

**CITY COUNCIL MEETING
TUESDAY, FEBRUARY 23, 2016**

PRESENTATIONS

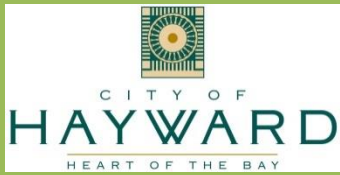
DOWNTOWN HAYWARD PARKING STUDY



CITY OF
HAYWARD
HEART OF THE BAY

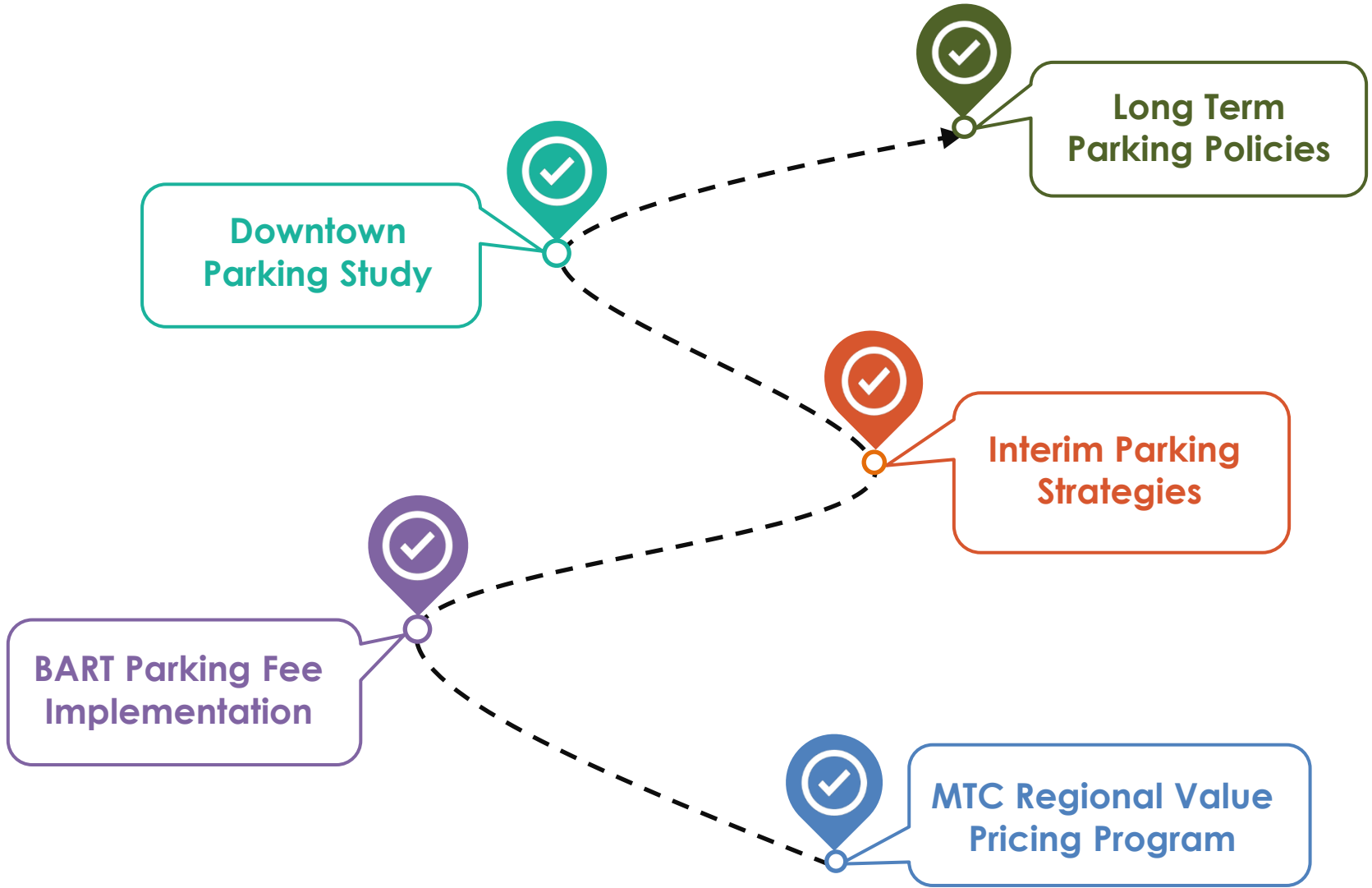


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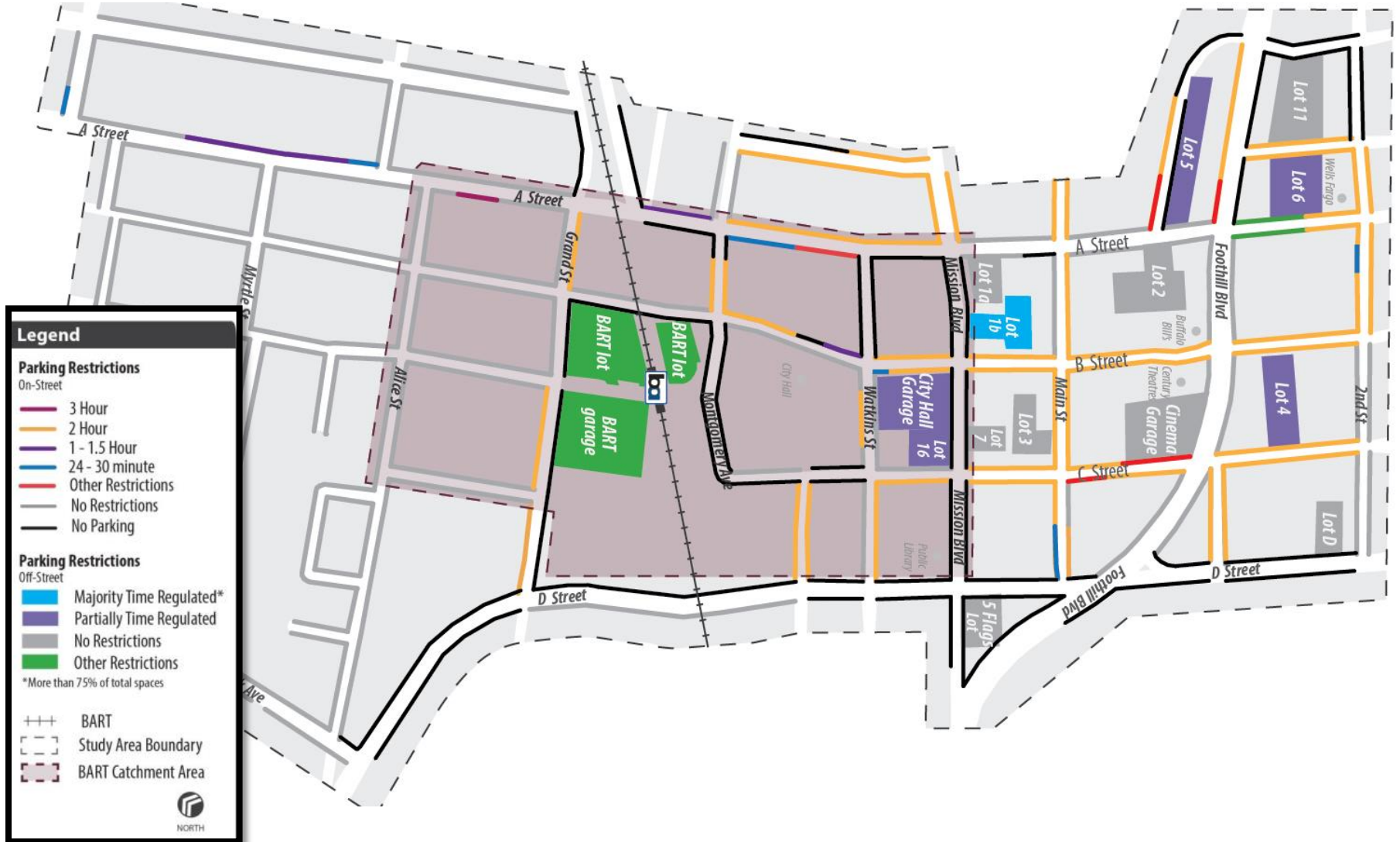


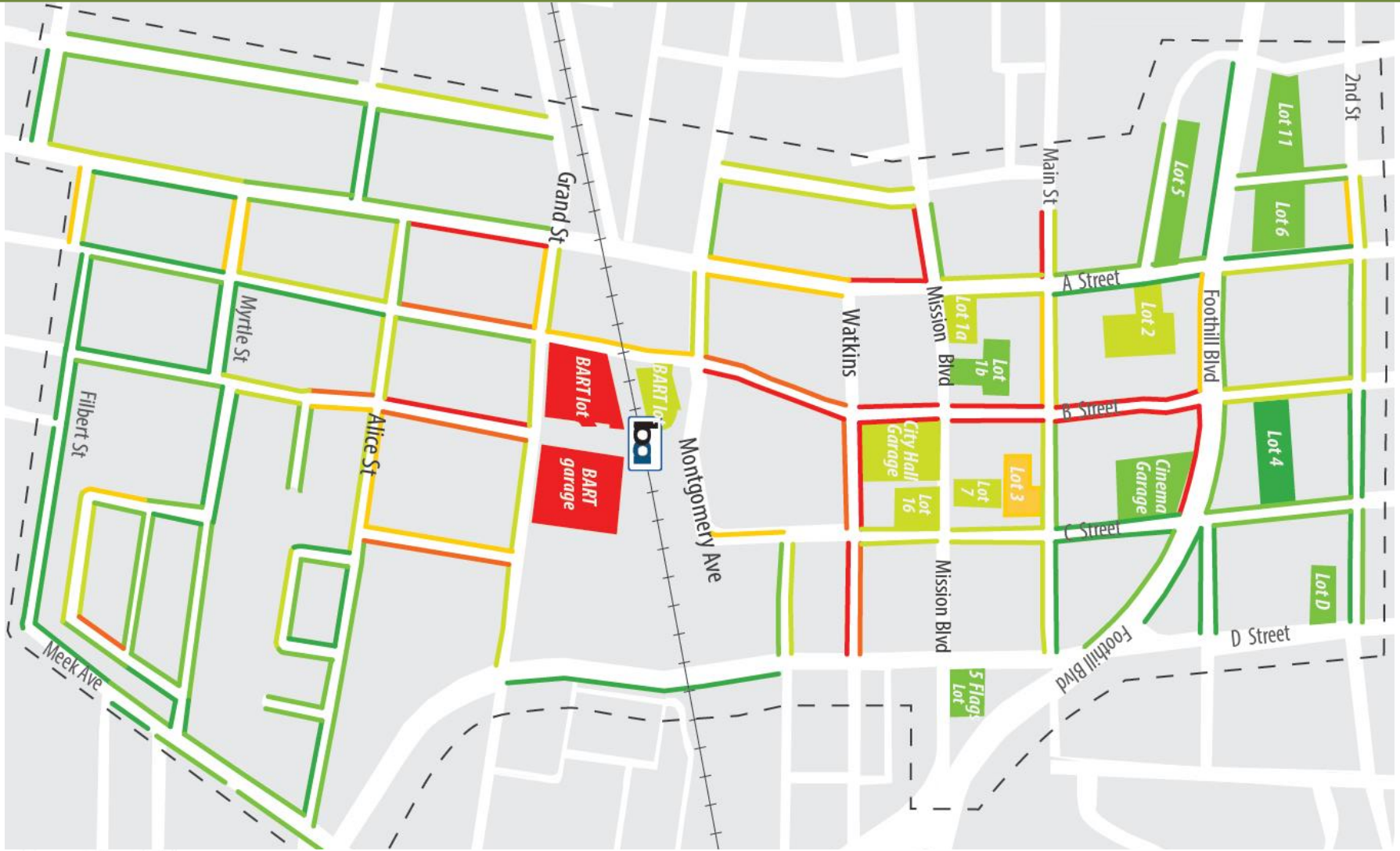
Staff Recommendations

- Council provides comments on proposed parking management strategies for Downtown Hayward



Previous Downtown Parking Restrictions

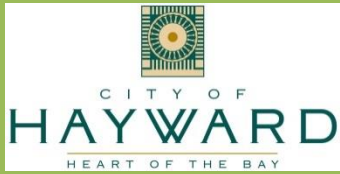




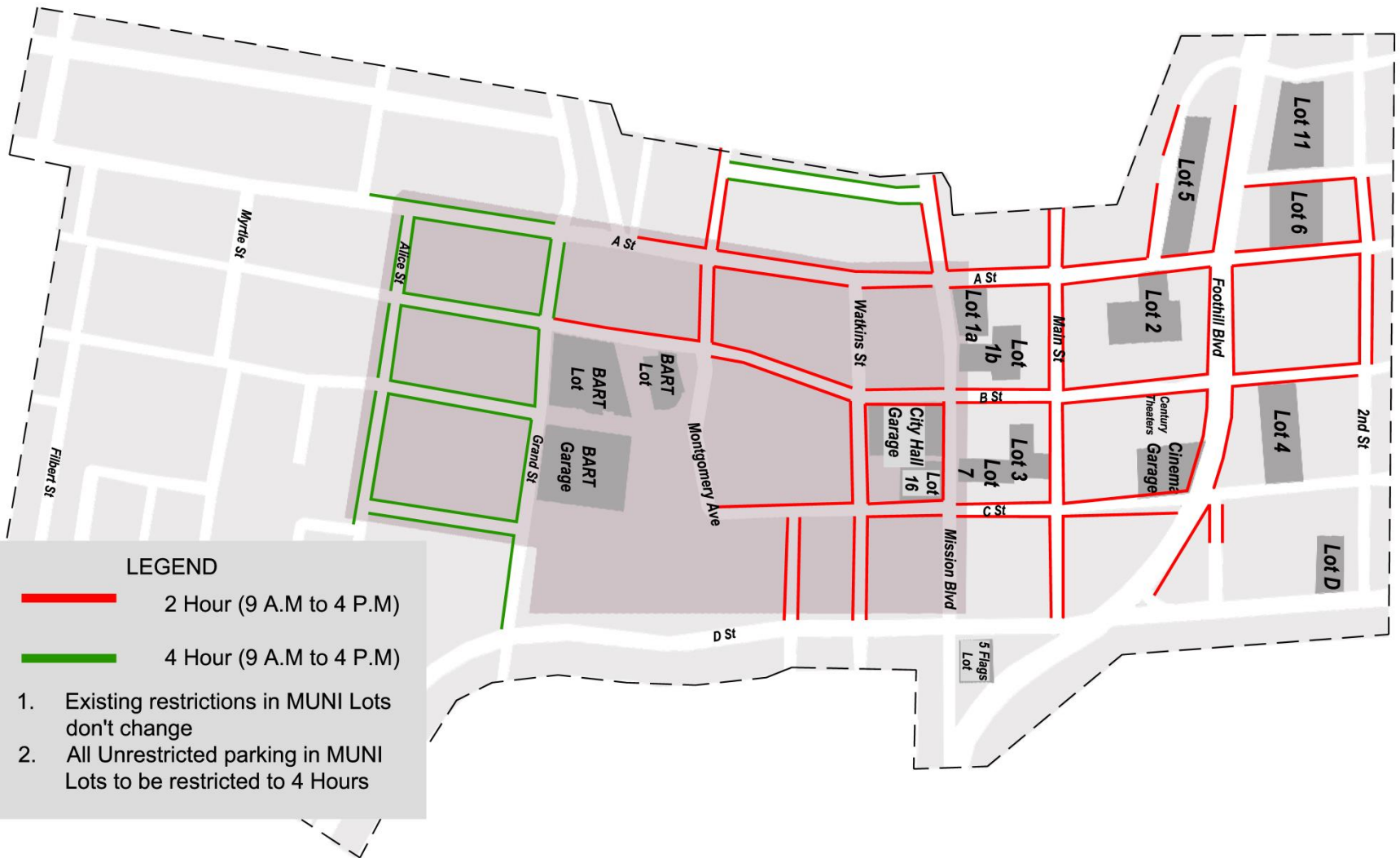
Percent Occupied

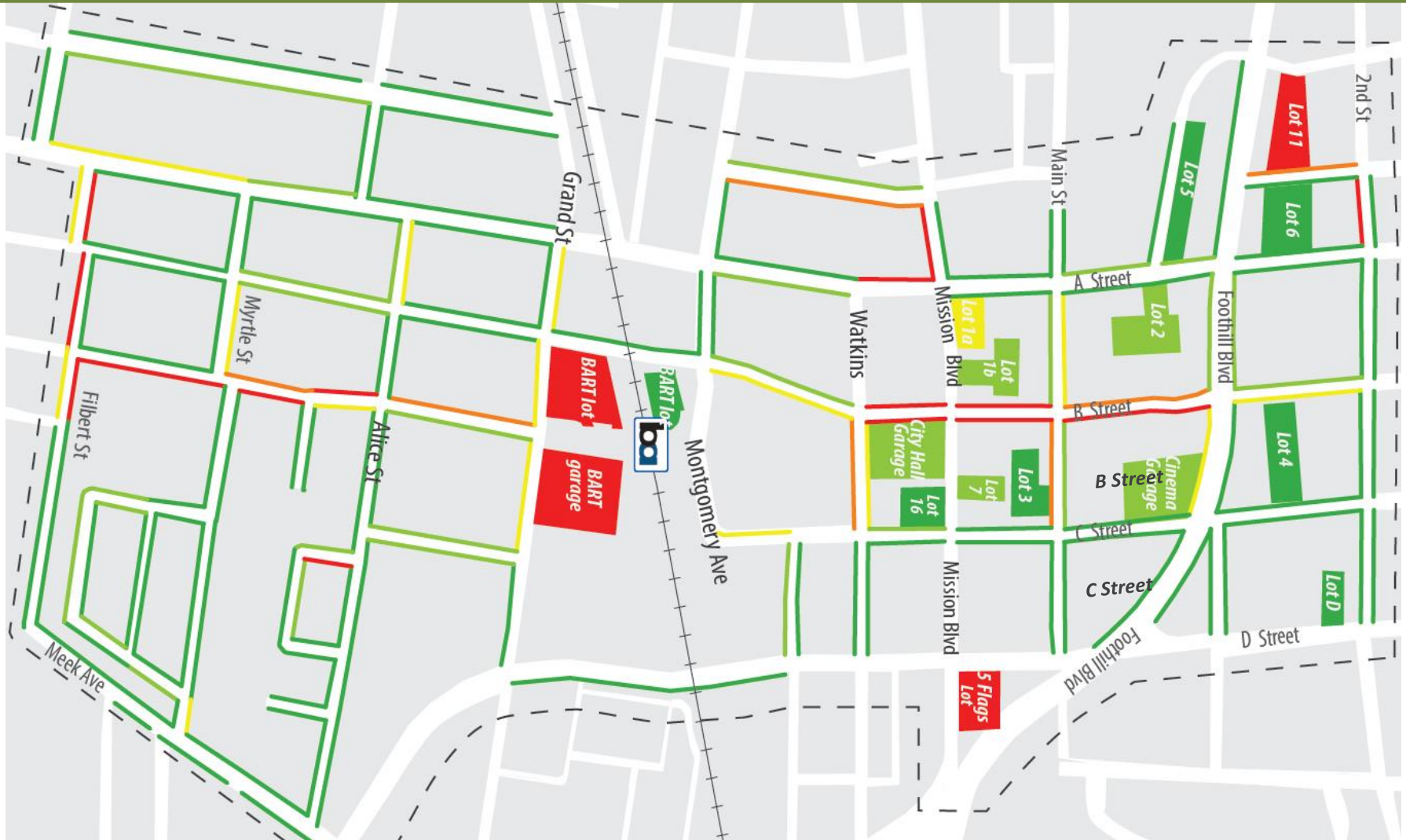


- Interdepartmental Working Group
- September 2014: Outreach to Downtown Businesses
- October 2014: Public Meeting held
- November 2014: City Council reviewed and approved “interim” parking strategies



Standardized (Interim) Parking Restrictions As of January 2015





Percent Occupied



- April 2015: Council authorized CDM Smith to assess long term parking
- Parking demand and management study, focusing on:
 - Time restrictions
 - Pricing
 - Residential permits
 - Merchant permits
- Community feedback surveys and public outreach
- Propose technology for efficient parking management

- April 2015: CEDC
- October 2015: Downtown Intercept Survey
 - Friday Night @ B Street Cinema Place
 - Saturday Morning @ Farmers Market
 - 134 Survey Responders
- November 2015: On-line survey
 - 840 Survey Responders

**Business Owners &
Employees**

**Downtown
Residents**

Visitors

City of Hayward Parking Survey

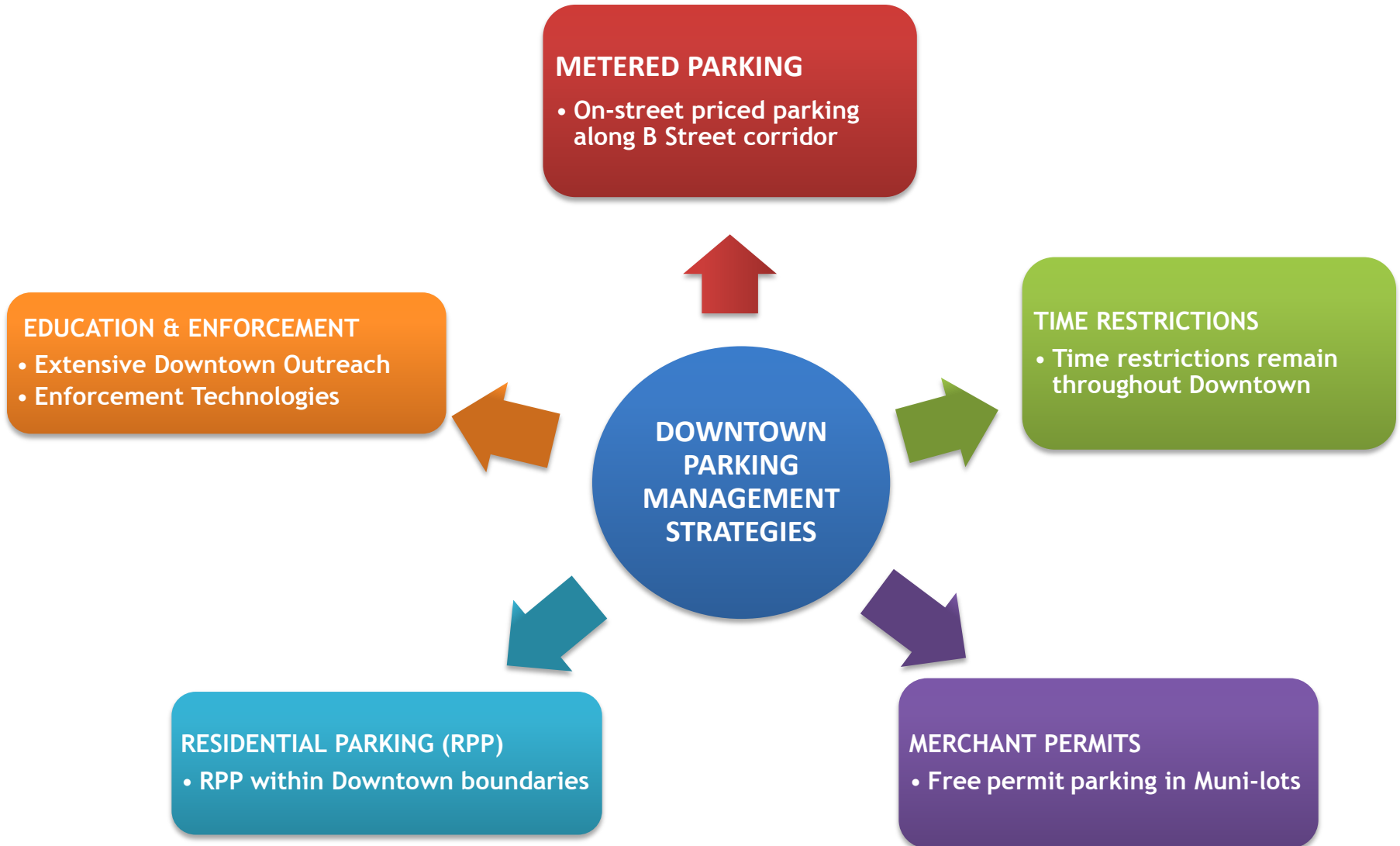
The City of Hayward is working to manage parking for residents, employees, and visitors to Downtown Hayward and we are seeking your input. Filling out this survey will help make sure that the City understands the needs of all those affected by parking in and around the downtown. Completion of this survey should take between 3 to 5 minutes. Thank you for your time and help!

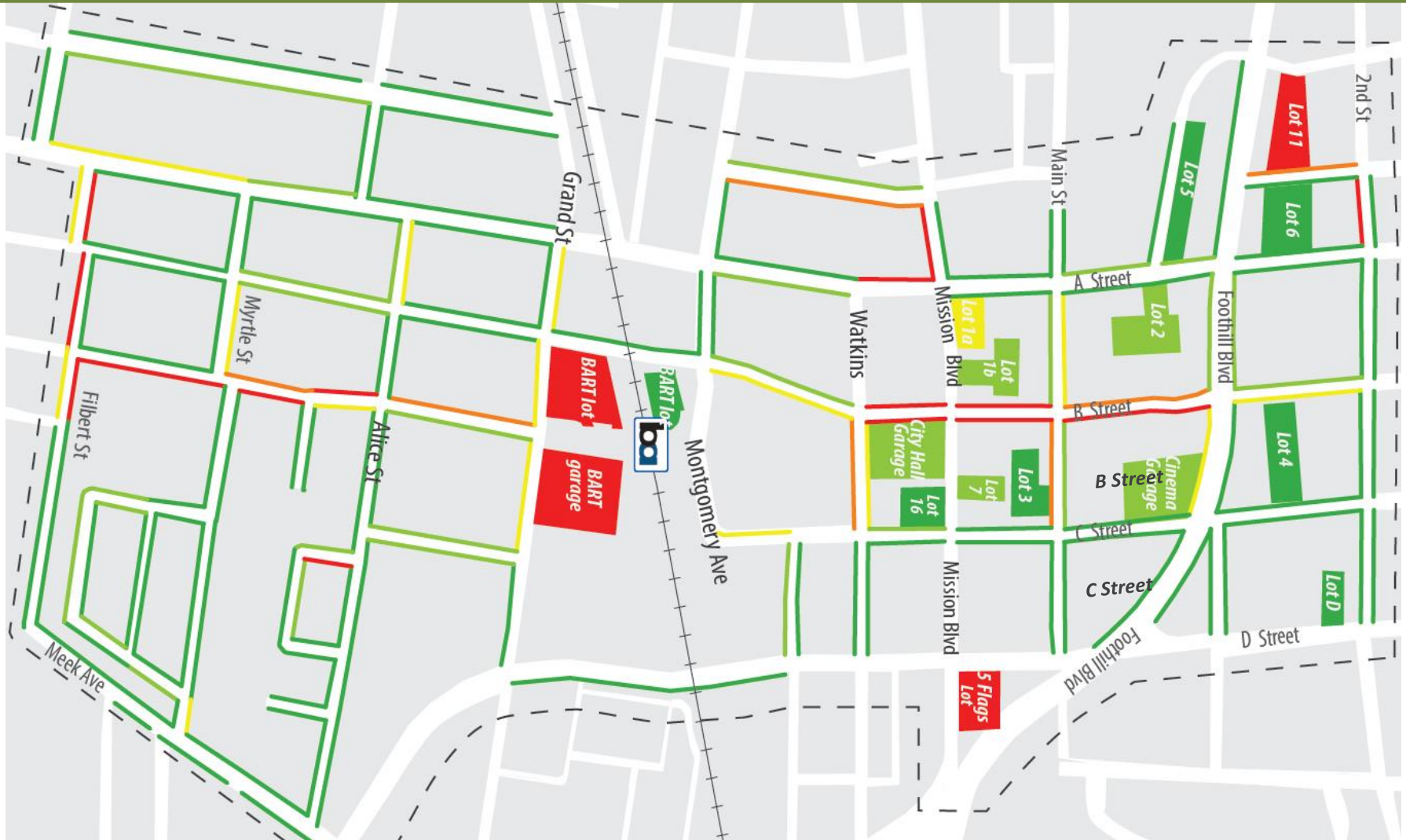
*** Choose the option that best identifies you**

- I am a Downtown Hayward business owner or employee
- I live in Downtown Hayward
- I am a visitor to Downtown Hayward

Prev

Next

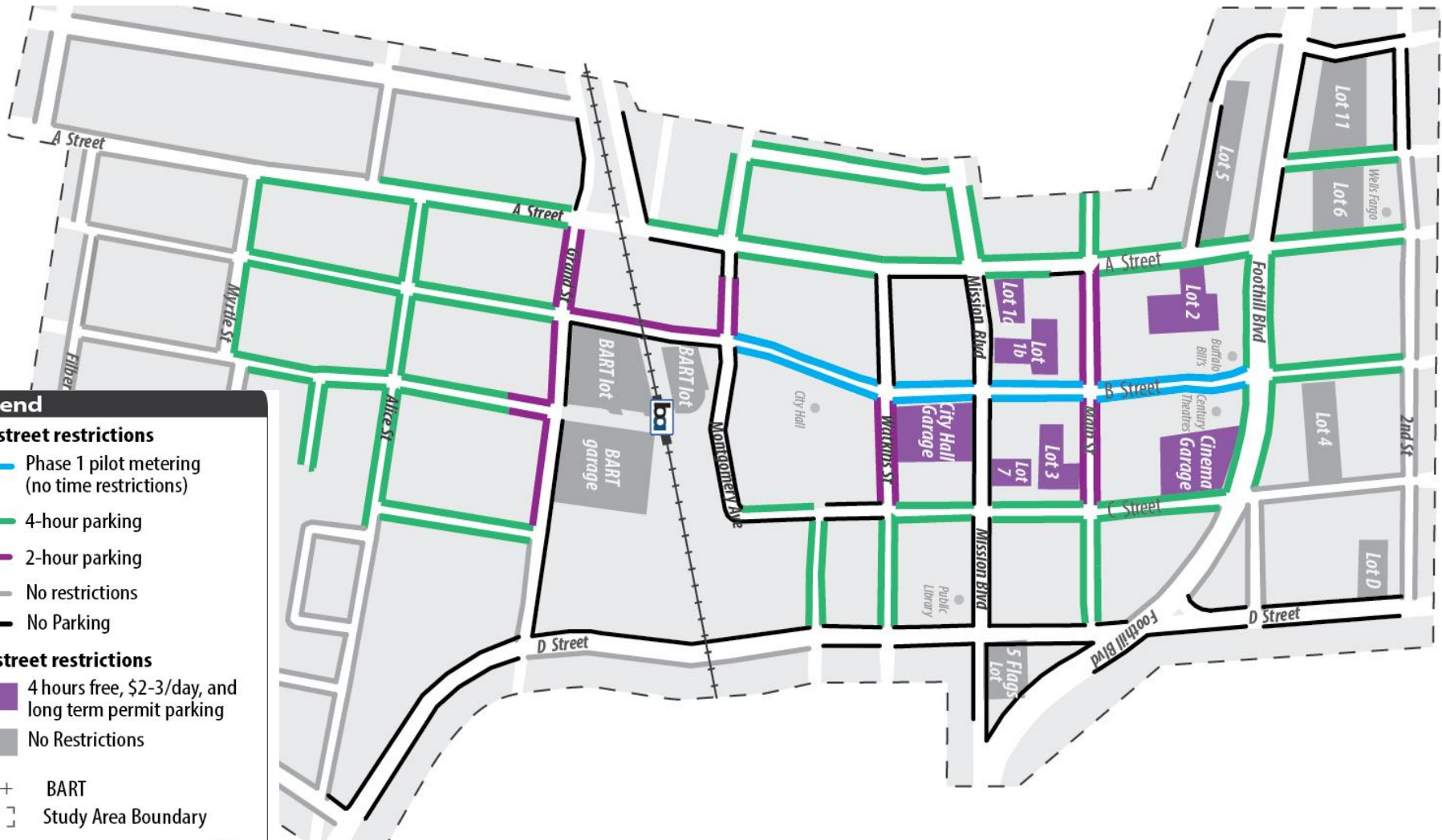




Percent Occupied



Phase 1 – Proposed Parking Regulations



Legend

On-street restrictions

- Phase 1 pilot metering (no time restrictions)
- 4-hour parking
- 2-hour parking
- No restrictions
- No Parking

Off-street restrictions

- 4 hours free, \$2-3/day, and long term permit parking
- No Restrictions

+++ BART
[- - -] Study Area Boundary

0 500 1000 1500 Feet
NORTH

Phase 1 Outcomes



Multi Space Meters



Pay by Phone



Business & Residential Permits



Program Monitoring & Enforcement



Wayfinding Signage System



Education & Outreach

MTC PARKING GRANT \$438,000



Phase 1 Parking Management

- One year pilot program
- Metered parking
- Monitoring & enforcement
- Wayfinding signage
- Staffing support
- Education & outreach



WHAT'S NEXT?

Downtown Parking Management

DRAFT FINAL REPORT

- Determine parking pricing strategies
- Financial Analysis
 - Staffing
 - Enforcement
 - Equipment



Questions?

Occupancy of Municipal Parking Facilities – Feb, 2015

Facility	AM	Midday	Early PM	Evening
LOT 1a - Mission Blvd & A Street	6%	81%	31%	88%
LOT 1b - Mission Blvd	25%	54%	55%	48%
LOT 2 - A Street btwn Foothill & Main St	34%	62%	78%	81%
LOT 3 - Main St btwn B and C Sts	92%	68%	42%	68%
LOT 4 - B St btwn Foothill & 2nd St	14%	17%	13%	10%
LOT 5 - A St btwn City Center & Foothill	18%	32%	62%	53%
LOT 6 - A St btwn Foothill & 2nd St	25%	38%	30%	51%
LOT 7 - Mission Blvd btwn B and C St	60%	60%	50%	60%
LOT 11 - Russell Way btwn Foothill & 2nd	7%	100%	65%	9%
5 Flags - Mission & D St	66%	97%	69%	94%
Lot D - D St and 2nd St	14%	10%	10%	10%
Cinema Place Garage - Foothill & C St	19%	51%	36%	40%
City Hall Garage - Watkins & B St	50%	54%	40%	25%
LOT 16 - Mission & C St	6%	49%	30%	0%

Legend	
Under-utilized	≤ 55%
Near Capacity	80-85%
At Capacity	> 85%



UPDATE ON POTENTIAL RENEWAL OF CITY'S UTILITY USERS TAX MEASURE

Presentation Overview



- ▶ Utility Users Tax (UUT) Background
- ▶ Overview of Community Discussion Efforts
- ▶ Review of February 2016 Polling Results
- ▶ Next Steps

Utility Users Tax (UUT) Background



- ▶ Approved by Hayward voters in May 2009
- ▶ Ten year sunset (2019)
- ▶ Third largest General Fund revenue source (\$16 million annually)
- ▶ 75% of funds support police and fire services (\$12 million)

Overview of Community Discussion Efforts



- ▶ Door to Door Outreach
- ▶ Online Survey and Community Mailer



Door to Door Conversations



Firefighters from Local 1909, staff and community volunteers walked door to door on four Saturdays in January and February to engage in conversations about City services and the community perspective on any continuation of the revenue source. Findings:

- ▶ Total conversations: 1,408
 - ▶ Support renewal: 833 (59%)
 - ▶ Undecided: 498 (35%)
 - ▶ Oppose renewal: 77 (5%)

Online Survey and Community Mailer



- ▶ Direct Mail piece to 32,680 Hayward households and online survey
- ▶ 712 online responses and 591 survey cards (1,303 total)
- ▶ Has the City honored its promise to fund essential city services with UUT funding?
 - ▶ Yes: 444 responses
 - ▶ No: 148 responses
 - ▶ I don't know: 710 responses
- ▶ What about service delivery? Is the City responsive when you ask for help?
 - ▶ Yes: 647 responses
 - ▶ No: 192 responses
 - ▶ I don't know: 398 responses

Online Survey and Community Mailer



- ▶ Are there other City services (beyond public safety, street maintenance, libraries, and economic development) that should be supported with UUT funding?
 - ▶ *No other services than those listed/unsure: 236 responses*
 - ▶ *More street and sidewalk repair: 52 responses*
 - ▶ *Youth Programs/Improving Education: 51 responses*
 - ▶ *Cleaning up Hayward/Litter: 45 responses*
 - ▶ *Homeless services: 40 responses*
 - ▶ *More Police services: 22 responses*
 - ▶ *Graffiti Removal: 11 responses*

Online Survey and Community Mailer



- ▶ What do you think about the proposal to extend (but not increase) the existing UUT?
 - ▶ *Support extension: 759 responses (61%)*
 - ▶ *Oppose extension: 206 responses (17%)*
 - ▶ *Have concerns/unsure: 273 responses (22%)*



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Gain Insight



City of Hayward: UUT Renewal Feasibility Tracking Survey

February 2016

The City of Hayward commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for a measure to renew the existing UUT at a new rate to maintain City services with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support;
- Identify the rate and duration at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Telephone and Internet Interviewing
- Universe 18,628 likely June 2016 voters in the City of Hayward
- Fielding Dates February 10 through February 20, 2016
- Interview Length 15 minutes
- Sample Size 554
- Margin of Error $\pm 4.10\%$



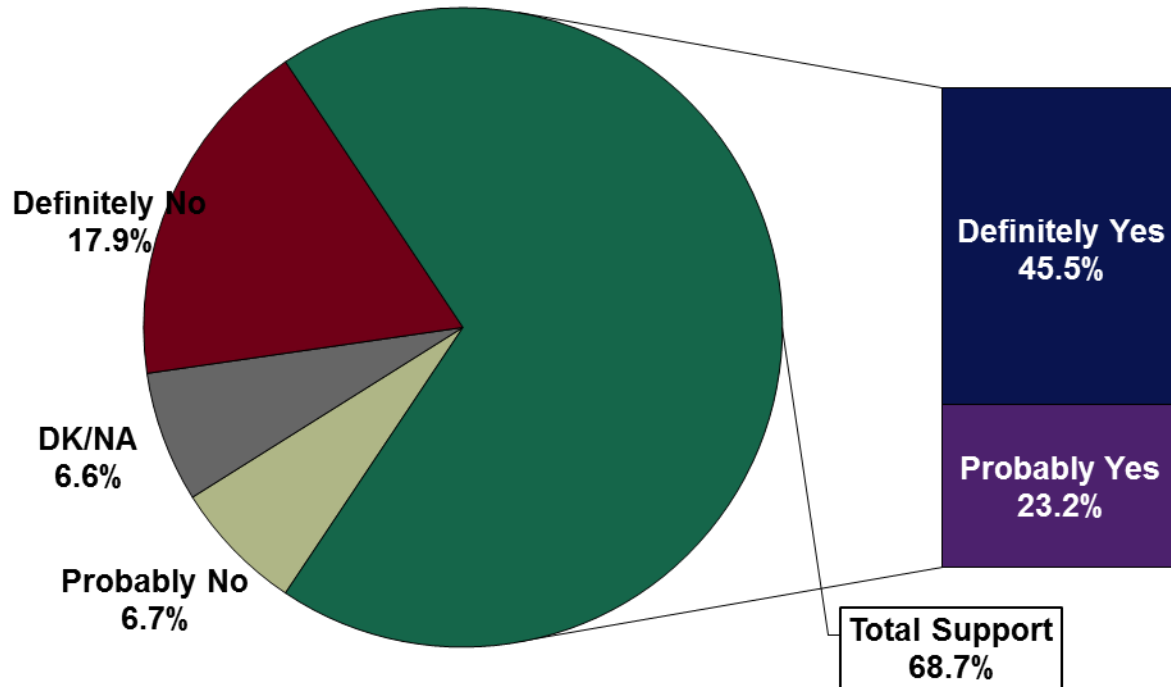
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Key Findings

Q1. Uninformed Support for UUT Renewal

June 2016 (n=554)



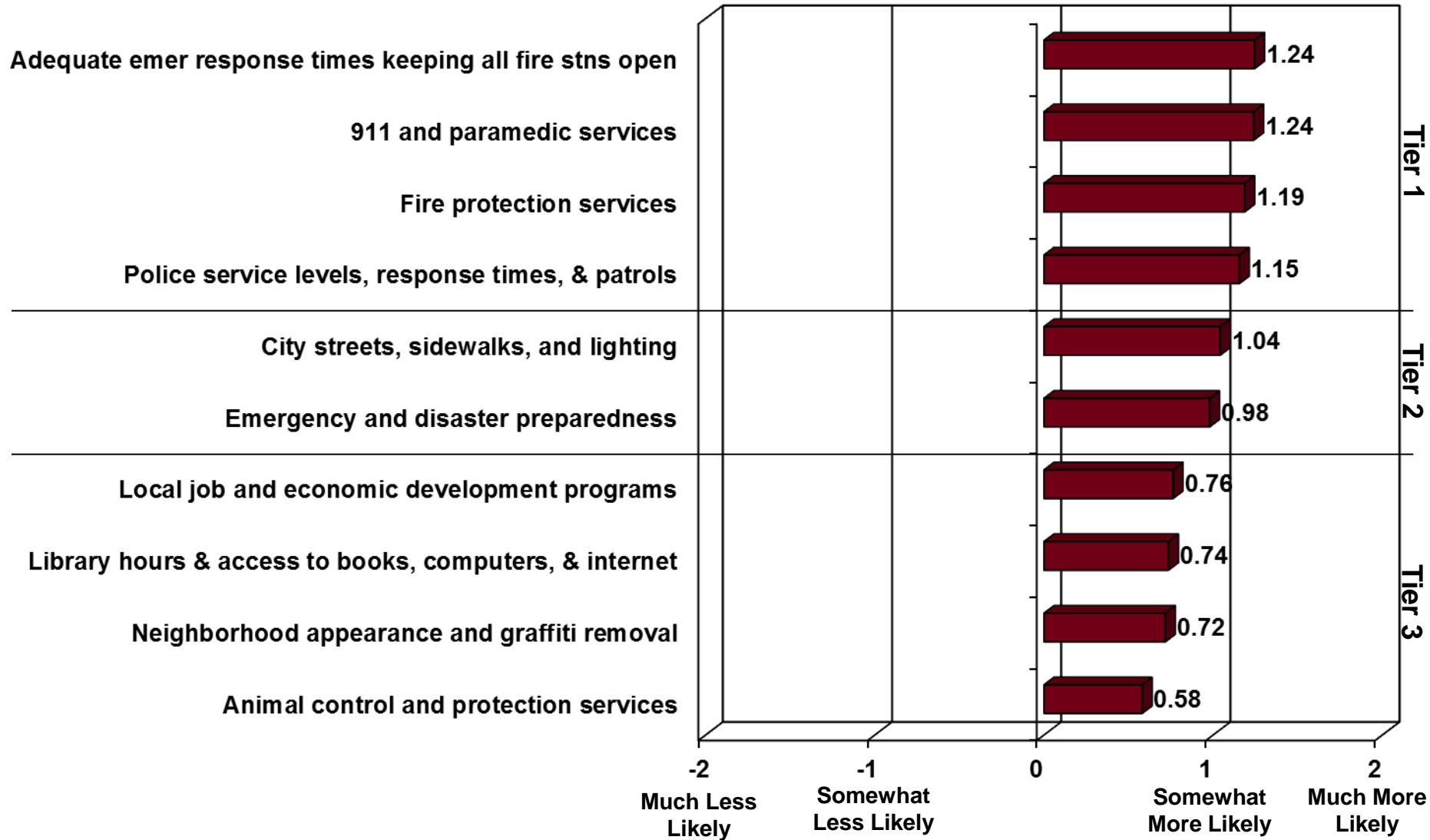
To maintain City of Hayward services including:

- neighborhood police patrols, fire stations and 911, firefighter, paramedic response times;
- preserving youth and anti-gang programs;
- emergency and disaster preparedness; and
- city streets, sidewalks and lighting;

shall the City of Hayward renew the existing Utility Users Tax at the current rate of 5.5 percent on gas, electricity, video and telecommunications services, providing \$16 million annually for 20 years from the current end date, with exemptions for low-income lifeline users; and all money used for City of Hayward services?

Q2. Features of the Measure

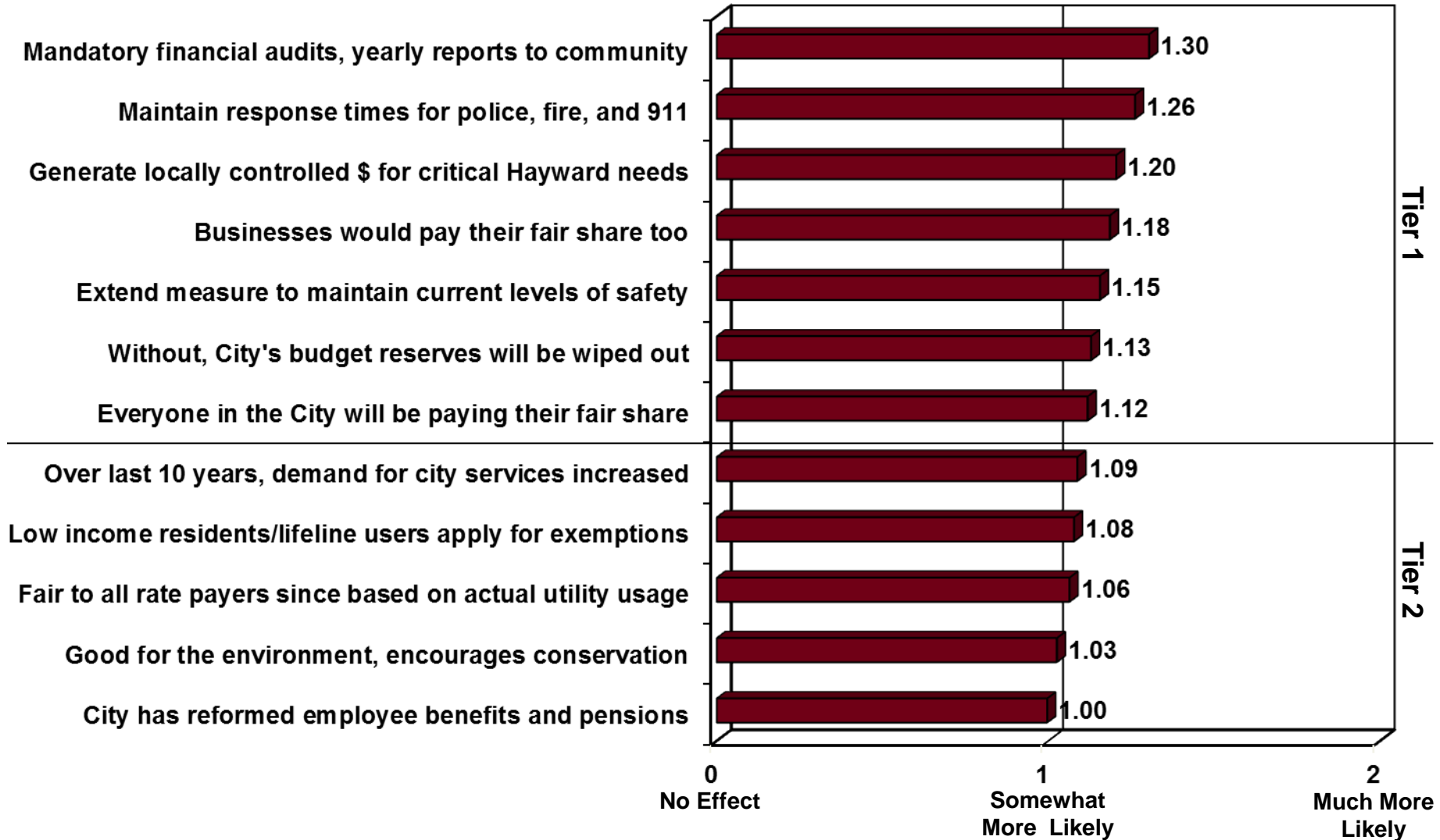
June 2016 (n=554)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q3. Influence of Supporting Statements

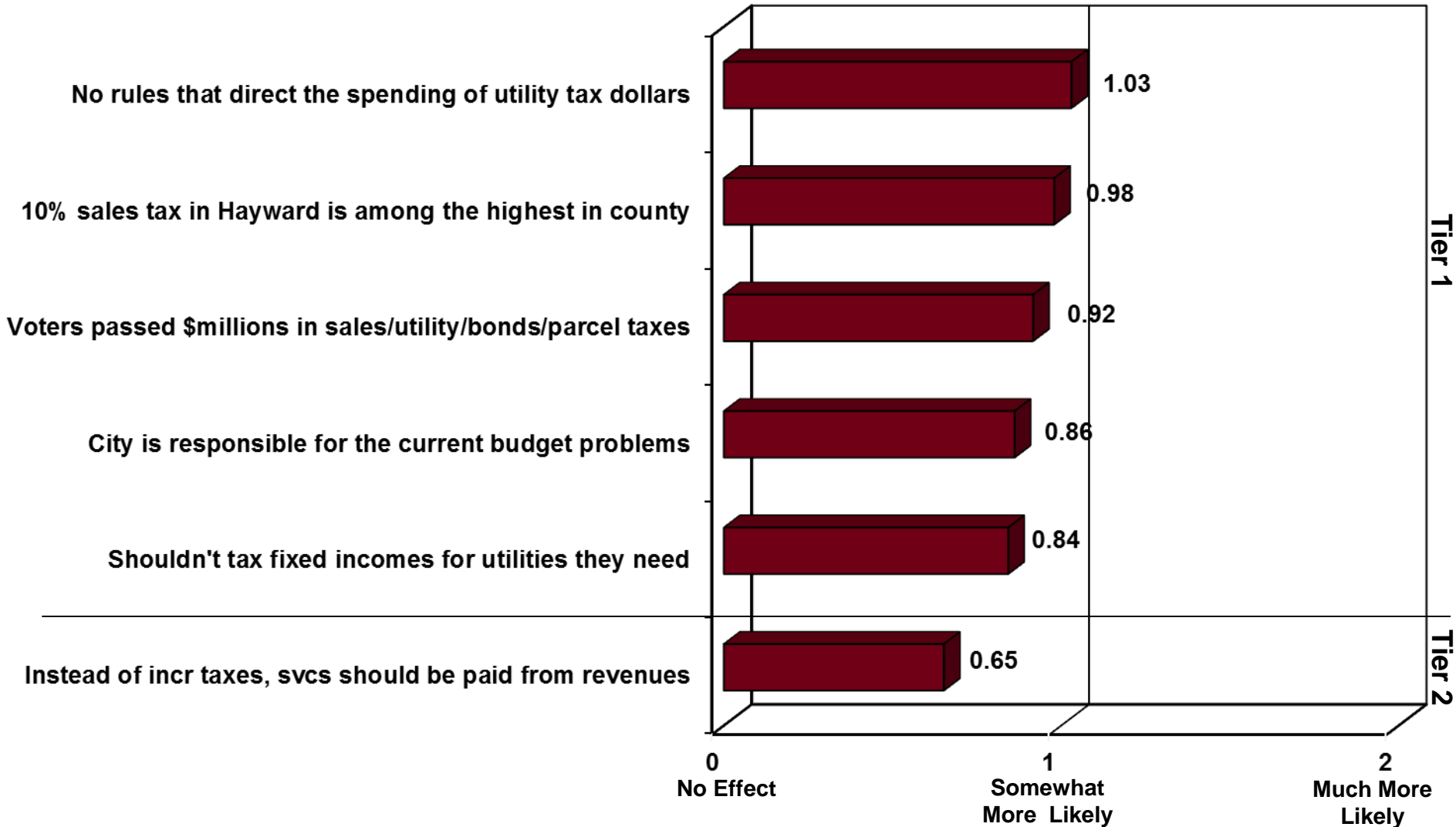
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Q4. Potential Opposition Statements

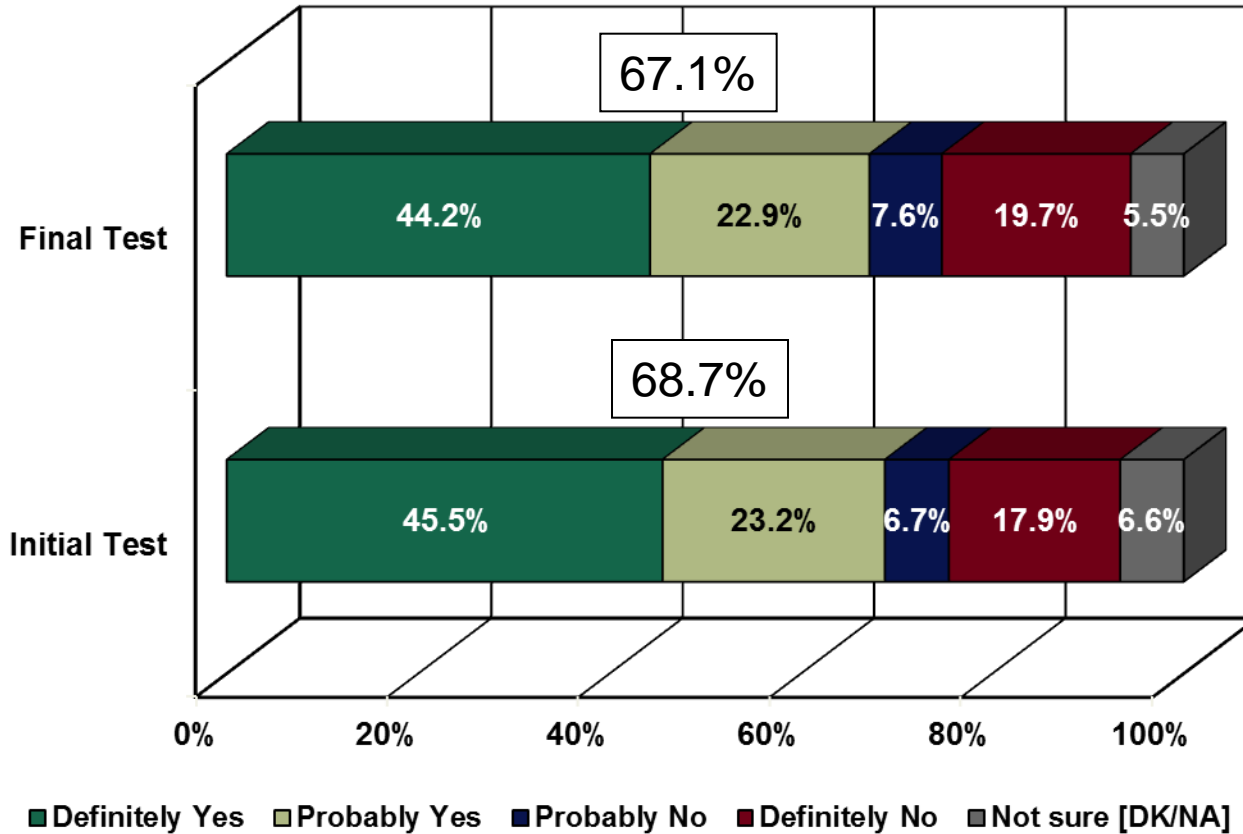
June 2016 (n=554)



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Q5. Informed Support

June 2016 (n=554)

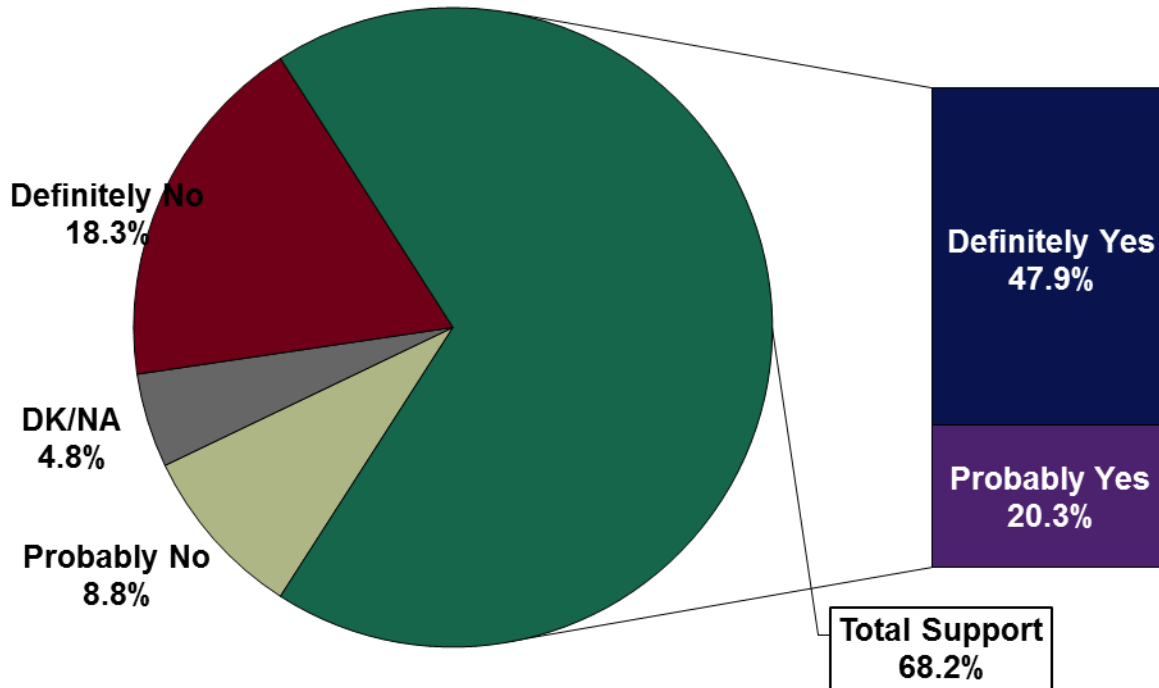


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Q6. Support for Alternate Measure: 5.5% for 10 Years June 2016 (n=554)



Instead of the measure just presented, an alternative measure might be presented to voters for a shorter time-period. Here's a summary of that measure:

- To maintain City of Hayward services including:
- neighborhood police patrols, fire stations and 911, firefighter, paramedic response times;
- preserving youth and anti-gang programs;
- emergency and disaster preparedness; and
- city streets, sidewalks and lighting;

shall the City of Hayward renew the existing Utility Users Tax at the current rate of 5.5 percent on gas, electricity, video and telecommunications services, providing \$16 million annually for 10 years from the current end date, with exemptions for low-income lifeline users; and all money used for City of Hayward services?



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Next Steps



- ▶ Key decision point for Council: 10 year vs 20 year sunset
- ▶ March 1: Council action to place UUT renewal measure on ballot
- ▶ March 11: County deadline to place measures on the June ballot

Questions & Discussion





REVIEW OF POTENTIAL ELEMENTS OF CITYWIDE COMMUNITY WORKFORCE AGREEMENT (CWA)

Presentation Overview



- ▶ Community Workforce Agreement (CWA)/Project Labor Agreement (PLA) Background
- ▶ Policy Questions related to a Citywide CWA
- ▶ Experiences with Library CWA
- ▶ Next Steps/Council Direction

CWA/PLA Background



- ▶ CWA/PLA: a type of collective pre-hire bargaining agreement that outlines a variety of employment and other working conditions to allow settlement of labor disputes without work stoppages, strikes, etc.
- ▶ Prevented by Presidential Executive Order until 2009; now being applied locally by some cities on both individual large scale capital projects and more broadly across capital projects.
- ▶ Council approved CWA for new Library project in April 2015.

Policy Questions related to a Citywide CWA



- ▶ Should a Citywide CWA apply only to City projects or should it also apply to private development projects?
- ▶ Scope of projects to be included in a Citywide CWA:
 - ▶ Should the CWA apply to all types of capital projects or only to those above a certain project cost threshold?
 - ▶ Vertical versus horizontal?
- ▶ Ability to return to Council to ask for exemptions in limited circumstances.

Experiences with Library CWA



- ▶ Staff time expended on project
- ▶ Hidden costs
- ▶ Duplicate benefit payments

Council Direction



- ▶ The first decision point for the Council associated with this report is whether to pursue a Citywide CWA.
- ▶ If Council chooses to pursue a Citywide CWA, other decisions must be made:
 - ▶ Should the CWA apply to private and public projects or public projects only; how will each of these categories be defined; and will a CWA apply or not to the development and sale process of Caltrans lands?
 - ▶ Should there be a minimum project cost threshold for projects?
 - ▶ Should the CWA apply to all projects (i.e. should the CWA be restricted to only vertical projects or apply to all projects such as roadways, sidewalks, utilities, etc.)?
 - ▶ Should Council retain the right to exempt future as yet unknown projects (in certain limited circumstances) based on recommendations from staff (and after first attempting to gain consensus with the BTC on these exemptions)?

Next Steps



- ▶ If the Council provides direction to move forward with a Citywide CWA, staff will reach out to the Building Trades Council to negotiate a final agreement.
- ▶ Staff will then return to Council for approval of the final agreement.

Questions & Discussion

