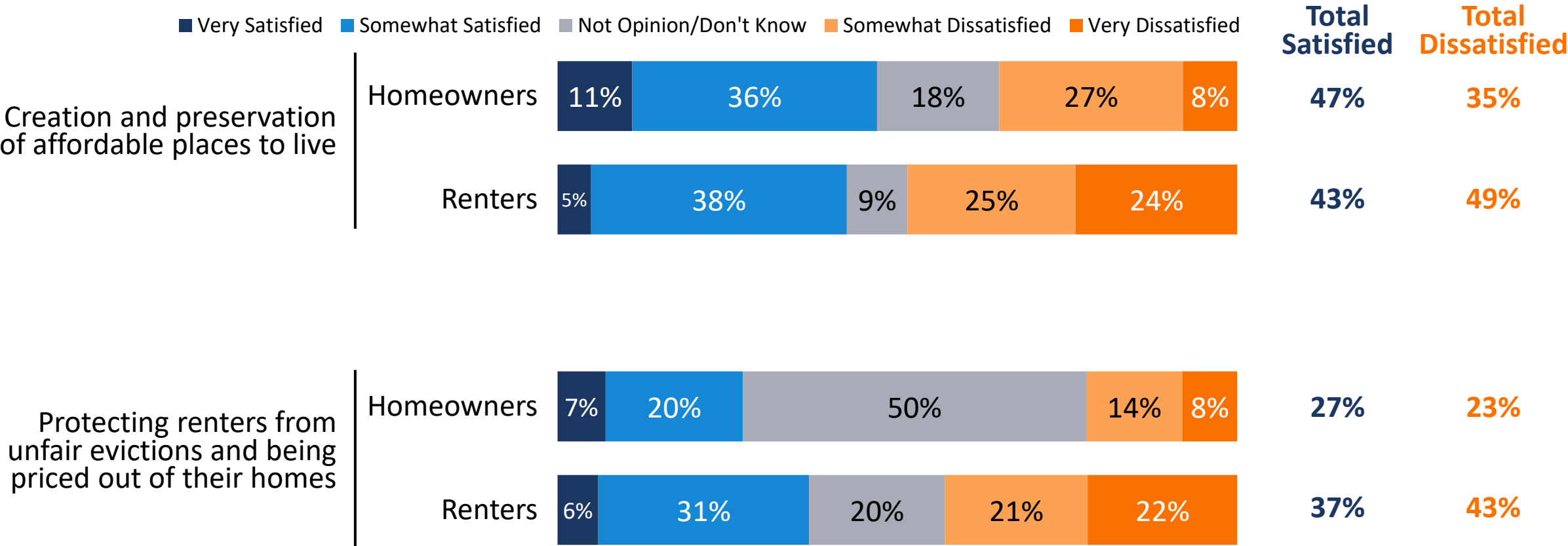




# In addition, renters are much more likely to value “an adequate number of affordable places to live” and eviction prevention.



# Renters are less satisfied with eviction protection than homeowners, who are largely unaware of that service.





# Conclusions

# Conclusions

- Broader majorities are satisfied with quality of life in Hayward and provision of City services than in 2021 – though the share “very satisfied” is lower than pre-pandemic times.
- Residents are increasingly and intensely concerned about housing costs; traffic, homelessness and crime remain broadly shared concerns.
- Broad shares of residents feel safe in Hayward, with some variations by geography and race/ethnicity on safety in neighborhoods, at parks, and driving. Many of those who feel “unsafe” in the City said they want more police presence.
- Neighborhood safety, speedy emergency response and having a clean, well-maintained city with healthy local businesses and well-maintained streets and sidewalks remain highly important priorities for Hayward residents. Good jobs and having affordable places to live are also key – the latter is especially important for the city’s renters, who are overwhelmingly concerned about the cost of living.
- Neighborhood police patrols, housing affordability, encampment cleanup and traffic are areas of high importance with relatively low service satisfaction, making them potential areas for additional attention.
- Those who interact with City employees were largely satisfied, as they have been in the past.
- Ahead of the change in November 2026, relatively few know much about the switch to City Council districts.



**Miranda Everitt**

Miranda@FM3research.com



**Item #11**

**PH 25-016**

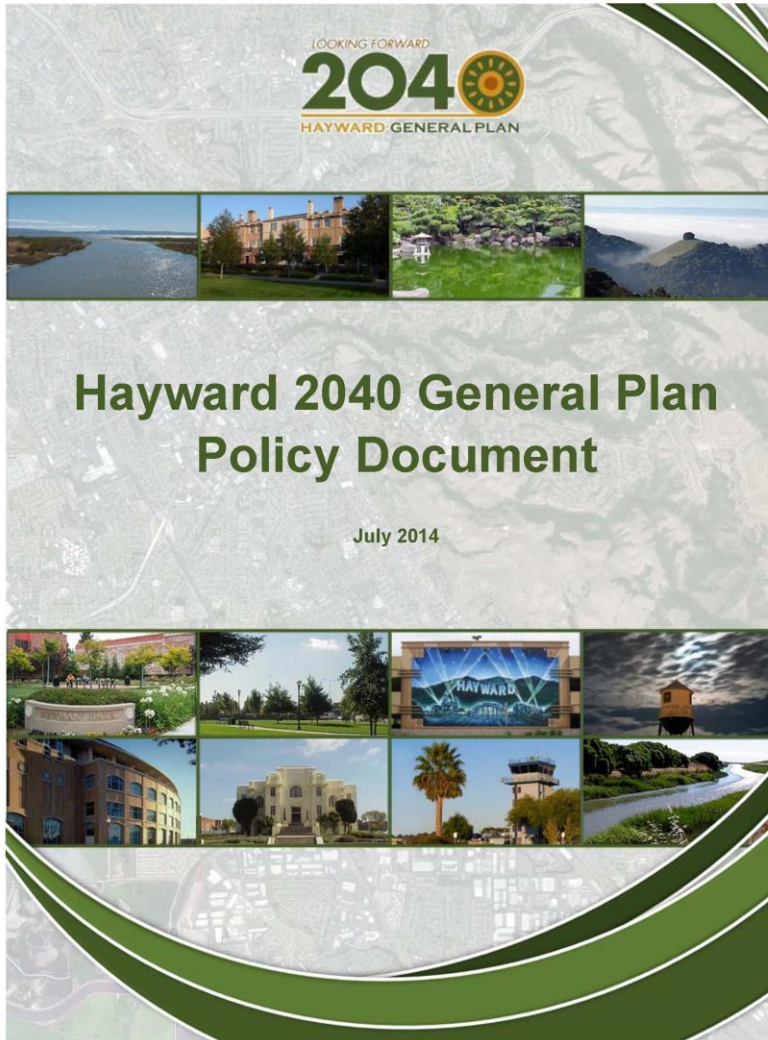
**Hayward 2040  
General Plan**



# Hayward 2040 General Plan Amendment to the Hazards Element - Incorporating the 2021 Local Resilience Plan

City Council  
April 22, 20225





# Summary

- Review and recommend a minor amendment to the Hazards Element.
- Incorporate a footnote referencing Hayward's 2021 Local Resilience Plan (LRP).
- Align with Assembly Bill 2140 (AB 2140) requirements.

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# Background

- 2021 LRP serves as a five-year update to the 2016 Local Hazard Mitigation Plan (LHMP).
- Update to the 2021 **Local Resilience Plan** was adopted in 2023.
- Prepared under the U.S. Disaster Mitigation Act of 2000.
- Ensures compliance with state and federal disaster planning mandates.



# Importance of the Amendment



- Maintains Hayward's eligibility for state reimbursement under the California Disaster Assistance Act (CDAA).
- Supports ongoing local resilience and disaster preparedness efforts.
- Strengthens alignment with AB 2140 to maximize post-disaster financial aid.





Housing Element Update, Hazards Element  
Update and New Environmental Justice Element

Addendum to the City of Hayward General  
Plan 2040 Environmental Impact Report  
SCH # 2013082015

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## Environmental Review

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Conducted in accordance with CEQA  
Guidelines.

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No substantial changes to the 2023  
Environmental Impact Report Addendum.

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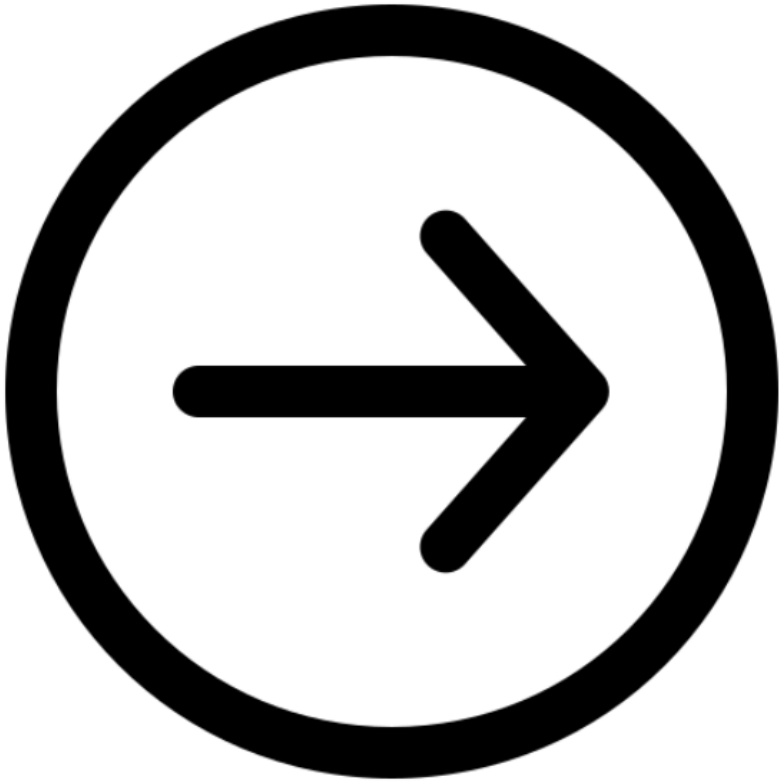
No new information requiring further  
environmental analysis.

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The minor amendment — adding a  
reference to the Local Resilience Plan —  
**does not** result in environmental impacts.

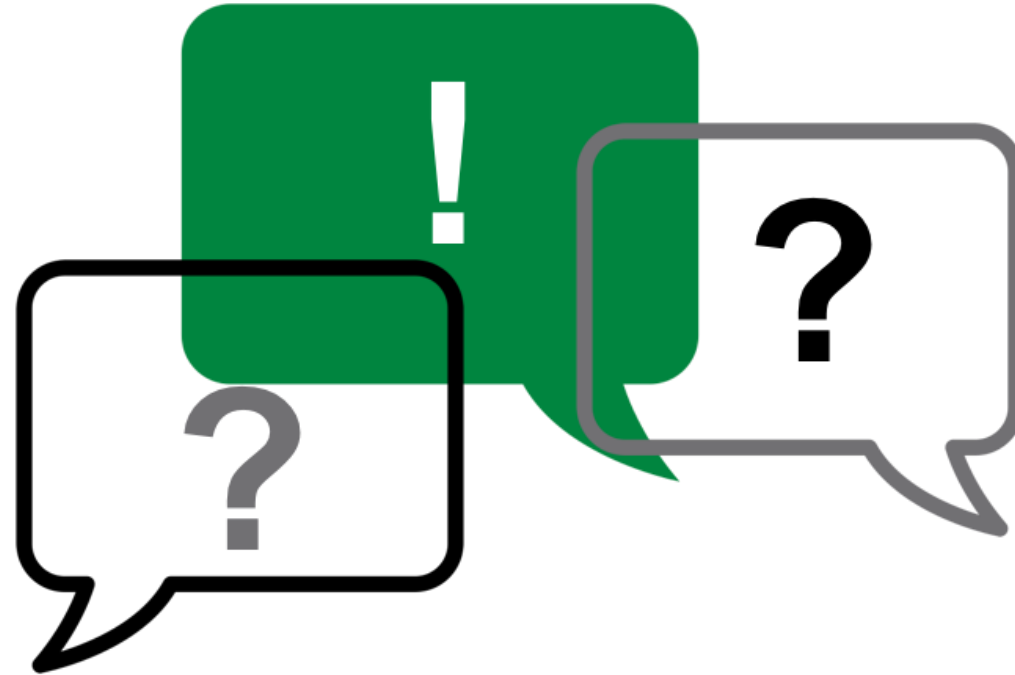
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# Next Steps



- Submission of amended Hazards Element and associated resolution sent to the CA Office of Emergency Services.

# Questions



**Item #12**

**PH 25-017**

**Community  
Agency  
Funding**

# **FY 2025-2026 Community Agency Funding Recommendations & Consolidated Plan**

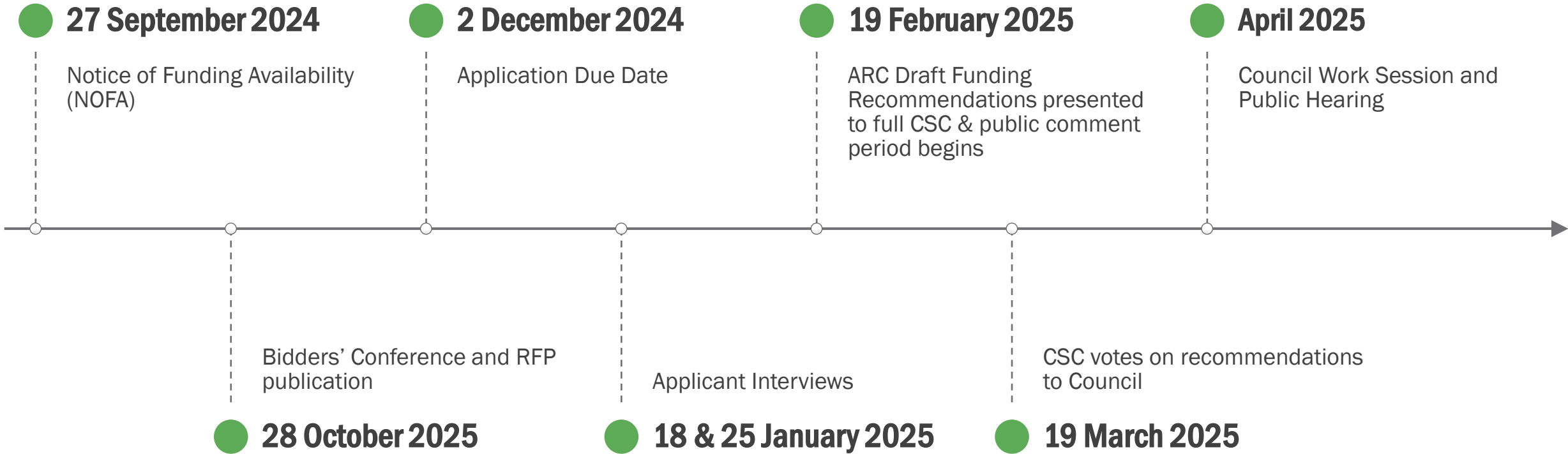
**City Council Public Hearing, April 22, 2025**

Amy Cole-Bloom, Community Services Manager  
Emily Hwang, Management Analyst





# The Community Agency Funding Process



# FY 2026-2029 Consolidated Plan

- Framework for identifying housing and community development needs and priorities through community engagement
- Guides the City's federal CDBG entitlement investment decisions for FY26 through FY29
- Priority needs:
  - Expand & Improve Public Infrastructure & Facilities
  - Preserve, Protect, and Produce Housing Stock
  - Public Services & Quality of Life Improvements
  - Economic Development

# Recommendations for Fiscal Year 2025

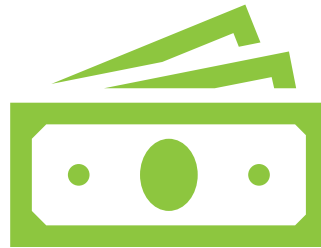
CATEGORY	FUNDING SOURCE	SUM OF FY 2024 REQUESTS	SUM OF FY 2024 RECOMMENDATIONS
Economic Development and Infrastructure-Neighborhood Facilities	CDBG	\$987,521	\$547,018
Public Services	CDBG	\$369,211	\$197,982
Social Services	General Fund	\$2,430,130	\$455,000
Arts & Music	General Fund	\$268,043	\$132,000
	<b>TOTAL</b>	<b>\$4,054,905</b>	<b>\$1,332,000</b>

\*Totals do not include non-competitive applications

# Themes from April 1 Work Session



**CDBG fund  
contingency planning**



**Increases to General  
Fund Services**



**Data on residents  
served and agency  
budgets**

# Recommendation

## That the City Council:

1. Approves authorization of the CDBG FY 2026-2029 Consolidated Plan submission and FY 25-26 CDBG Public Services allocations
2. Approves FY 25-26 General Fund – Social Services funding allocations
3. Approves FY 25-26 General Fund – Arts and Music funding allocations
4. Approves FY 25-26 CDBG – Economic Development and Infrastructure funding allocations



# Next Steps

- **April 4, 2025 – May 4, 2025: Public Comment Period**  
Submit comments to [emily.hwang@hayward-ca.gov](mailto:emily.hwang@hayward-ca.gov)
- **May 15, 2025: FY 2026-2029 Consolidated Plan submission**  
(tentative, depending on timing of HUD award announcement)
- **June 4, 2025: FY 2025-2026 Budget Adoption** which will include amended resolution and funding attachment to reflect actual CDBG award

# Discussion: Consolidated Plan and CDBG Services

**Recommendation:** That City Council approves the authorization of the CDBG FY 2026-2029 Consolidated Plan submission and FY 25-26 CDBG Public Services allocations.

## Discussion Process

1. Clarifying questions from Council
2. Public comment
3. Council discussion and motion

# Discussion: General Fund Social Services

**Recommendation:** That City Council approves FY 25-26 General Fund Social Services funding allocations

## Discussion Process

1. Clarifying questions from Council
2. Public comment
3. Council discussion and motion

# Discussion: General Fund Arts and Music

**Recommendation:** That City Council approves FY 25-26 General Fund – Arts and Music funding allocations

## Discussion Process

1. Clarifying questions from Council
2. Public comment
3. Council discussion and motion

# Discussion: Consolidated Plan and CDBG Services

**Recommendation:** That City Council Approves FY 25-26 CDBG Economic Development and Infrastructure funding allocations

## Discussion Process

1. Clarifying questions from Council
2. Public comment
3. Council discussion and motion



**Item #13**

**LB 25-008**

**Fiscal Year 2024-2025  
Salary Plan  
Amendment**

**Item #14**

**LB 25-011**

**Council-Appointed  
Officer's Employment  
Agreements**

# **Adopt a Resolution Approving an Amendment to the City of Hayward Salary Plan for Fiscal Year 2025**

**Presenter: Brittney Frye, Director of Human Resources**

## Classification Title Changes

EFFECTIVE MARCH 24, 2025
Call Taker (C633) to Public Safety Call Taker
Communications Operator (C635) to Public Safety Dispatcher
Communications Supervisor (C645) to Public Safety Dispatch Supervisor
Fire Services Supervisor (H580) to Fire Services Administrator

Salary Adjustments effective March 24, 2025

CLASSIFICATION	INCREASE	FISCAL IMPACT
Fire Services Supervisor (H580) to Fire Services Administrator	14.47%	\$6,734 to the Fiscal Year 2024-25 General Fund
City Attorney (A100)	5.00% COLA	A 2.00% COLA adjustment is already included in the Fiscal Year 2024-25 Adopted Budget; The additional fiscal impact for the remaining 3% is approximately \$3,509 to the General Fund.
City Clerk (A110)	4.00% COLA and 13.82% equity adjustment	A 2.00% COLA adjustment is already included in the Fiscal Year 2025 Adopted Budget; The additional fiscal impact for the remaining 15.82% is approximately \$10,422 to the General Fund.

# **Adopt Resolutions Approving New Employment Agreements between the City of Hayward and the City Attorney and the City of Hayward and the City Clerk and Authorize the Mayor to Execute the Agreements**

**Presenter: Brittney Frye, Director of Human Resources**



# New Council Appointed Officer Employment Agreements

## New Employment Agreements Effective April 22, 2025 through June 30, 2027.

CLASSIFICATION	UPDATED TERMS	FISCAL IMPACT
City Attorney	5.00% COLA 03/24/2025 4% COLA 07/01/2025 4% COLA 07/01/2026 \$50 increase in monthly Personal Equipment and Automobile Allowance.	\$3,659 to the FY 2024-25 General Fund.
City Clerk	4.00% COLA and 13.82% equity adjustment 03/24/2025 4% COLA 07/01/2025 4% COLA 07/01/2026	\$10,422 to the FY 2024-25 General Fund.