



## COUNCIL REFERRAL MEMORANDUM

**To:** Hayward Mayor and City Council  
**From:** Council Members George Syrop and Angela Andrews  
**Subject:** Referral - StackPass: Education Discount Program  
**Date:** 11/19/2024


### BACKGROUND:

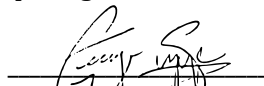
California State University, Hayward/East Bay (CSUEB) currently offers a student discount program which only requires a student to show their ID to receive a discount from participating businesses. However, many businesses (cited below) are eager to extend discounts to all students, including those from Chabot College, Hayward Unified School District (HUSD), and Eden ROP. Discounts could also apply to cosmetology and health-centered schools, as well as apprenticeship programs. Some businesses are even open to expanding these discounts to educators. A challenge in maintaining this program arises when students graduate, causing business relationships and promotional efforts to lapse. The City of Hayward is uniquely positioned between educational institutions, businesses, and residents, making it an ideal steward for the maintenance and promotion of a refreshed discount program. This initiative, inspired by collaborative discussions with CSUEB's Associated Students, Inc. (ASI), aims to establish a citywide discount program for students—and educators, where applicable—to strengthen Hayward's local economy, reinforce its identity as an Education City.

### SUMMARY:

This referral requests that Council direct staff to:

1. **Formally establish the StackPass Education Discount Program** under the Community and Media Relations division of the City Manager's Office before the end of FY25.
2. **Create a dedicated City webpage** showcasing discounts from participating businesses with a URL that is easy to remember and promote (i.e. [hayward-ca.gov/stackpass](http://hayward-ca.gov/stackpass)). Website should be mobile friendly and include an embedded map of participating businesses (similar to how businesses in the Hayward Gift Card program were displayed), a list of frequently asked questions (such as parameters for eligible participants and images of student and faculty IDs for reference), and a simple web form for businesses to contact staff in order to modify/cancel/or update their discount.
3. **Regularly promote the StackPass** through channels such as the City newsletter, social media accounts, and with the City's educational partners. Window stickers should also be created for participating businesses that include the program's URL and logo.

  
Angela Andrews  
Council Member

  
George Syrop  
Council Member

## **STRATEGIC ROADMAP:**

This referral supports the Strategic Priority to: Grow the Economy and the City of Hayward's Education City lens.

Education City:

- Have we communicated with our educational and community partners to align service offerings and create a more seamless service experience for Hayward Families?

Grow the Economy

- Objective 2: Invest in plans and programs that create thriving commercial corridors, with an added focus on the Downtown

---

## **REFERENCES:**

The businesses listed below have indicated interest, currently offer a discount, or have offered a discount in anticipation of this program's creation:

- A & A Billiards
- Blend It
- Books on B
- Bronco Billy's Pizza Palace
- Buffalo Bills
- Fresh Fuel
- Gurkha Kitchen
- Marley's Treats
- Max's Cakes
- Metro Taquero
- Minuteman Press
- Osorio Training Center
- Pearl's
- Sector 19
- Sip & Savor Boba tea
- Snappy's Cafe
- Stacks Records Shop
- World Famous Turf Club