

**CITY COUNCIL  
MEETING**

**JUNE 2, 2026**

**PRESENTATIONS**

**Item #19**

**WS 26-014**

**Safe Streets  
Downtown Project  
(The Loop)**

# Redesigning the Loop

## *Safe Streets Downtown*

**City Council**

June 2, 2026

**H HAYWARD Fehr & Peers**



Source:  
Downtown  
Specific Plan

# Safe Streets Downtown



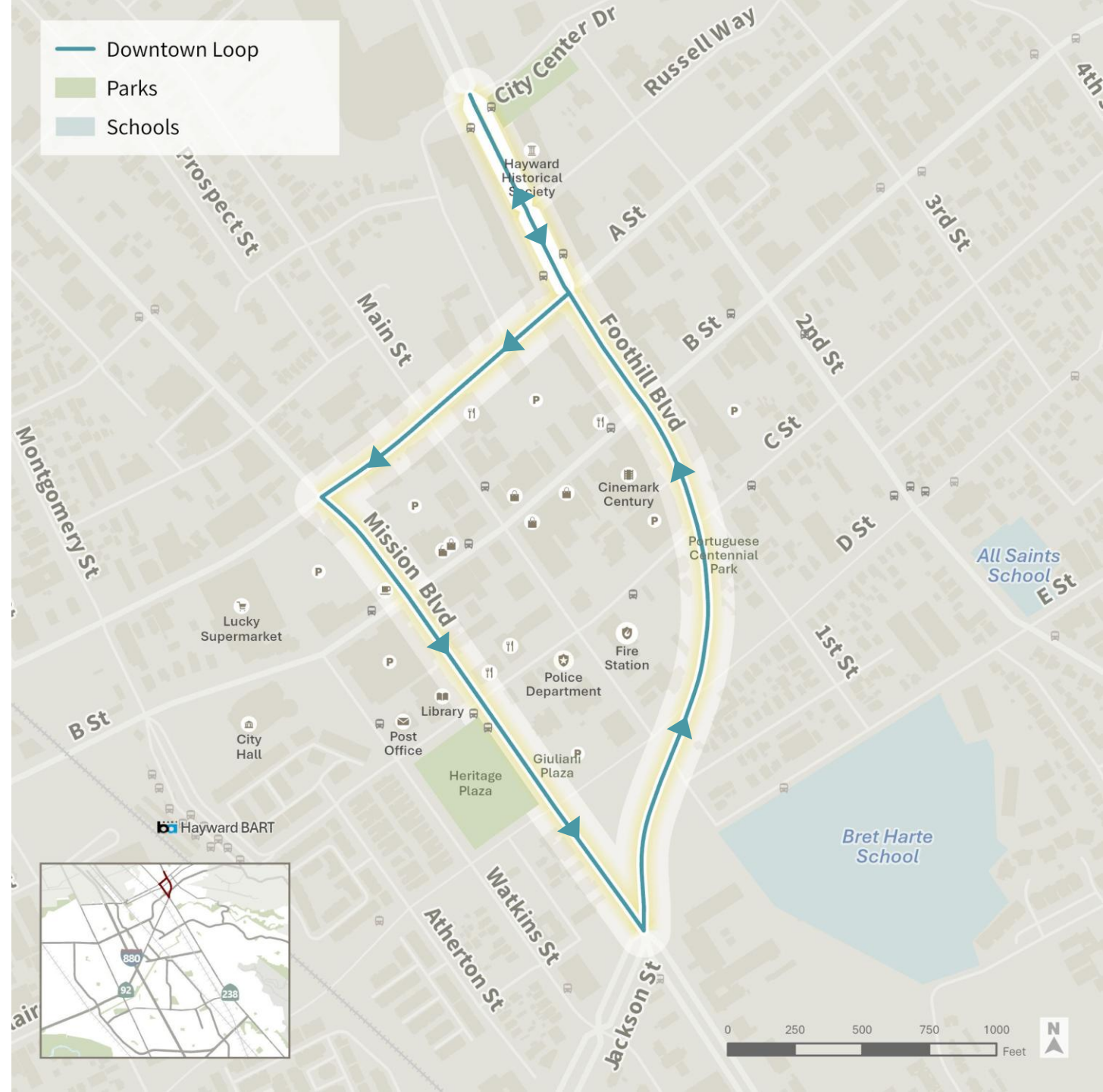
**A collision happens on the Loop every 11 days,** and 1.5 people are seriously injured or die every year. (2013-2022)



Safer streets support the Downtown Specific Plan's vision of a **thriving downtown.**



Many Hayward residents have voiced **concerns about the Loop,** including 76% of survey respondents.



# Safe Streets Downtown aims to create a safer, more accessible, and community-focused downtown

The goals of the project are to:



**Create Safer Streets**

*Top Priority*



**Promote Economic Vitality**

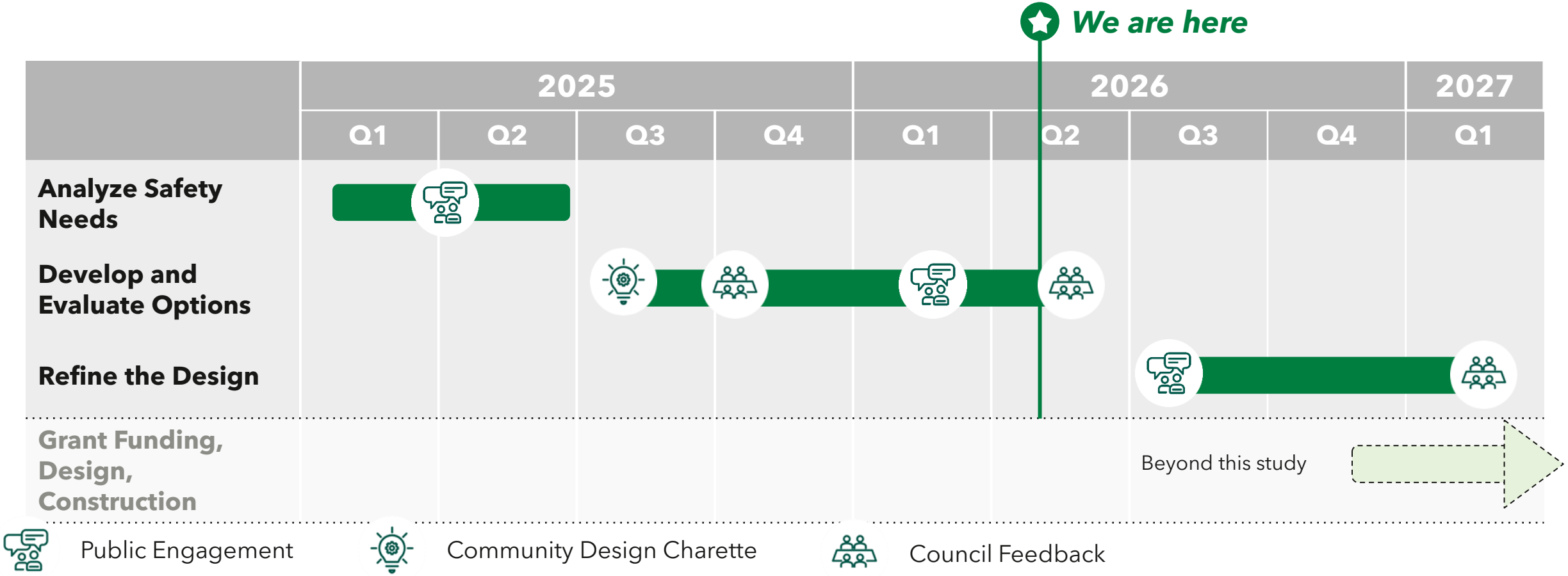


**Advance Transportation Equity**



**Position the City for Funding**

# Study Schedule



# In Phase 1, the City engaged over 500 people to understand safety needs in downtown

## What We Heard

- Driving is confusing
- Biking and walking feels unsafe
- Support for local businesses and placemaking is critical

**3**

Languages

**2,000**

Website visitors

**90%**

Of survey respondents live in Hayward

**8**

In-person events

# The September Design Charette & Open House informed options development



## What We Heard

- Clear preference for two-way circulation on the Loop
- Visionary ideas for transforming streets
- Need more pedestrian space to support downtown businesses
- Desire for intersection safety improvements and slower speeds

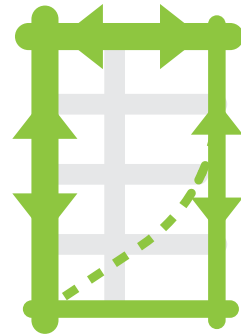
# In October, CIAC showed a preference for 2 options

## 1. Baseline



— **Not a priority**  
Community needs a more transformative change

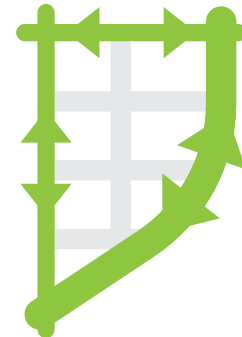
## 2. Downtown Grid



✓ **Further study**

**OPTION 1:  
Downtown Grid**

## 3. Current Alignment - Place option

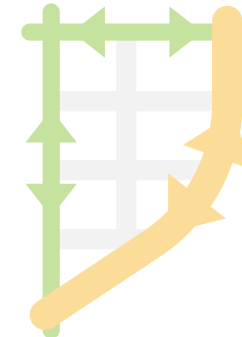


✓ **Further study**

**OPTION 2:  
Civic Avenue**

Both options propose conversion to two-way streets

## 4. Current Alignment - Movement option

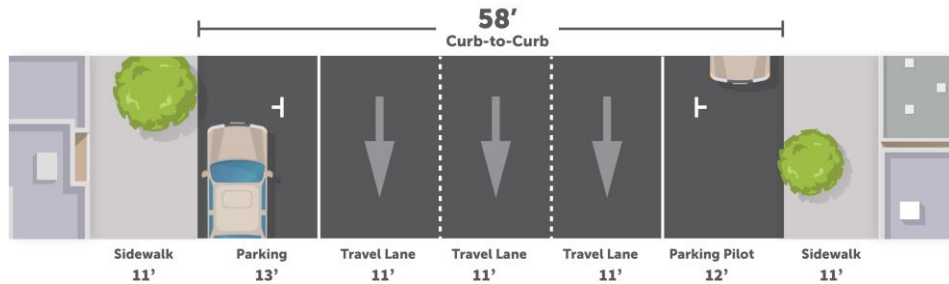


✗ **Exclude**  
Do not think people will follow left turn restrictions

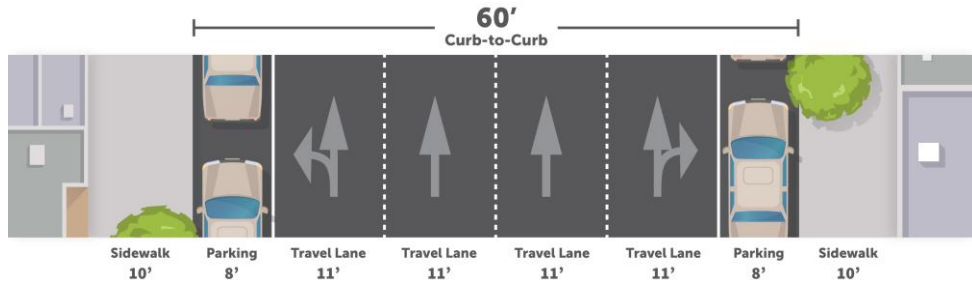
# Proposed Options

# Existing Configuration

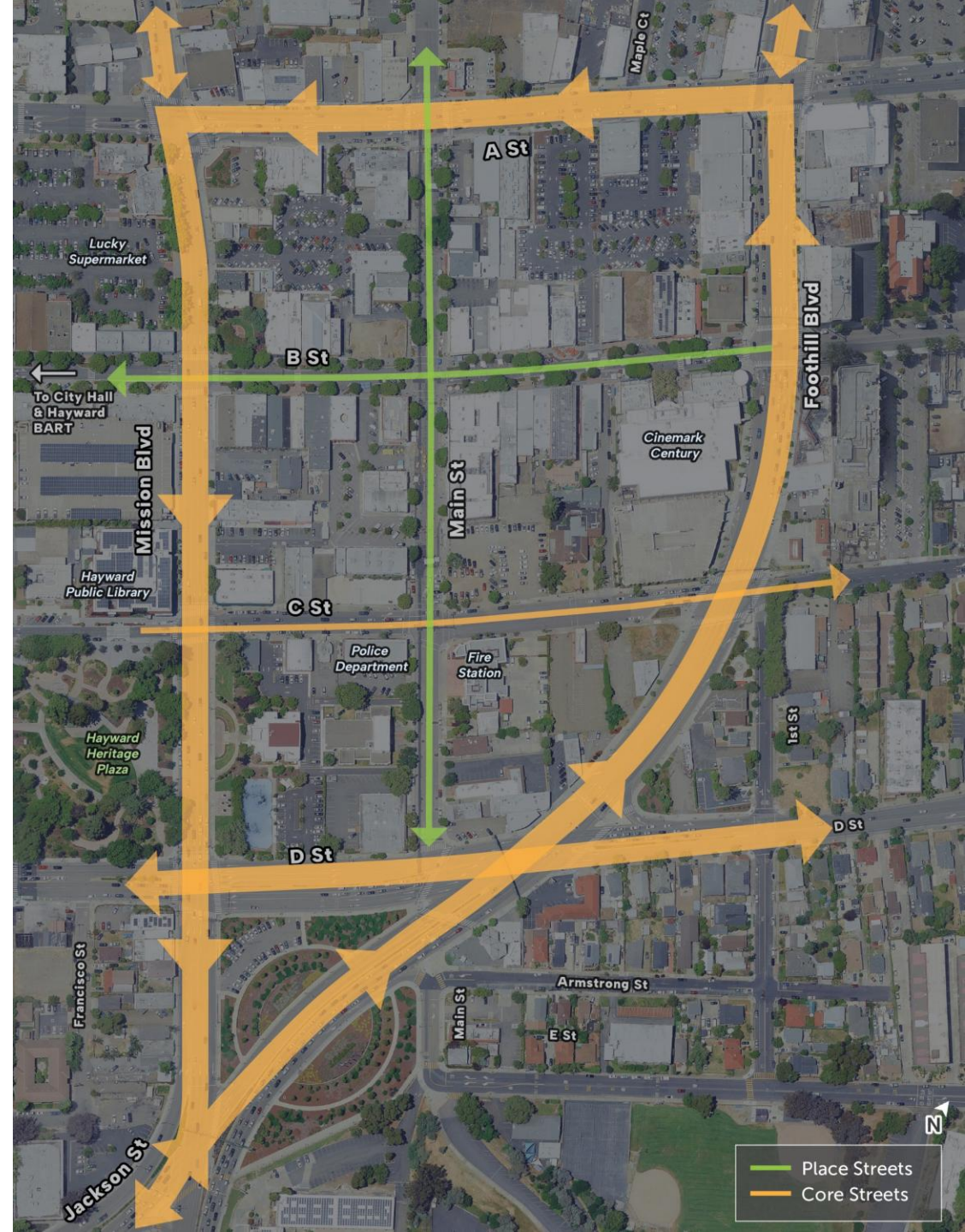
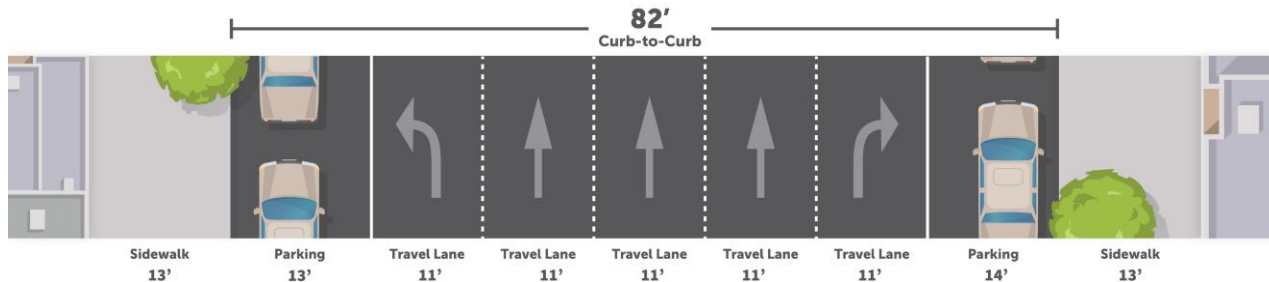
## Mission Blvd



## A St

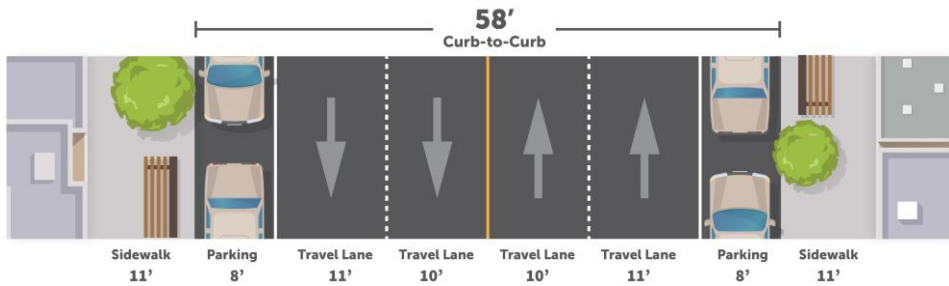


## Foothill Blvd

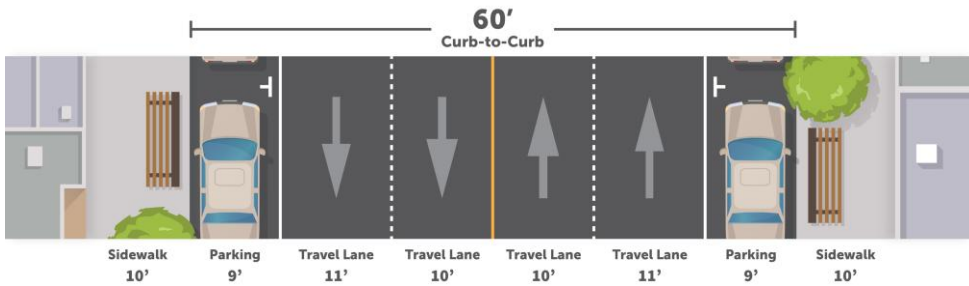


# Option 1: Downtown Grid

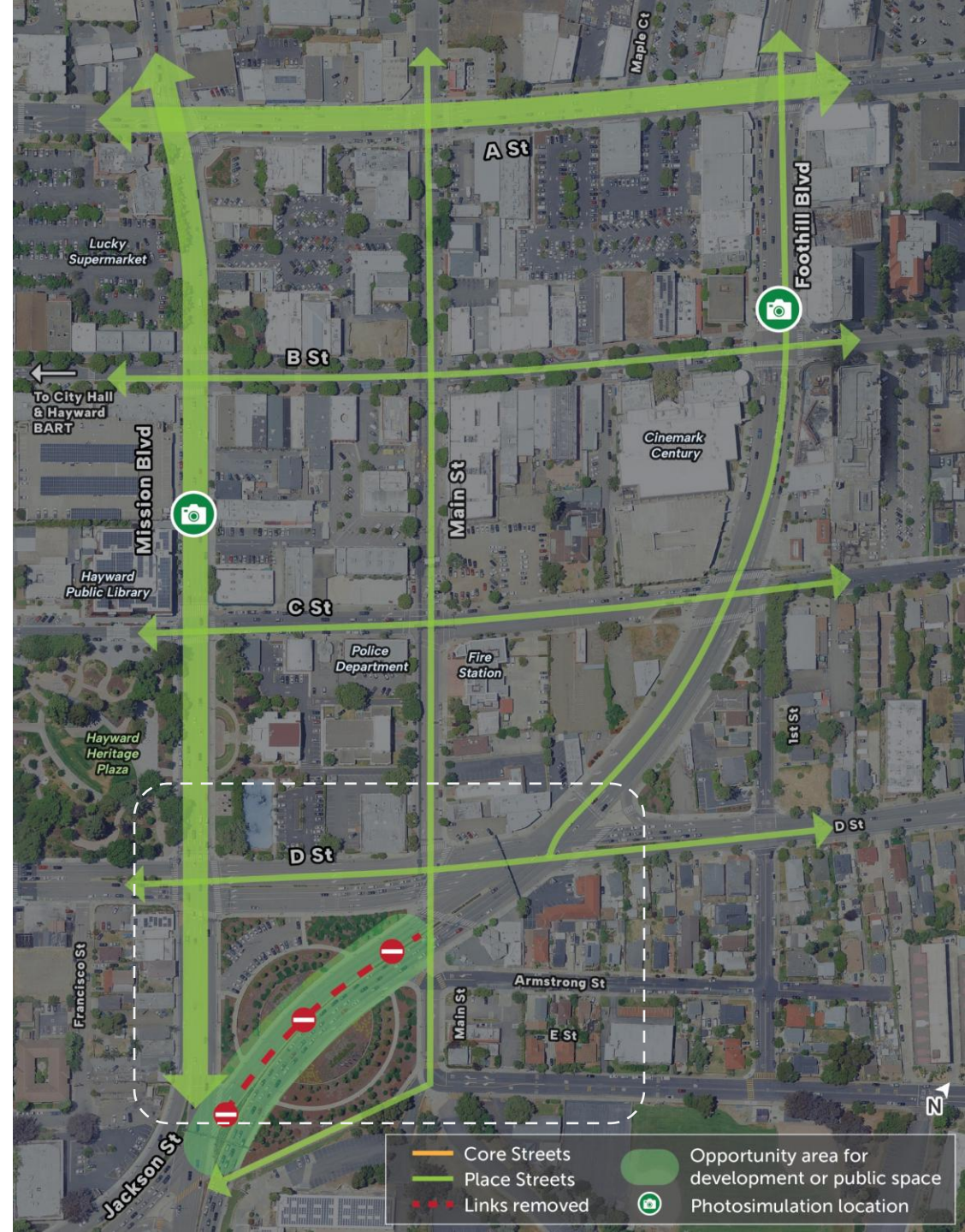
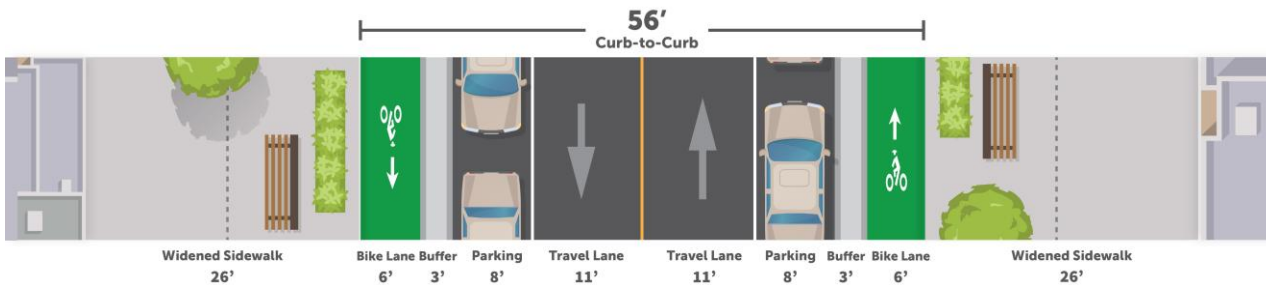
## Mission Blvd



## A St



## Foothill Blvd



- Core Streets
- Place Streets
- Links removed
- Opportunity area for development or public space
- Photosimulation location

**OPTION 1:**  
**Downtown Grid**

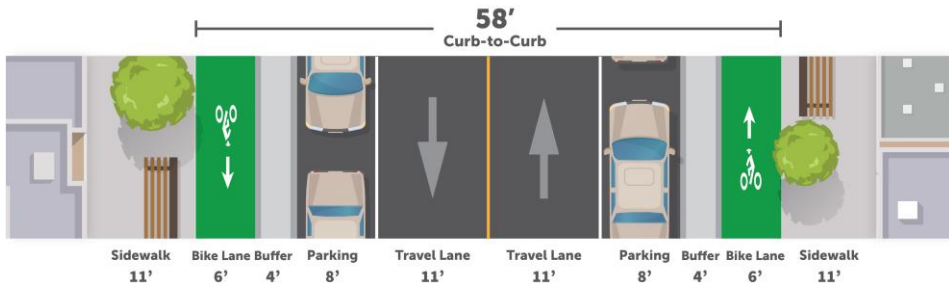


**OPTION 1:  
Downtown Grid**

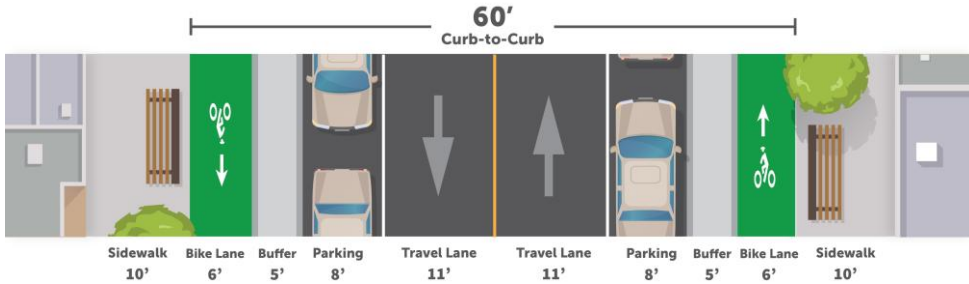


# Option 2: Civic Avenue

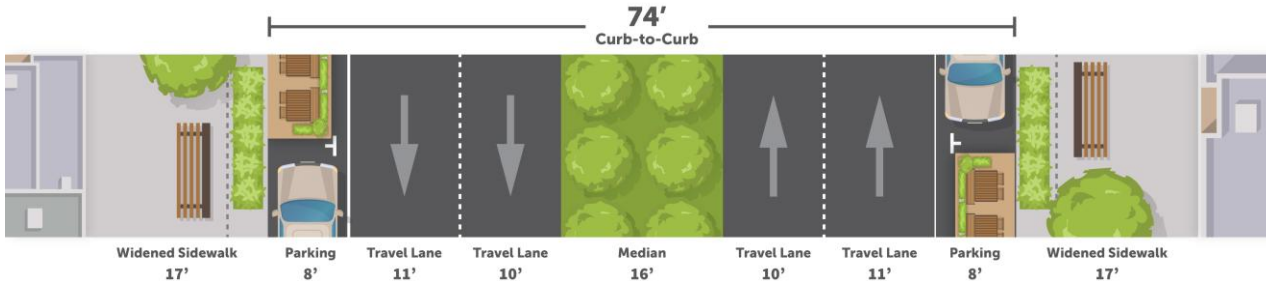
## Mission Blvd



## A St



## Foothill Blvd



See additional Mission/Foothill and D/Foothill options below for details

- Place Streets
- Core Streets

**OPTION 2:  
Civic Avenue**



**OPTION 2:  
Civic Avenue**



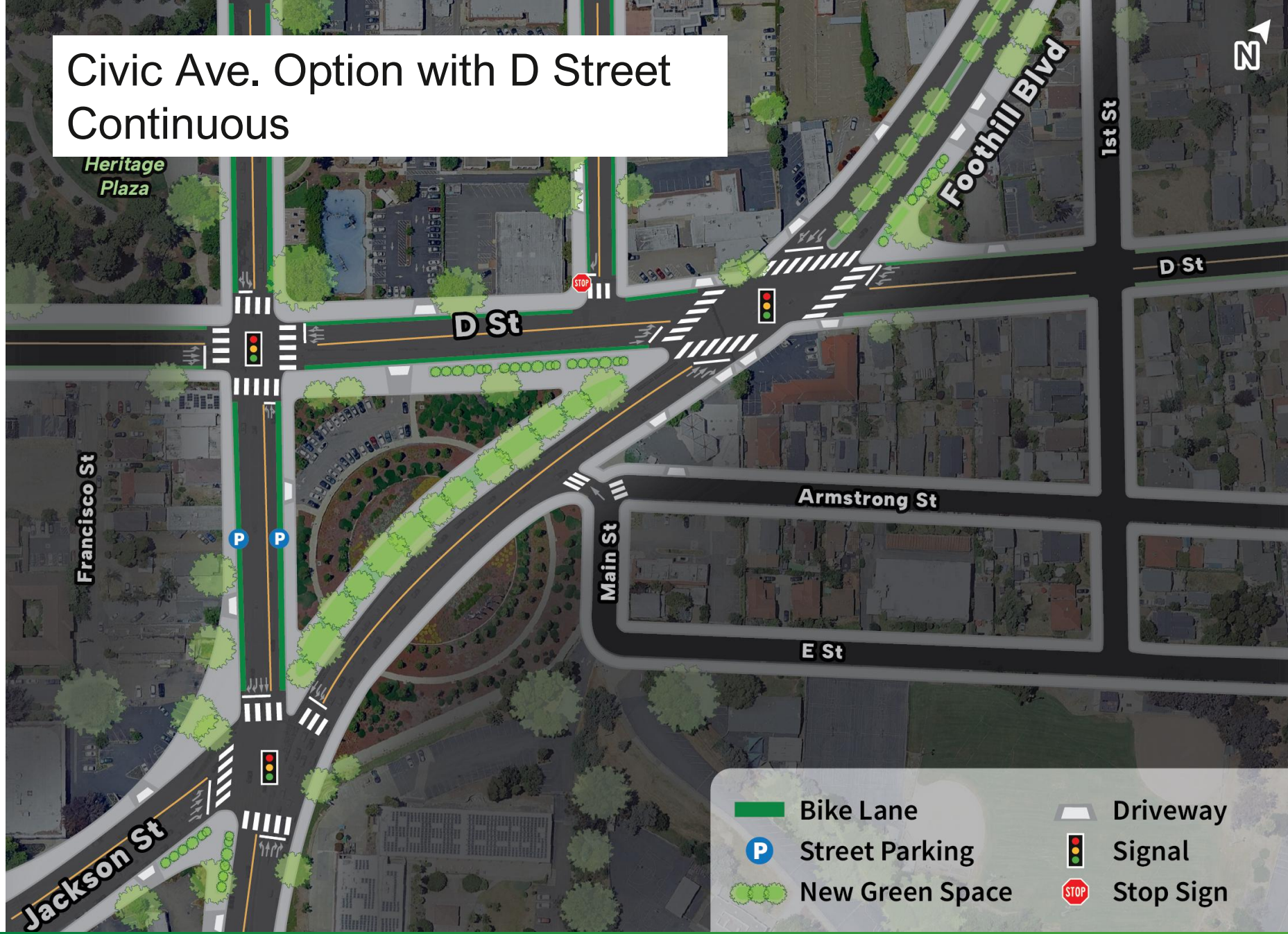


# Civic Ave. Option with D Street Split



 Bike Lane	 Driveway
 Street Parking	 Signal
 New Green Space	 Stop Sign

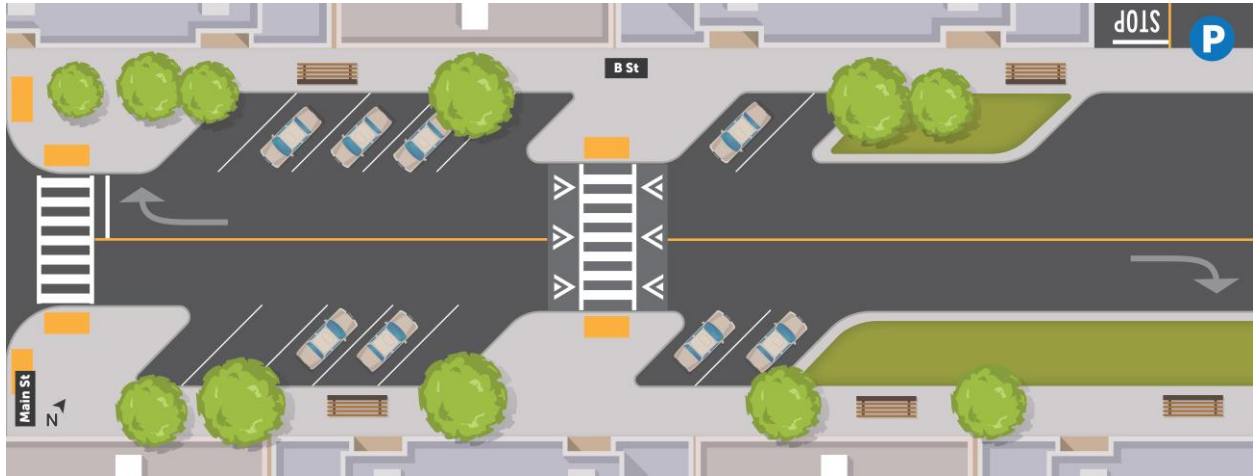
# Civic Ave. Option with D Street Continuous



# Pedestrian-Focused B Street Options



1. One-way with right turns



2. Two-way with right turns



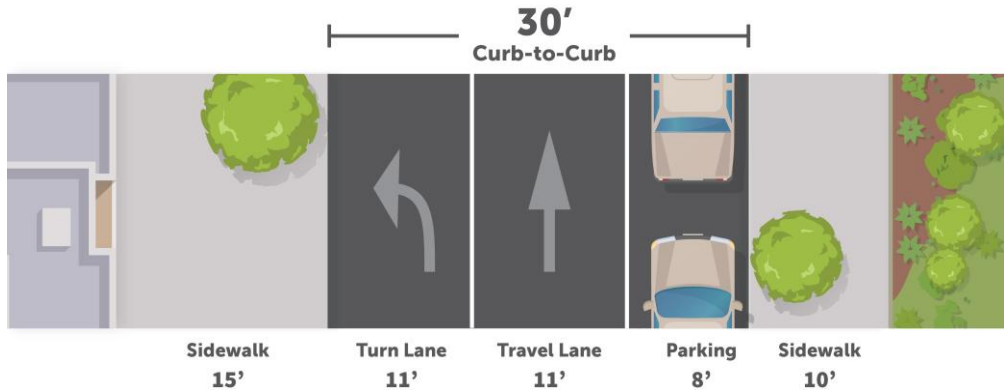
3. One way with pedestrian plaza

# C Street Options

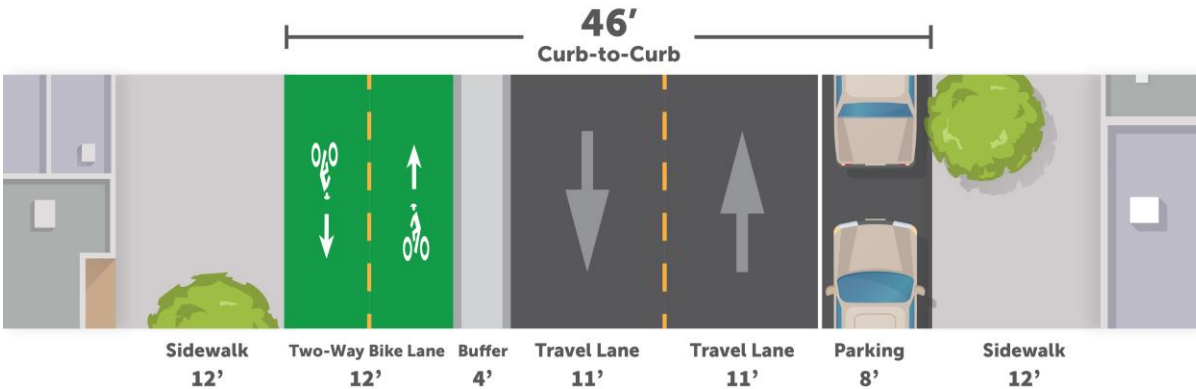
- Watkins to Mission one-way due to limited ROW
- Mission to Foothill, two way



## Watkins to Mission

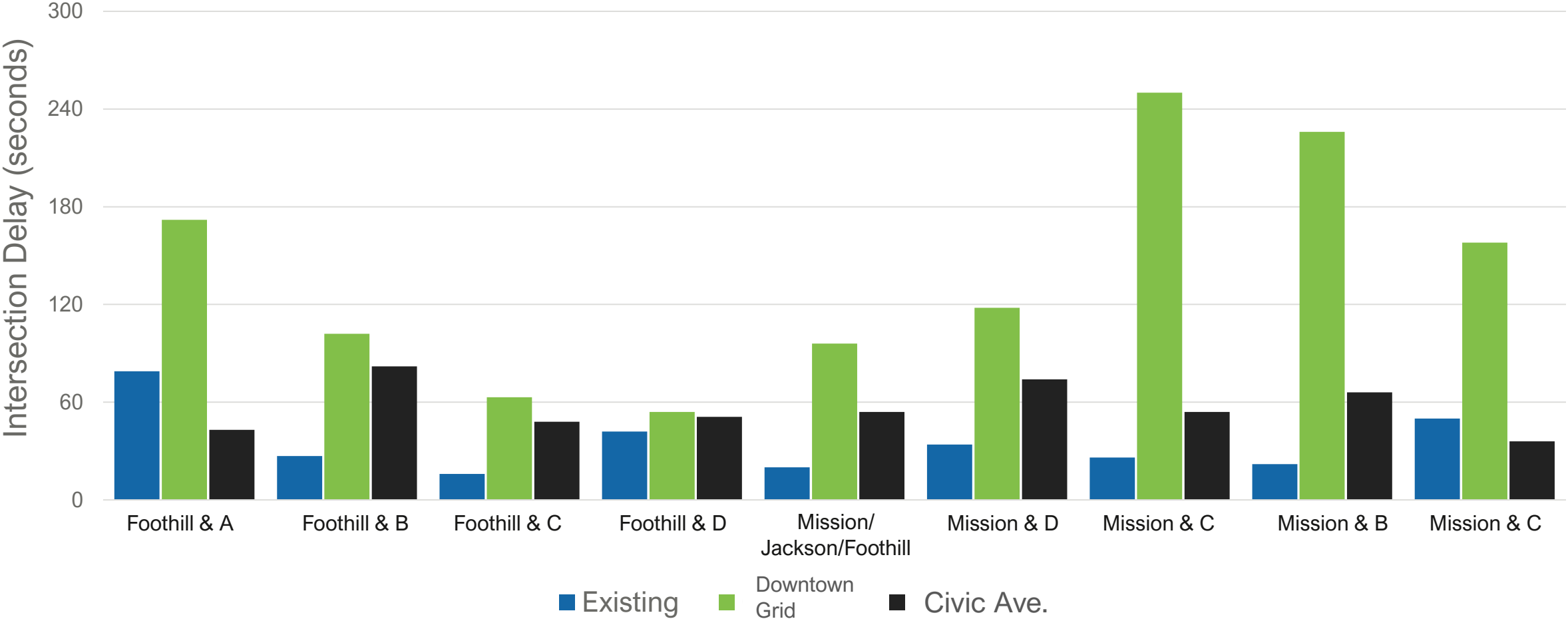


## Mission to Foothill



# **Analysis Summary**

# Traffic Handling Capabilities: Civic Ave. Option is a Better Choice



# Analysis Summary: Downtown Grid Option

## Safety & Access:

- Encourages reduced speeds
- Shorter crossing distances on Foothill Boulevard
- Widened sidewalks and protected bicycle lanes on Foothill Boulevard

## Economic Vitality:

- Conversion to two-way streets will attract more visitors
- Potential reclamation of land from removal of Foothill Boulevard segment

## Operations:

- Disconnecting Foothill Boulevard from Jackson Street and Mission Boulevard adds significant congestion
- Conversion to two-way streets adds congestion

# Analysis Summary: Civic Avenue Option

## Safety & Access:

- Encourages reduced speeds
- Shorter crossing distances on A Street and Mission Boulevard
- Widened sidewalks on Foothill Blvd. and protected bicycle lanes on A Street and Mission Blvd.

## Economic Vitality:

- Conversion to two-way streets will attract more visitors
- Potential to implement parklets on Foothill Boulevard

## Operations:

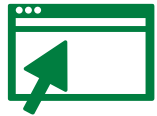
- Conversion to two-way streets adds congestion

# Summary of Options and Analysis

Option	Safety & Access	Economic Vitality	Congestion
Downtown Grid	✔ Improvement	✔ Improvement	✘ Substantial Increase
Civic Avenue (Split D Street)	✔ Improvement	✔ Improvement	✘ Minor Increase
Civic Avenue (Continuous D Street)	✔ Improvement	✔ Improvement	✘ Minor Increase

# 2026 Outreach

# The City engaged the public in 4 ways to get feedback on the alternatives



## Online Survey

Online survey for public to learn about and provide input on multiple design options for Loop streets plus B, C, and D Streets



## CRIL 1:1

Small group meeting on feedback from CRIL employees and customers on their preferences on the design options.



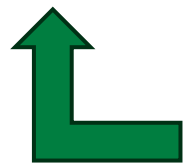
## AC Transit 1:1

Meeting with AC Transit staff about potential bus needs, agency preferences, and bus routing implications of options.



## Local Businesses 1:1

Focus group with local downtown business owners about long term vision and benefits and tradeoffs associated with each.



English & Spanish utility bill inserts sent to all residents

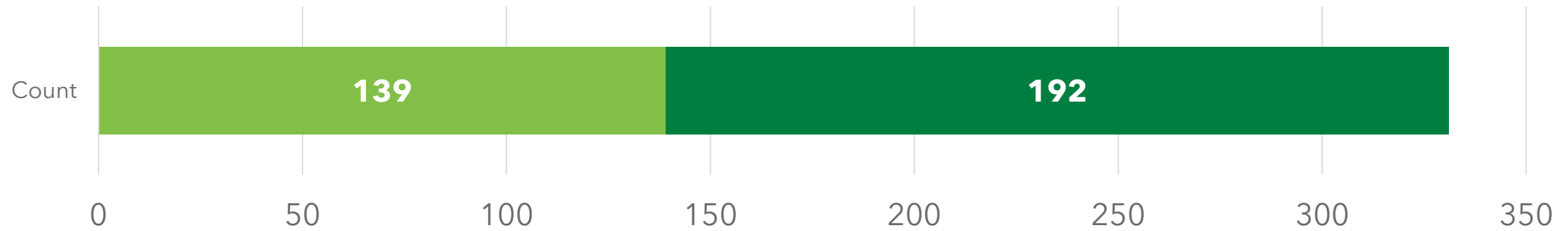
## **Business Focus Group**

March 26 - Chamber of Commerce sponsored a focus group with local businesses

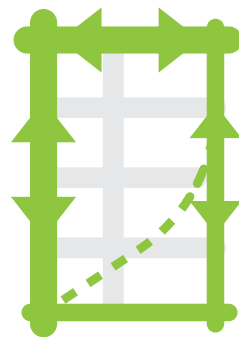
- Support return to two-way streets, no strong preference for either option
- Request for parking enforcement
- Varying opinions on capacity reduction - some want less, some want more
- The Mission Blvd parking/lane reduction pilot is producing slower speeds
- Agree with the need to reduce through traffic, reasonable questions about how to achieve that goal
- General support for 2-way travel on B Street, question if a pedestrian plaza works in the short term

# 58% of respondents preferred the Civic Avenue option

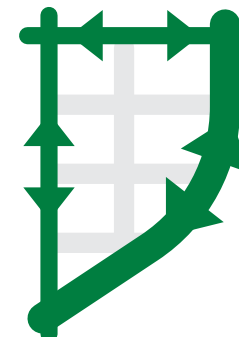
Which option is your top choice?



OPTION 1:  
Downtown Grid

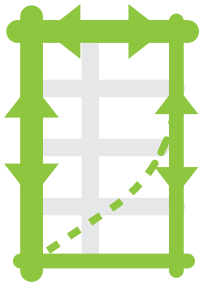


OPTION 2:  
Civic Avenue



# What did people say about the Downtown Grid option?

OPTION 1:  
Downtown Grid



General support of bike improvements with mixed feelings about circulation and capacity

## Most common support



Bike lanes on Foothill



4 lanes on A Street

## Most common concerns



Reduced Foothill capacity



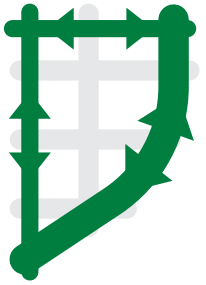
Removal of Foothill segment

## Most common mixed feedback



4 lanes on Mission Blvd

# What did people say about the Civic Avenue option?

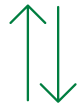


General support for local travel on Mission Blvd and A St and through movement on Foothill Blvd

## Most common support



Bike lanes on  
Mission & A



Through-movement  
on Foothill



Planted median on  
Foothill

## Most common mixed feedback



Overall roadway capacity



Reducing cut-through  
travel

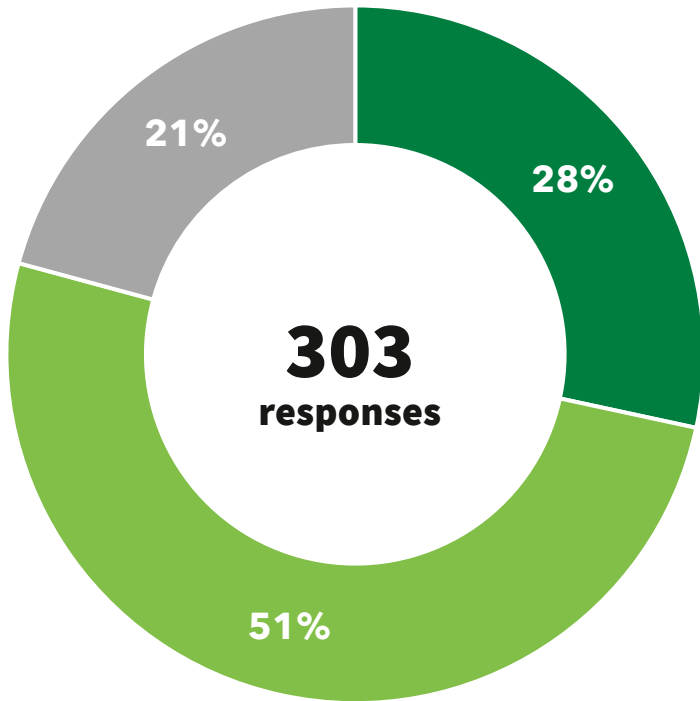


Feels somewhat car-centric



Needs more pedestrian &  
bike safety

# More respondents support keeping D St and Foothill continuous as one intersection



- Option A: D St split into two "T" intersections at Foothill Blvd
- Option B: D St continues straight through downtown
- No preference

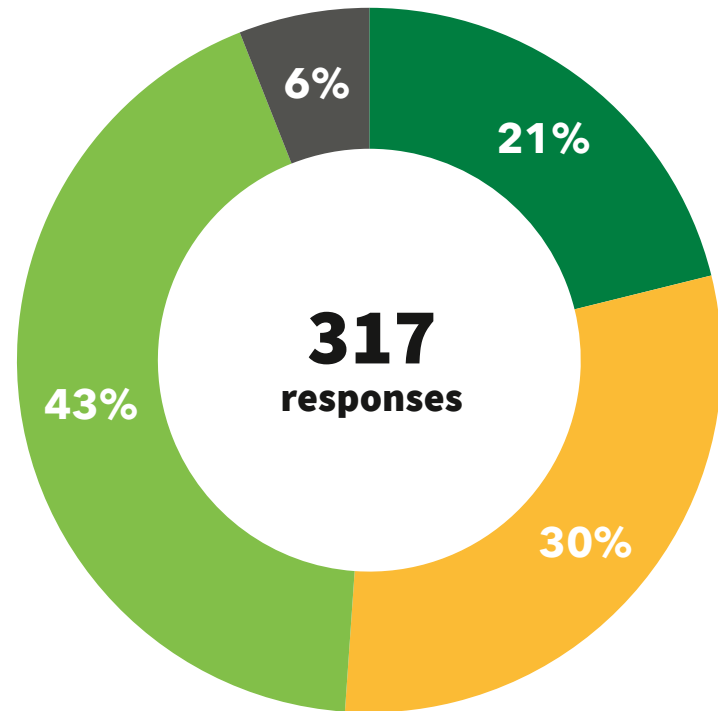
Option A:  
Split



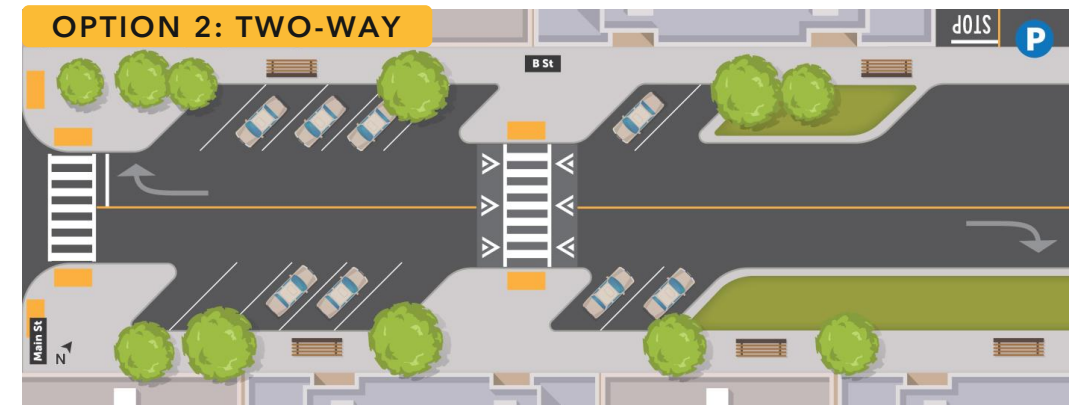
Option B:  
Continuous



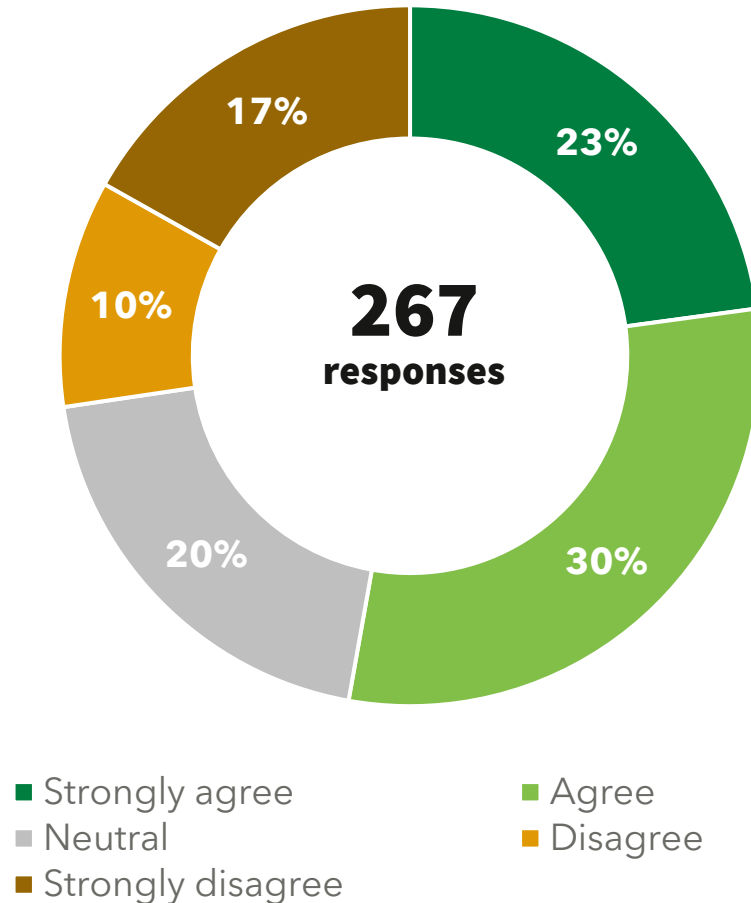
# Respondents split between pedestrianizing and allowing car traffic on B Street



■ One-Way ■ Two-Way ■ Ped. Plaza ■ Other/No Preference



# Most respondents support the C Street two-way design



**Support two-way:** General preference for two-way circulation on C Street

**Support bike lanes:** General support for bike lanes, some suggestions to extend to Watkins

**Questions about on-street parking:** Some feel downtown has enough off-street parking, but some would like to see more on-street parking

**Concern about Mission to Watkins block:** Some concern about potential confusion where it changes from two-way to one-way

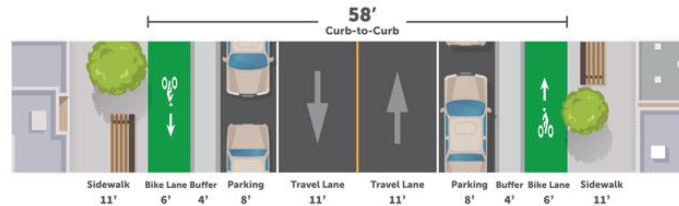
# Staff Recommendations

# Staff Recommendation: Advance Civic Ave. Option

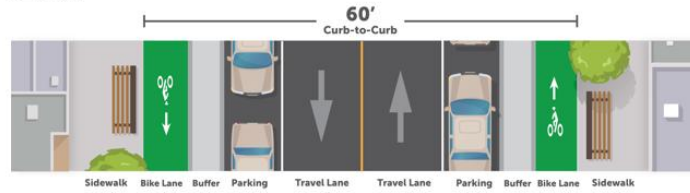
- Advance vision of Civic Ave. option
- Develop preliminary engineering for Option 2
- Continue to pursue funding for final design

## Option 2: Civic Avenue

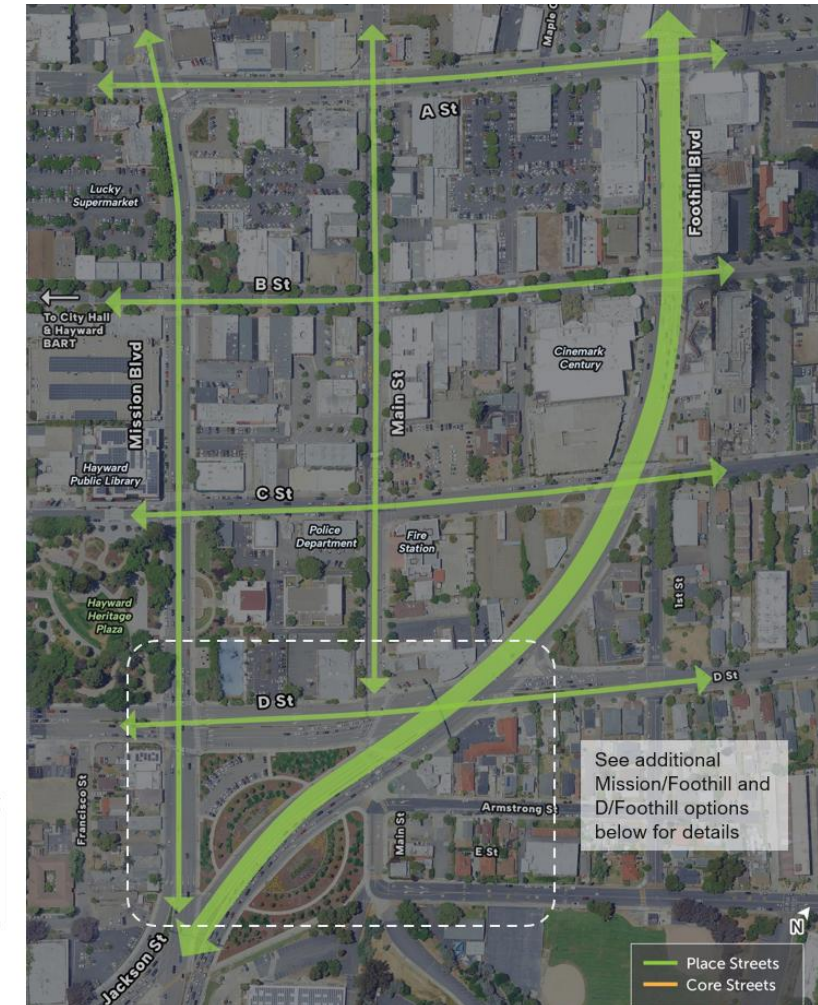
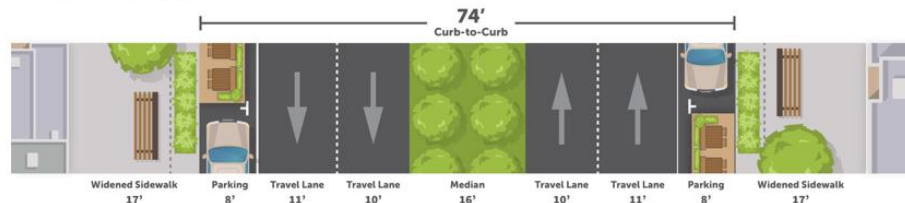
### Mission Blvd



### A St

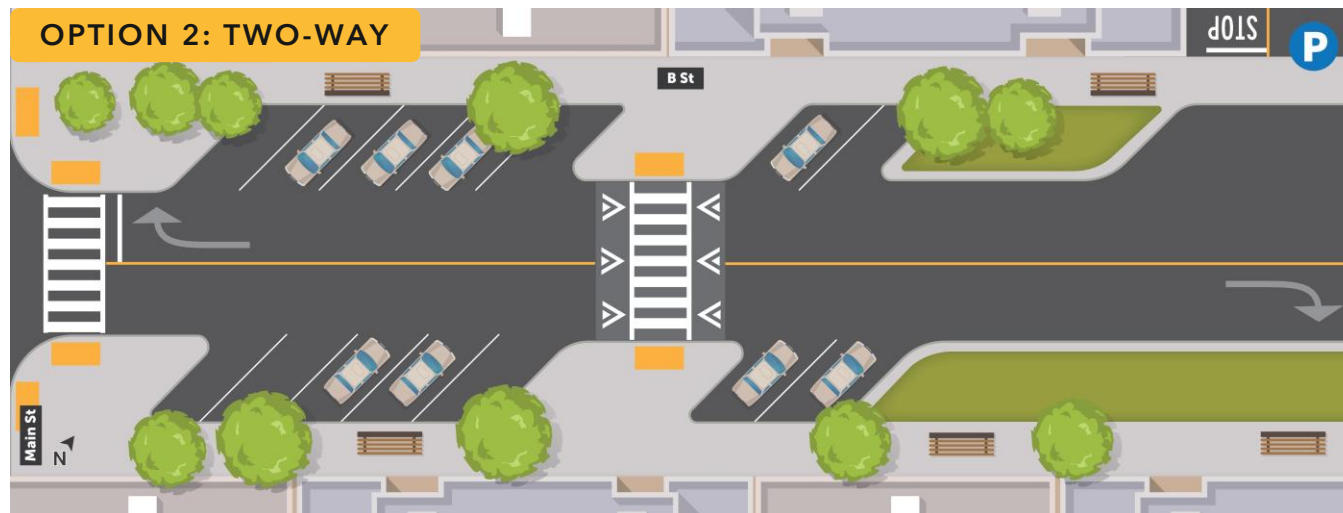


### Foothill Blvd



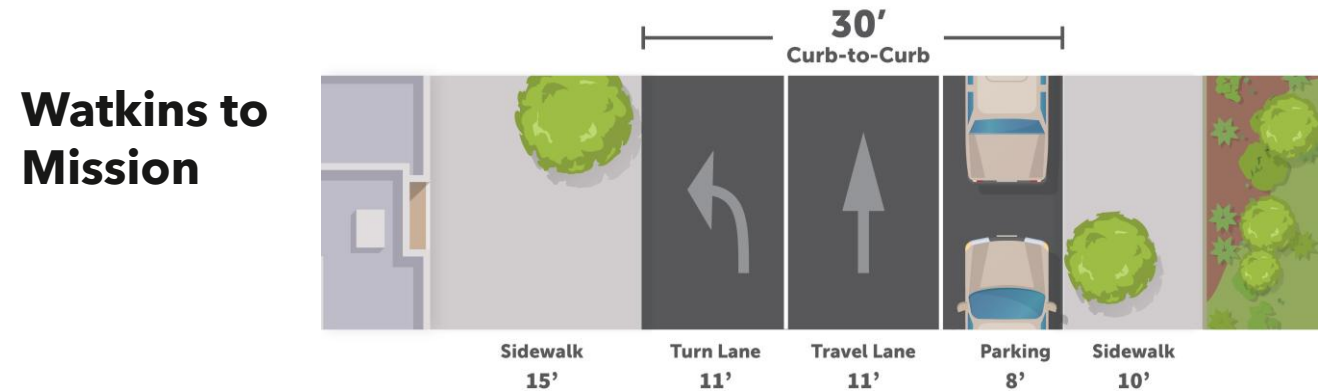
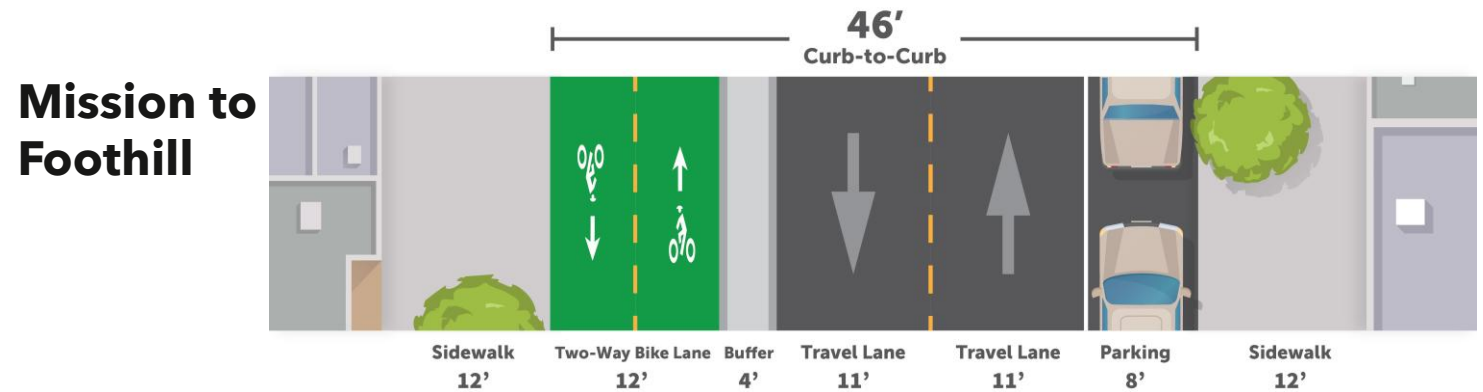
# Staff Recommendation: Advance Two-Way B Street

- 1. Advance the two-way B Street design**, moving to preliminary engineering and pursue funding for final design
- 2. Evaluate the feasibility of an occasional pedestrian plaza** in the future. Coordinate with the Chamber of Commerce and Downtown Hayward Improvement Association



# Staff Recommendation: Advance Two-Way C Street

- **Advance Two-Way C Street design** from Mission Boulevard to Foothill Boulevard
- Watkins to Mission Boulevard to remain one-way



# Staff recommendations

## 1. Downtown Loop

Option 2: Civic Avenue, with 2 lanes per direction on Foothill Blvd and 1 lane per direction on Mission Blvd and A St

## 3. B Street

Implement two-way option, evaluate feasibility of an occasional pedestrian plaza in the future

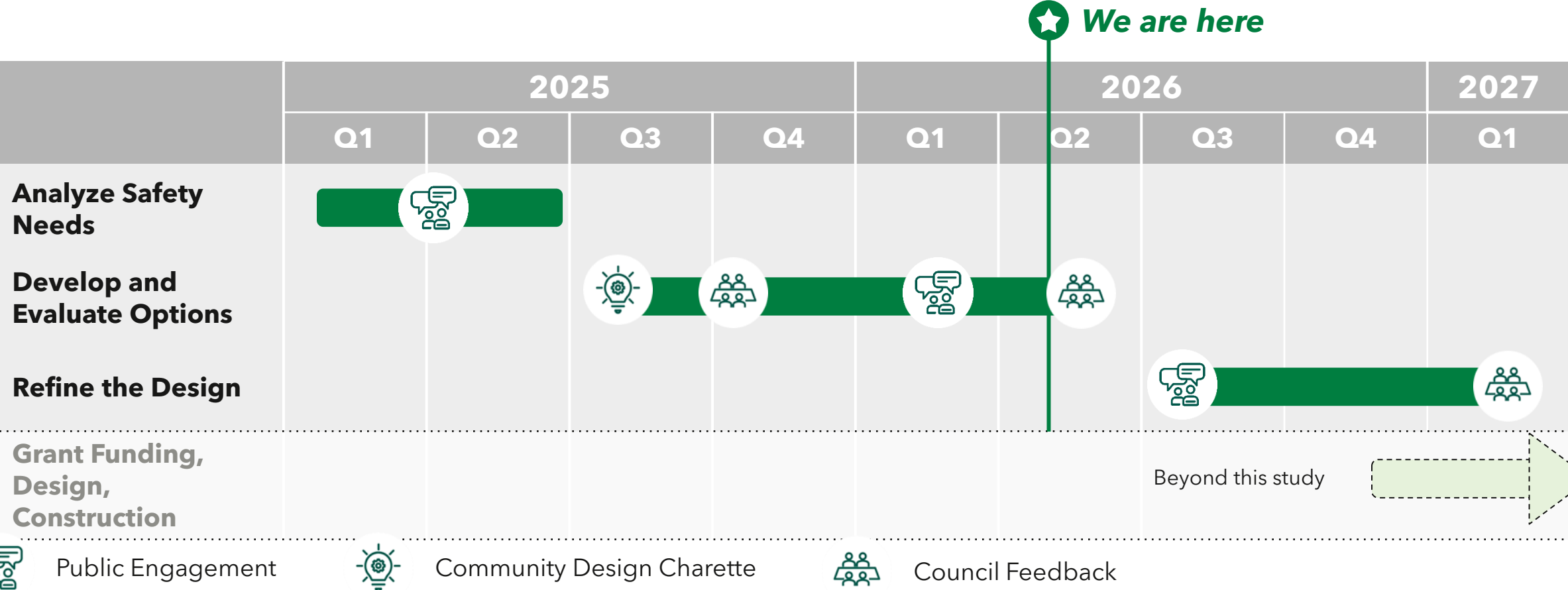
## 2. D Street Option

Keep D Street continuous, with improvements to reduce crossing distances and skew

## 4. C Street

Implement two-way conversion from Mission to Foothill

# Study Schedule



# Next Steps, Questions, & Feedback

## Questions:

- Do the staff recommendations align with Council goals?
- Do the proposed options represent the community's vision?

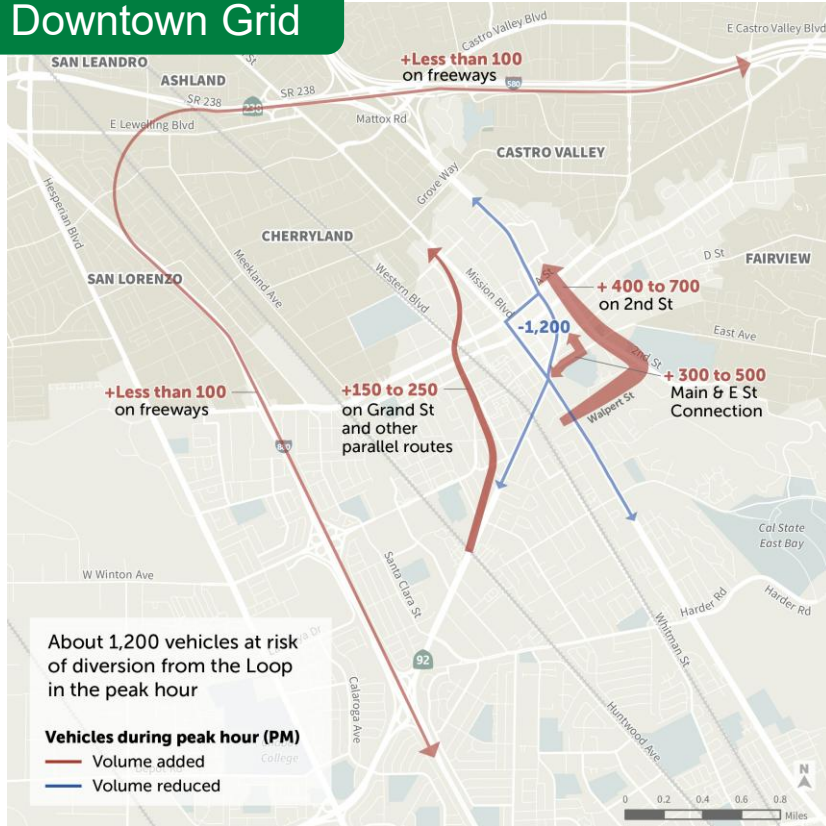
## Additional input from Council:

- Have adequate outreach and analyses been completed for this early planning phase?
- What refinements, outreach efforts, and analyses need to be explored in future phases (planning, environmental, etc.)?
- What questions or concerns do you have?

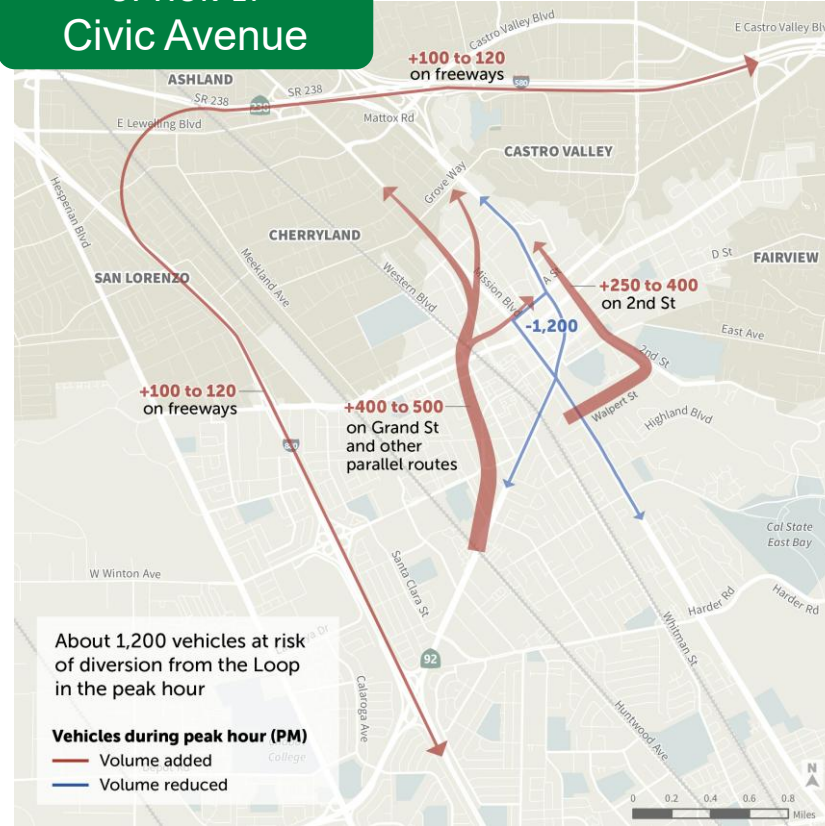
# **Diversion Analysis**

# How do these options handle diversion?

## OPTION 1: Downtown Grid



## OPTION 2: Civic Avenue



Creates an expanded loop with direction connection from Mission/Jackson/ Foothill intersection to E St and 2nd St

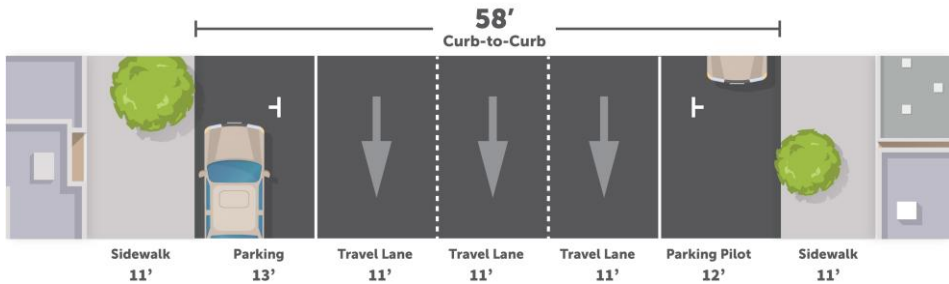
Some traffic may use 2nd St or Grand Ave and A St (2-way conversion)

- Both options create some risks to divert traffic to other neighborhoods, but Civic Ave. option can better handle traffic
- Planned complete streets projects (Bike Loop, East Bay Greenway) can help mitigate risks, especially for Civic Ave. option
- While not evaluated, restricting lefts on Foothill could reduce diversion risk

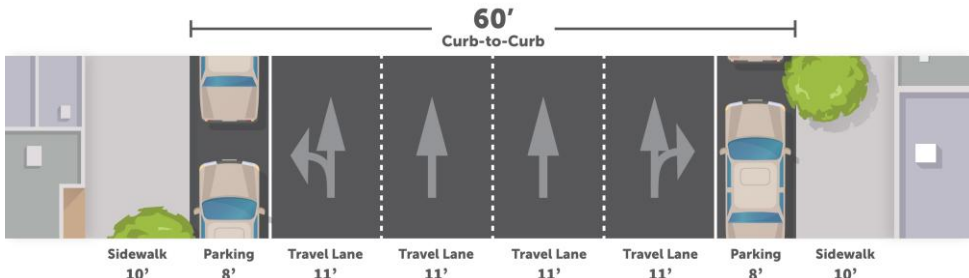
# Two-Way Conversion

# Existing: Typically 3 Travel Lanes in Each Direction

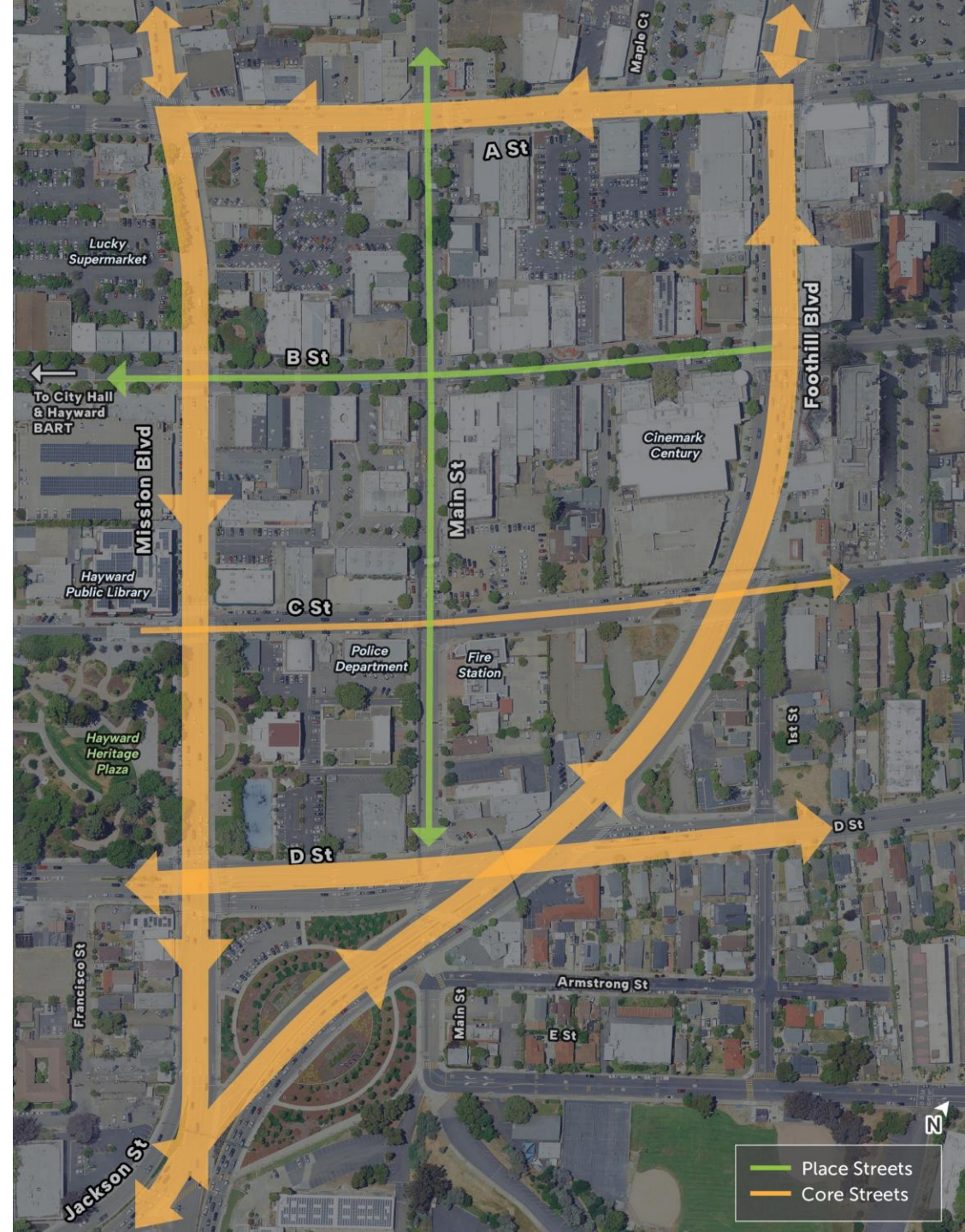
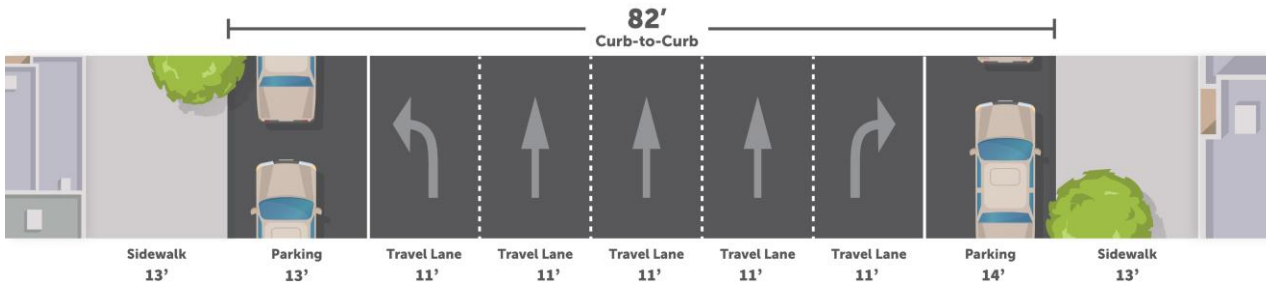
## Mission Blvd



## A St



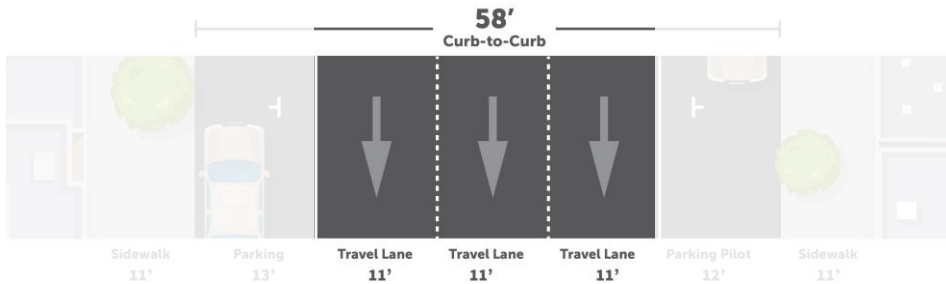
## Foothill Blvd



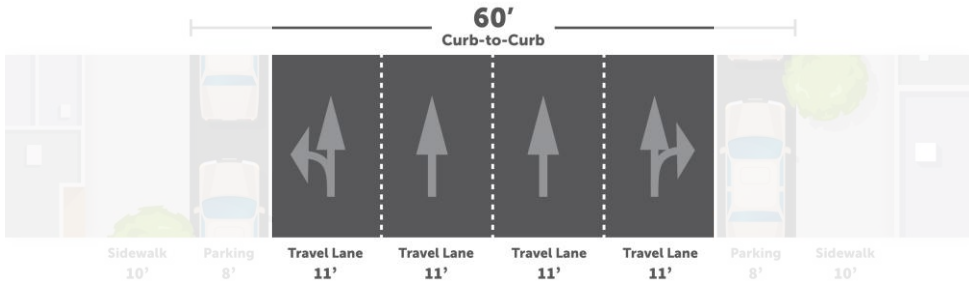
Place Streets  
Core Streets

# Existing: Typically 3 Travel Lanes in Each Direction

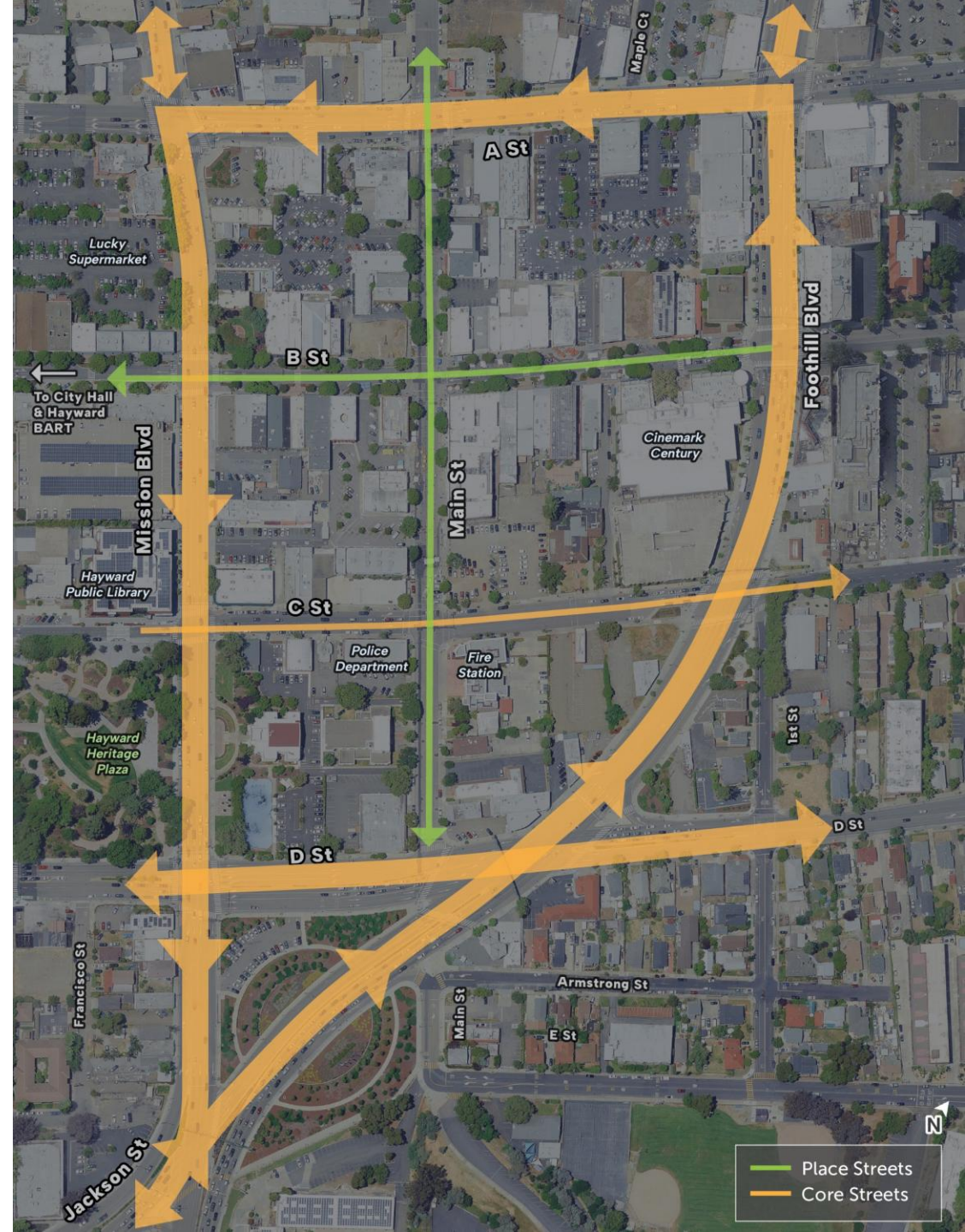
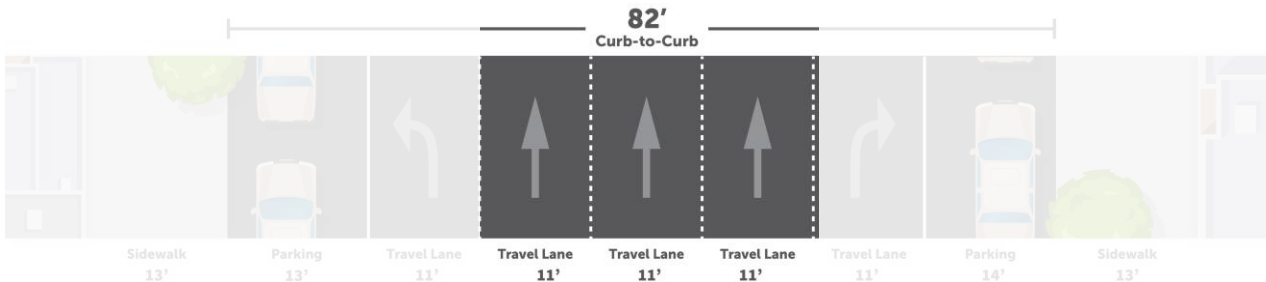
## Mission Blvd



## A St



## Foothill Blvd



# What would that look like if the lanes were reconfigured?

## Existing (one way)

Foothill Blvd - 3 lanes  
 A Street - 4 lanes\*  
 Mission Blvd - 3 lanes

**3 each way**

## Downtown Grid (two-way)

Foothill Blvd - 2 lanes  
 A Street - 4 lanes  
 Mission Blvd - 4 lanes

**3 each way**

## Civic Avenue (two-way)

Foothill Blvd - 4 lanes  
 A Street - 2 lanes  
 Mission Blvd - 2 lanes

**3 each way**

\*includes turns

**Item #20**

**PH 26-024**

**Fiscal Year (FY)  
2026-27 Operating  
Budget and CIP  
Public Hearing and  
Adoption**



# FY 2026-27 Proposed Operating & CIP Budgets Public Hearing & Adoption

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June 2, 2026

DeAnna Hilbrants, Director of Finance

# Budget Timeline | Calendar

	Typical Calendar	Compressed Timeline
Necessary Updates Identified for FY 2025-26*	June of Prior Year	November
Updates to FY 2025-26*	June of Prior Year	February
Fiscal Sustainability Workshop		February
Budget Kick Off	Jan-Feb	March
Department Submittals	March	March
Department Meetings with City Manager	March   April	March and April
Budget Document Presented to City Council and Posted to Website	April	May
Budget Work Session with City Council	April	May
Budget Adoption	June	June

\* Staff effectively balanced two budgets within six months

# Recommended FY 2026-27 General Fund Budget

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- Overall, proposed \$249 million General Fund budget is balanced, but stretched and still heavily reliant on short-term funding and transfers from Measure C, OPEB Trust, Worker's Compensation and eligible Grant Funds
- Structural deficit of approximately \$30 million remains until new revenues are approved, revenue growth recovers, and other cost control measures are implemented
- Includes updated salary and benefits based on actuals from this fiscal year and concessions from labor partners (i.e., COLA deferrals and overtime reductions)
- Excludes potential revenue from the proposed business license tax measure since it is dependent on voter approval

# FY 2026-27 General Fund Revenues, Transfers, and Expenses

<i>in 1,000's</i>	Budget: FY 2025-26 Projection from CBFC Presentation 5/2026	FY2027 Proposed 5/12/2026	FY2027 Proposed 6/2/2026	Change from FY 2025-26 Projected	% Change from FY 2025- 26 Projected
Ongoing Revenues	211,575	214,785	214,785	3,210	1.52%
Ongoing Transfers In	4,419	4,010	4,010	(409)	-9.26%
One Time or Short Term Revenues and Transfers	25,487	29,788	30,290	4,803	18.84%
<b>Total General Fund Revenues and Transfers In</b>	<b>241,481</b>	<b>248,583</b>	<b>249,085</b>	<b>7,604</b>	<b>3.15%</b>
<b>Total General Fund Expenses and Transfers Out</b>	<b>241,262</b>	<b>248,583</b>	<b>249,085</b>	<b>7,823</b>	<b>3.24%</b>
<b>Revenue Minus Expense</b>	<b>219</b>	<b>-</b>	<b>-</b>		

## Changes since 5/12/2026

- Increase in Development Services and Finance Department to correct data entry errors
- Increase Transfer In / Transfer Out from OPEB Fund to offset increase in General Fund Expense
- Modify transfer from OPEB Trust to reflect as revenue instead of as transfer
- Administrative changes

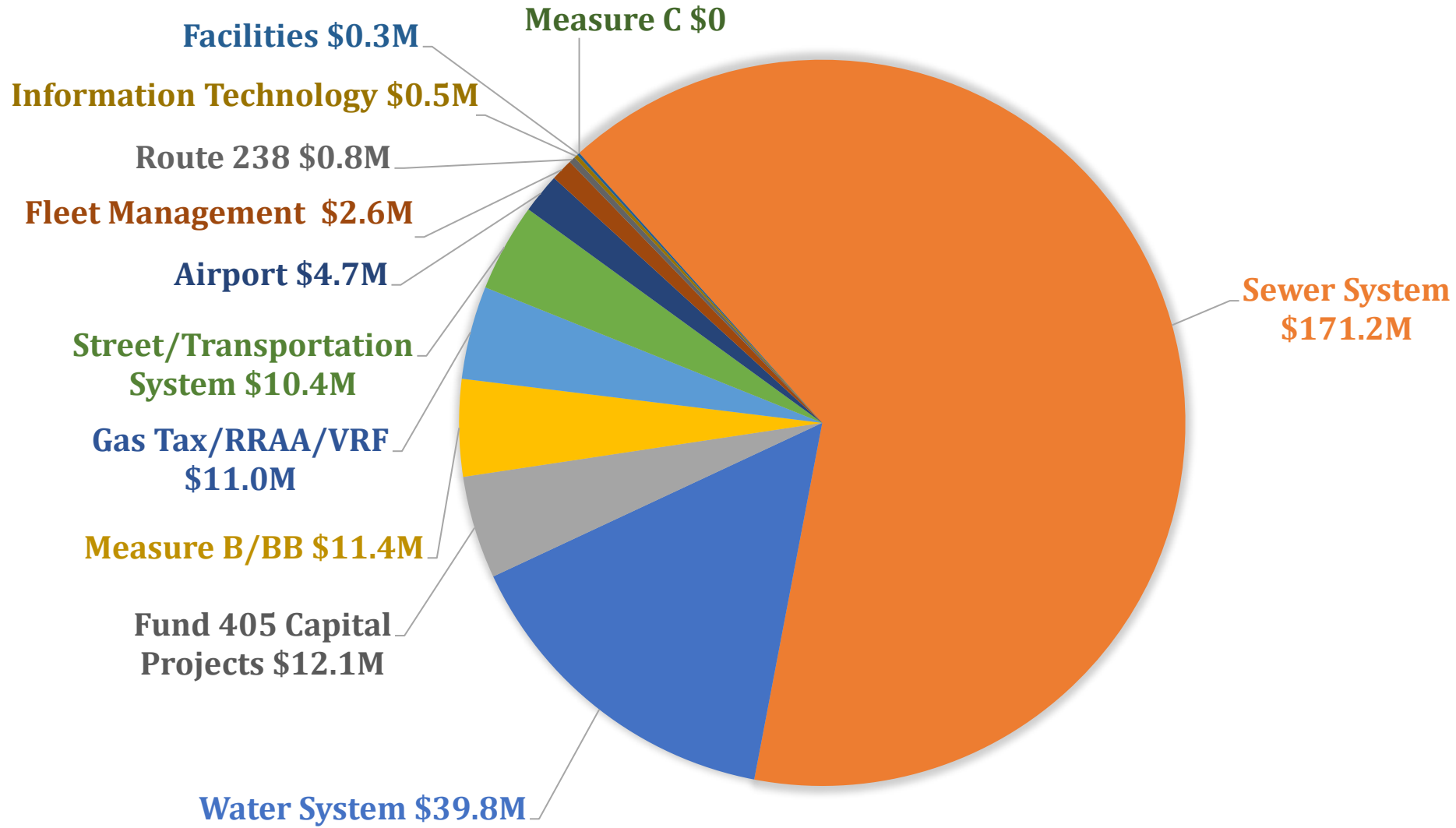
# FY 2026-27 Staffing | Position Control

- Over 10% reduction in personnel in General Fund
- Managed Vacancies instead of budgeted salary savings
- Provide departments with time to adjust to staffing changes
- City Manager authority to authorize alternate positions

	<b>FY 2026 Adopted</b>	<b>FY2027 Proposed 5/12/26</b>	<b>FY2027 Proposed 6/2/2026</b>	<b>Managed Vacancies</b>	<b>% Vacancy</b>
General Fund	700.90	700.60	700.60	80	11.4%
All Other Funds	255.40	255.40	255.40	5	2.1%
<b>Total City Budget</b>	<b>956.30</b>	<b>956.00</b>	<b>956.00</b>	<b>85</b>	<b>8.9%</b>

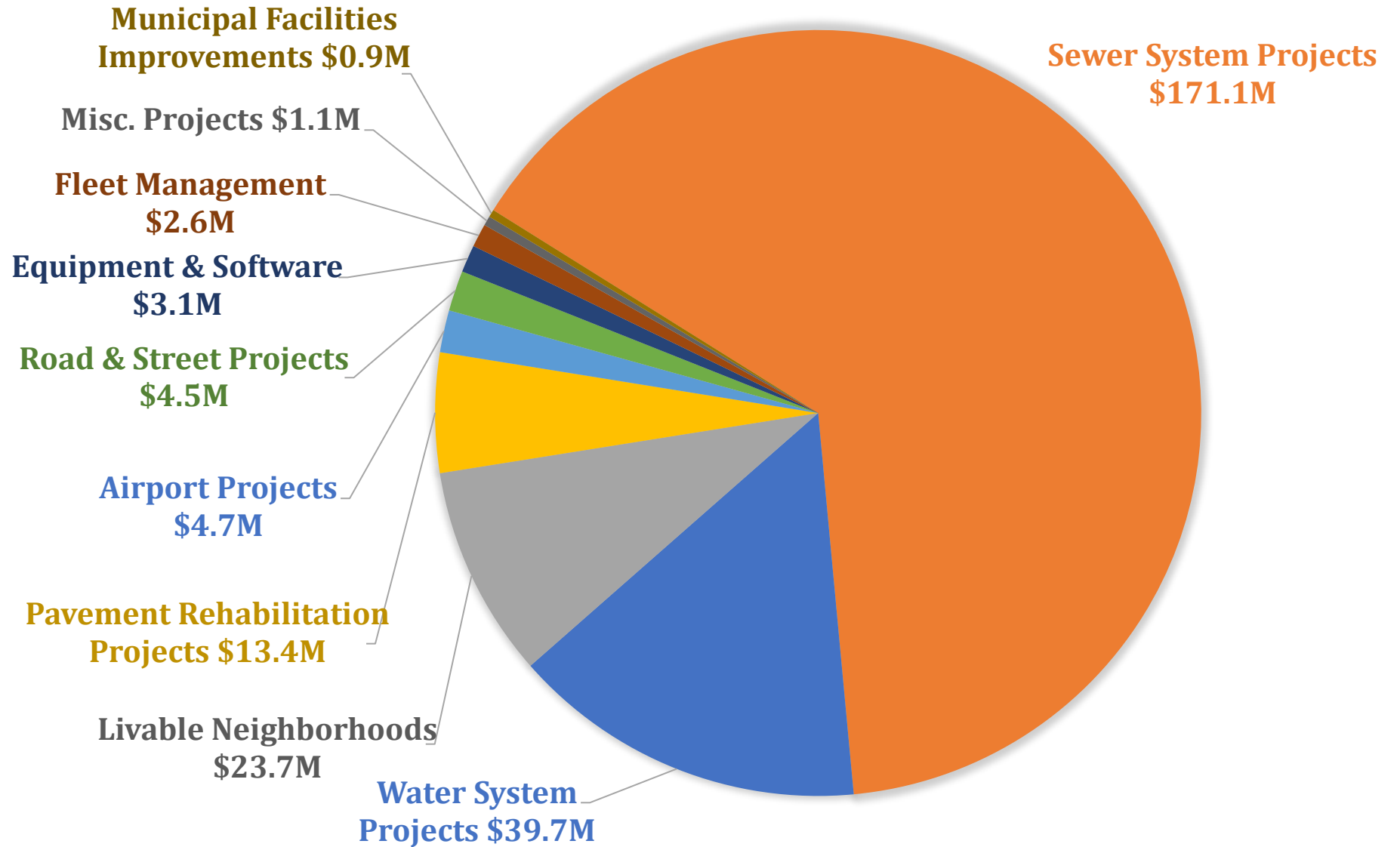
# FY 2027 CIP Expenditures by Fund

Total:  
\$264M



# FY 2027 CIP Expenditures by Category

Total:  
\$264M



# FY 2026-27 Budget Expenditure Summary

<b>City of Hayward Budget</b>	<b>FY 2026 - 27</b>
<b>City Funds</b>	
General Fund	249,085
Measure C Fund	25,027
Special Revenue Funds	25,358
Debt Service Funds	8,021
Enterprise Funds	129,674
Internal Service Funds	62,294
	<b>499,459</b>
<b>Agency Funds</b>	
Hayward Successor Redevelopment Agency Operating Fund	4,468
Housing Authority Fund	257
Hayward Shoreline JPA	31
	<b>4,756</b>
<b>Total City Operating Budget</b>	<b>504,215</b>
<b>Total CIP Budget</b>	<b>264,134</b>

# Update on FY 2025-26 Projections

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1. As part of preparing FY 2026-27 Budget, a deeper analysis was completed for all revenue, expenses, and transfers resulting in new changes to the FY 2025-26 budget
2. These changes were offset by increasing transfers into the General Fund from other funds especially workers compensation and available cash in the information technology fund to balance.
3. The Budget remains in balance but some items are at risk and further updates may be required. Staff is continuing to monitor closely and will again increase transfers if required to end year with revenues balanced to expenses. (This will happen after the end of the fiscal year and before year-end close.)

Comparing new forecast to the March 2026 CBFC report:

1. Revenue is projected to be \$2.3 million lower than February projections
2. After comprehensive review of special pays and payroll cycles, the projected salary and benefits budget was increased nearly \$10 million
3. These changes were offset by increasing transfers in from other funds especially workers compensation and available cash in the information technology internal service fund to balance.

# Proposed Resolution (FY26-27 & FY25-26)

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1. Appropriate expenditure reflected in Exhibit A to the resolution
2. Authorization to make transfers from one fund to another which are specified in Exhibit B to the resolution.
3. Authorization to appropriate any monies received during FY 2026-27 as a consequence of a gift, donation, or grant application approved by the City Council
4. Authorization to increase revenues and appropriations and make payments where a direct external funding source is available for an unanticipated expenditure
5. Authorize City Manager to execute any contract for professional services included in the annual budget that will cost less than \$100,000
6. Authorizations associated with insurance and risk management
7. Authorization for the Director of Finance to take actions required to comply with GASB 31
8. Personnel actions described in previous slide
9. For Fiscal Year 2025-26 only, authorize the City Manager to reduce expenditure appropriations for General Fund departments and to increase appropriations and modify transfers to/from the General Fund or other funds for Fiscal Year 2025-26 such that the budget is balanced and revenues including transfers exceed or equal budgeted appropriations including transfers and a contribution to the Russell City Redress Fund

# Additional Resolutions (FY26-27 & FY25-26)

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1. As the Governing Board of the Successor Agency for the Redevelopment Agency for the City of Hayward, Adopt Resolution Approving Budget for Successor Agency
2. As the Housing Authority Board of Directors, Adopt Resolution Approving Budget for Housing Authority.
3. Approve Capital Improvement Program for FY 2027-36 and appropriate funds for FY 2026-27

# Additional Next Steps

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- 1) Structural Opportunities
  - a) Business License Tax Modernization Ballot Measure
  - b) Utility Users Tax on Streaming
  - c) Data Centers
  - d) Other Revenue Opportunities
  - e) Structural Cost Savings
- 2) Reporting
  - a) Budget Year End Report for Fiscal Year 2025-26
  - b) Ongoing Monthly Reporting of Budget Versus Actuals to CBFC
  - c) Review Cash / Fund Balances for All Funds
- 3) Longer Term Plan for Use of Measure C
- 4) Budget and Financial Policies

# Recommendation

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1. Conduct a Public Hearing in accordance with the City's Charter
  - SECTION 1202. PUBLIC HEARING ON THE BUDGET
  
2. That the Council adopts resolutions approving the FY 2026-27 Operating CIP Budget appropriations in accordance with the City's Charter
  - SECTION 1203. ADOPTION OF THE BUDGET After the conclusion of the public hearing, the Council shall further consider the proposed budget and make any revisions thereof that it may deem advisable and thereafter it shall adopt the budget with revisions, if any. Upon final adoption, the budget shall be in effect for the ensuing fiscal year\*.

\* SECTION 1200. THE FISCAL YEAR Unless otherwise provided by ordinance, the fiscal year of the City shall begin on the first day of July of each year and end on the thirtieth day of June of the following year.

- Council Questions
- Hold Public Hearing
- Council Discussion & Motion



**Item #21**

**PH 26-026**

**Gann Limit  
Adoption**



# FY 2026-27 Gann Appropriation Limit

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June 02, 2026

DeAnna Hilbrants, Director of Finance

# What is a Gann Appropriations Limit?

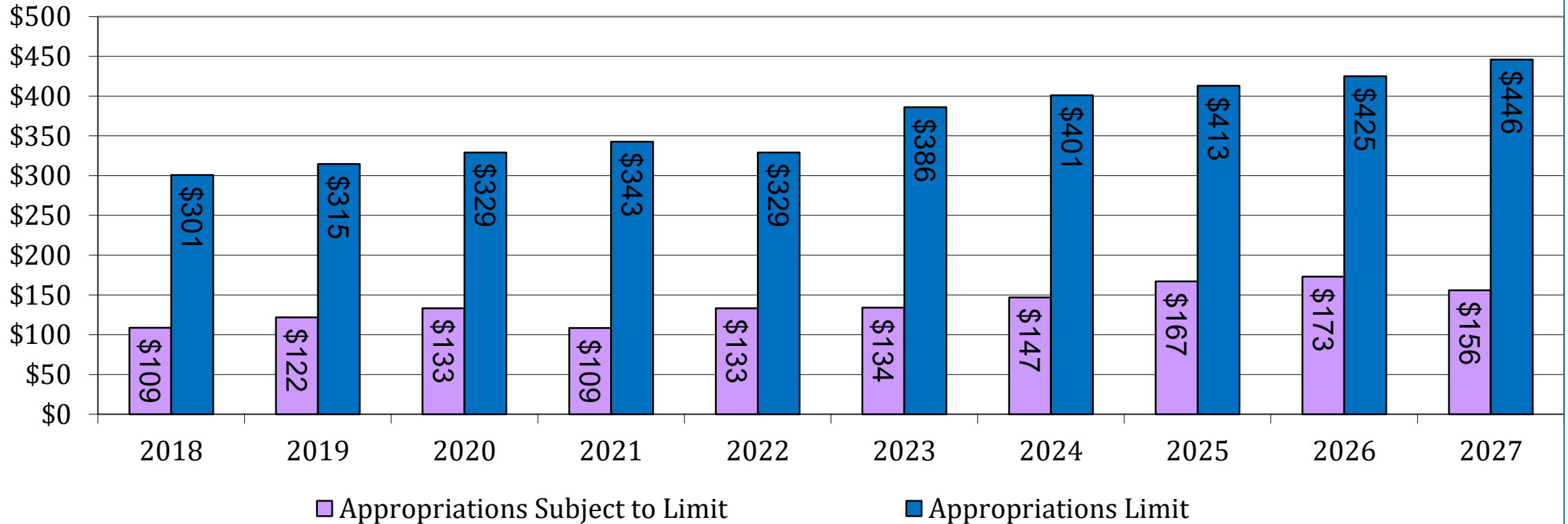
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- State Proposition 4, commonly known as the Gann Initiative, was approved by California voters in November 1979.
- Proposition 4 created Article XIII B of the State Constitution, which placed limits on the amount of revenue that can be spent by government agencies.
- Proposition 111, was approved by the voters in June 1990 and provided new adjustment formulas to the Gann Limit and requires local governments to adopt Gann Appropriations Limits each fiscal year.
- The appropriations limitation imposed by Propositions 4 and 111 creates a restriction on the amount of revenue that can be appropriated in any fiscal year. The limit is based on actual appropriations during the 1978-79 fiscal year and is increased each year using population and inflation growth factors.
- Only revenues that are classified as "proceeds of taxes" are subject to the limit.

# Gann Appropriations Limits

FY 2026-27  
Gann Appropriation Limit  
\$446 million

Gann Appropriation Limit  
(\$ in millions)



# Recommendation

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- Adopt a Resolution establishing a Gann Appropriation Limit for Fiscal Year 2026-27.

**Item #22**

**WS 26-011**

**Hayward Business  
License Tax**



# Business License Tax Modernization

June 2, 2026



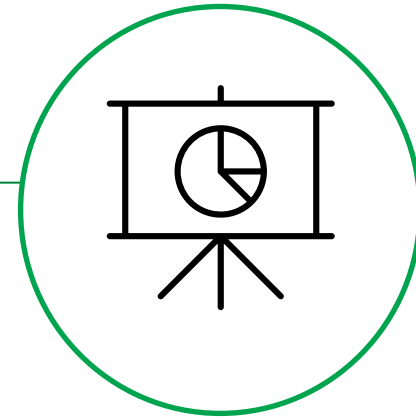
# Business License Modernization Timeline

Jan 20, 2026



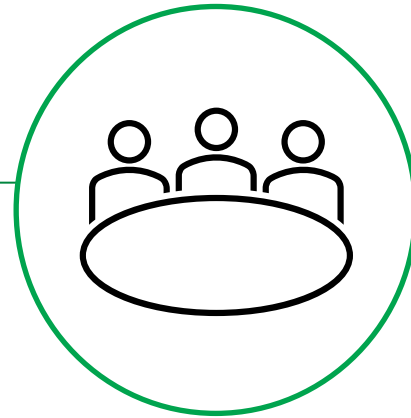
General Fund Budget  
Work Session

Feb 28, 2026



Fiscal Sustainability  
Work Session

Apr 7, 2026



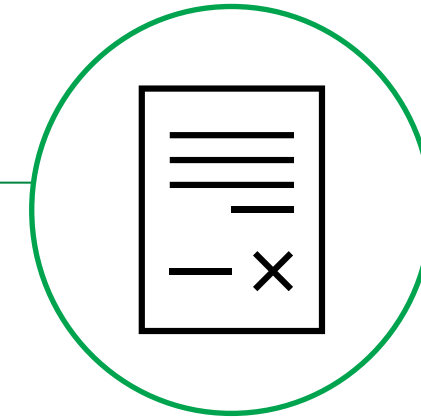
Business License Tax  
Work Session

May 12, 2026



Budget  
Work Session

June 2, 2026



Legislative Action

Council directed staff to explore BLT modernization, compare neighboring jurisdictions.

Staff presented two BLT scenarios. Council expressed interest in “Match Neighbors” and directed staff to conduct polling and business engagement.

Staff presented public opinion polling and business engagement results. Council expressed support in the proposed framework and directed staff to return with legislative actions.

Council requested additional regional comparisons and input from labor representatives. Additional refinements were made to proposed framework.

Staff presents updated BLT framework for Council consideration and recommends approval.

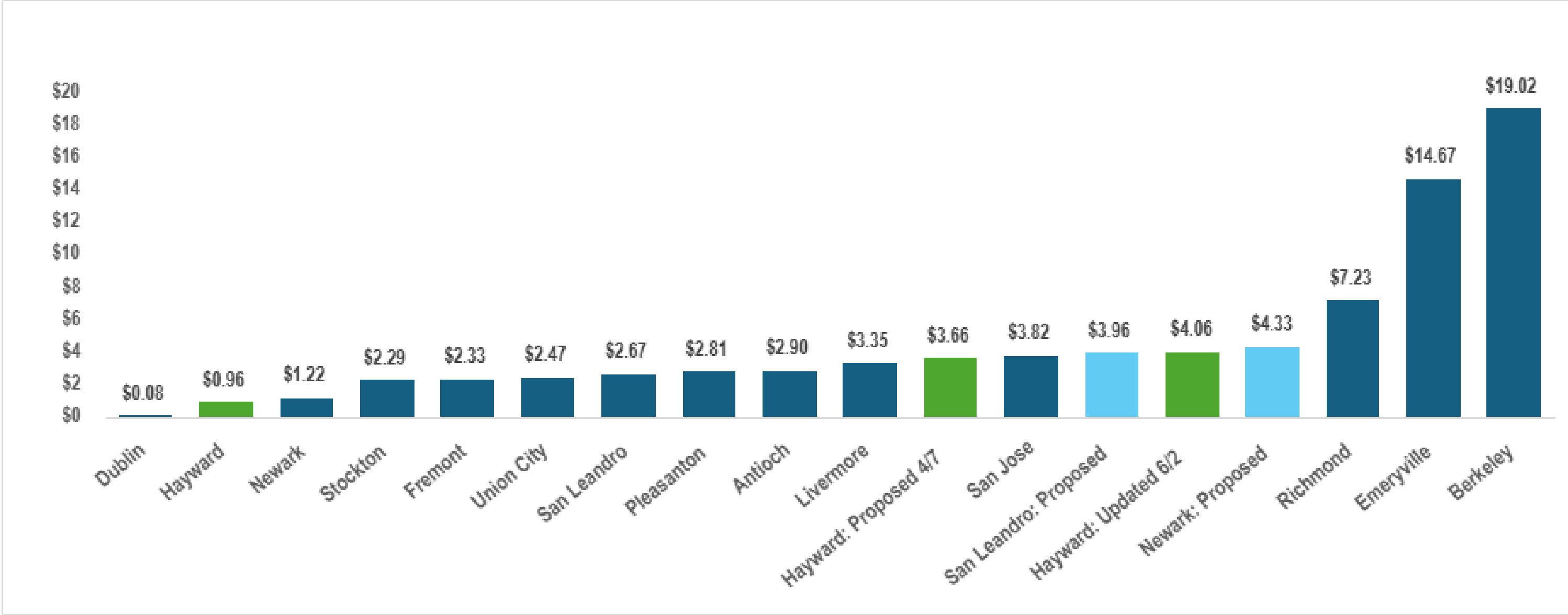
# Summary of Updated Proposal

- Modernizes old tax measure for the first time since 1978
- Progressive gross receipts framework
- Approximately \$16M annual BLT revenue (\$12.3 additional revenue) updated to be consistent with existing and proposed neighbors' business license tax measures
- Addition of new gross receipts brackets and increased data center, landlords and other rates in the higher tax brackets based on feedback from labor partners
- Maintains a \$60 minimum tax

# Proposed Business License Tax Framework

TAX CATEGORY	Payers	Gross Receipts (2026 \$)*	Alt Proposal						Tax Revenue (2026 \$)		Average Effective Tax Rate (per \$1,000)	
			Min tax	Bracket 1	Bracket 2	Bracket 3	Bracket 4	Bracket 5	Current Law	Alt Proposal	Current Law	Alt Proposal
				\$0 mil - \$5 mil	\$5 mil - \$10 mil	\$10 mil - \$25 mil	\$25 mil - \$50 mil	\$50 mil +				
Retail Sales	1,341	\$2,917,255,148	\$60	\$0.30	\$0.40	\$0.50	\$0.75	\$1.00	\$694,021	\$1,742,255	\$0.24	\$0.60
Grocers	58	\$311,466,346	\$60	\$0.30	\$0.40	\$0.50	\$0.75	\$1.00	\$36,695	\$136,839	\$0.12	\$0.44
Automobile Sales	103	\$671,723,379	\$60	\$0.30	\$0.40	\$0.50	\$0.75	\$1.00	\$71,859	\$454,177	\$0.11	\$0.68
Wholesale Trade/Warehouse	701	\$4,646,990,288	\$60	\$0.50	\$0.60	\$0.70	\$0.80	\$1.00	\$549,313	\$3,235,516	\$0.12	\$0.70
Manufacturing (Value Add)	365	\$1,474,924,344	\$60	\$0.60	\$0.80	\$0.90	\$1.00	\$1.10	\$390,021	\$1,323,451	\$0.26	\$0.90
Business/Personal Svcs	1,537	\$920,476,690	\$60	\$0.50	\$1.00	\$1.25	\$1.50	\$1.75	\$169,286	\$716,308	\$0.18	\$0.78
Professional Svcs	1,376	\$1,419,045,992	\$60	\$1.50	\$1.50	\$1.50	\$1.50	\$1.75	\$1,027,473	\$2,264,055	\$0.72	\$1.60
Contractors	2,107	\$700,214,941	\$60	\$0.50	\$0.90	\$1.15	\$1.25	\$1.50	\$191,275	\$400,589	\$0.27	\$0.57
Hotel/Motel	19	\$28,944,004	\$60	\$0.30	\$0.40	\$0.50	\$0.60	\$1.00	\$8,282	\$9,215	\$0.29	\$0.32
Utility Companies	8	\$145,564,178	\$60	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50	\$1,075	\$365,827	\$0.01	\$2.51
Trucking/Transportation	320	\$576,448,601	\$60	\$0.50	\$0.60	\$0.70	\$0.80	\$1.00	\$111,582	\$364,440	\$0.19	\$0.63
Data Centers	6	\$34,574,216	\$60	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$2,359	\$103,769	\$0.07	\$3.00
Miscellaneous	44	\$17,208,925	\$60	\$1.50	\$2.00	\$2.50	\$2.50	\$2.50	\$3,481	\$28,299	\$0.20	\$1.64
Commercial Rental Property	1,107	\$740,542,575	\$60	\$3.75	\$3.75	\$3.75	\$3.75	\$3.75	\$221,232	\$2,792,953	\$0.30	\$3.77
Residential Rental Property (4+ Units)	515	\$282,637,889	\$60	\$3.75	\$3.75	\$3.75	\$3.75	\$3.75	\$86,982	\$1,063,845	\$0.31	\$3.76
Residential Rentals (1-3 Units)	4,858	\$154,719,415	\$60	\$3.75	\$3.75	\$3.75	\$3.75	\$3.75	\$0	\$580,198	\$0.00	\$3.75
<b>Total</b>	<b>14,466</b>	<b>\$15,042,736,931</b>	<b>Total Estimated Base Taxes (excluding penalties)</b>						<b>\$3,564,937</b>	<b>\$15,581,735</b>	<b>\$0.24</b>	<b>\$1.04</b>
			Estimated Penalties						\$95,866	\$419,016		
			<b>Total Estimated Business Tax Revenue</b>						<b>\$3,660,804</b>	<b>\$16,000,751</b>		

# Proposal Comparisons to Other Jurisdictions



## Key Takeaways

- Hayward’s updated proposal remains comparable to other jurisdictions also considering updates in Nov
- Aligns Hayward more closely with neighboring jurisdictions
- Recent modernization efforts in neighboring cities, including San Leandro and Newark, informed refinements to the rate structure

# Ballot Question

**HAYWARD BUSINESS LICENSE TAX MODERNIZATION:** Shall the measure updating the Hayward Business License Tax for the first time since 1978, to support general city services, including neighborhood police protection, firefighting, 911 response, libraries, and pothole repair, generating an additional \$12 million annually until repealed, with a minimum tax of \$60 and rates from \$.30 to \$3.75 per \$1,000 of gross receipts, with higher rates for higher-grossing businesses, as stated in the ordinance, be adopted?

# Next Steps

Date	Action
June 2026- September 2026	Public Education & Community Outreach campaign will launch
August 3, 2026	Deadline to file City Attorney Impartial Analysis with City Clerk
August 7, 2026	Deadline to file with County Board of Supervisors and Alameda County Registrar of Voters the ballot measure question, ballot measure full text, and City Attorney Impartial Analysis (EC 9280-9287)
August 10, 2026 (12pm)	Last day to file direct arguments with City Clerk (EC 9282, 9286)
August 10-20, 2026	Public review period for direct arguments (EC 9295)
August 14, 2026 (12pm)	Last day to file rebuttal arguments with City Clerk (EC 9285, 9286)
August 14 -24, 2026	Public review period for rebuttal arguments (EC 9295)
August 24, 2026	Deadline to submit direct and rebuttal arguments to the Alameda County Registrar of Voters
November 3, 2026	Election Date
December 2026	Budget Work Session

# Staff Recommendation

That the City Council adopts the Resolutions and Exhibit:

- Establishing Nov 3, 2026 as Election Date
- Requesting the Alameda Board of Supervisors to consolidate the election with the General Election
- Approving the ballot question and proposed ordinance
- Establishing the policy for filing ballot arguments
- Identifying and Authorizing Council Members to file written argument

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**Q & A**