


**CITY COUNCIL MEETING TUESDAY,
OCTOBER 2, 2018**

PRESENTATIONS

ITEM 2 – CONS 18-635

**AUTHORIZATION FOR THE CITY MANAGER TO
NEGOTIATE AND EXECUTE A PROFESSIONAL
SERVICES AGREEMENT WITH NEW CITY
AMERICA FOR ESTABLISHING THE
DOWNTOWN HAYWARD COMMUNITY
BENEFIT DISTRICT NON-PROFIT MANAGEMENT
CORPORATION INTERIM ADMINISTRATION IN
AN AMOUNT NOT TO EXCEED \$30,000**



PRESENTATION OF HAYWARD BUSINESS INNOVATION AWARDS

HAYWARD ECONOMIC DEVELOPMENT TEAM

OCTOBER 2, 2018

3-D DESIGN CHALLENGE 2016

- Wanted a unique award to honor our innovative businesses
- Public-private partnership
- 30 students from Brenkwitz and Tennyson High Schools toured Hayward Area Historical Society to learn about Hayward's innovative roots
- Learned and applied 3-D modeling, graphics design, spatial analysis and use of 3-D printers



TYPE A MACHINES
Manufacturing the Future

3-D AWARD DESIGNS

- Winning designs were selected based on creativity, reflection of Hayward history, design innovation, and appropriateness as a business award
- Jorge Garcia, Brenkwitz High School, design challenge winner
- Thank you to our 3-D Design Challenge Partners!



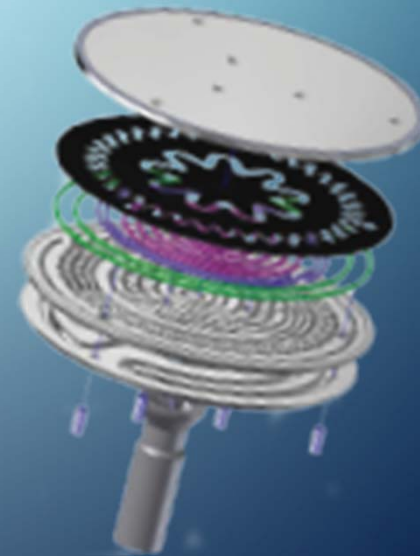
RECOGNIZING HAYWARD'S INNOVATORS

- Two Hayward businesses selected as winners in the 2018 East Bay EDA Innovation Awards
 - Advanced Manufacturing - Therm-x
 - Life Sciences - RefleXion Medical
- Awards celebrate contribution to their field and entrepreneurial spirit

THERM-X

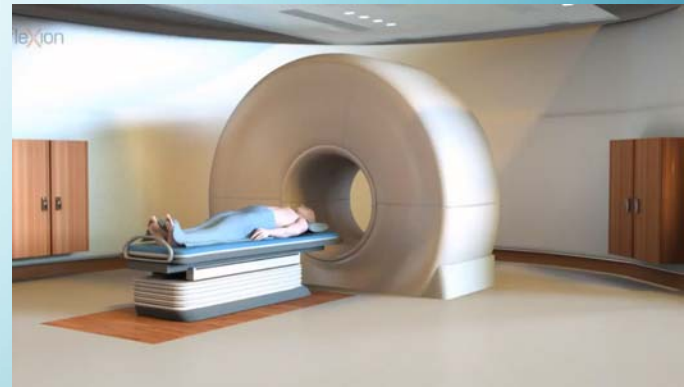
THE TEMPERATURE SPECIALISTS

- 35+ year old Hayward business
- Custom temperature control solutions for advanced manufacturing
- Designs, engineers and customizes temperature solutions for industries in which temperature plays an essential role in production
- Phil Quinton, VP of Business Development



reflexion

- Biology guided radiotherapy technology
- New modality in cancer care could positively impact millions of lives around the world
- First Commercial installation next year
- 120+ employees
- Todd Powell, CEO



THANK YOU FOR YOUR CONTRIBUTION TO
HAYWARD'S ENTREPRENEURIAL SPIRIT

THERM-X
THE TEMPERATURE SPECIALISTS

refleXion

ITEM 7 – LB 18-050

**HAYWARD'S AFFORDABLE HOUSING FUNDS
AND MEASURE A1 BASE ALLOCATION TO
SUPPORT THE DEVELOPMENT OF 259 UNITS
OF AFFORDABLE HOUSING**

Funding Recommendation to Support the Development of 259 Units of Affordable Housing



Recommendation: Award \$28.6 Million in Funds

- Authorization of \$2 million loan to EAH for 57 units of affordable housing at Matsya Family Villas to enable the project to compete for Measure A1 regional pool funds;
- Authorization of \$2.5 million loan to EAH for 76 units of affordable housing at Mission Senior Paradise to enable the project to compete for Measure A1 regional pool funds;
- Authorization of \$5.8 million loan to Allied Housing and a commitment of up to \$18.3 million of the City base allocation for 126 micro units to serve homeless individuals at 2595 Depot Road; and
- Appropriation of funding to award funds to these projects.

Presentation Focus

Review background

Discuss housing needs of Hayward residents

Provide a description of projects

Discuss funding recommendations and project funding

Background

- *November 2016: Voters pass Measure A1.*
 - *\$580 million County-wide*
 - *\$18.3 million Hayward Base Allocation*
 - *\$45 million Mid-County Regional Pool*
- *January 31, 2017: Council Work Session – housing affordability strategies.*
- *December 12, 2017: Council Work Session – preliminary direction on NOFA guidelines for affordable housing projects.*
- *March 20, 2018: Council authorizes NOFA for new construction of affordable housing.*
- *April 30, 2018: NOFA issued.*
- *June 29, 2018: Applications received.*

Demographics of Hayward's Homeless Population

2017 Homeless Count
397 Homeless People



Single Adults (335 people)
92% unsheltered
8% sheltered



Families (19 households)
5% unsheltered
95% sheltered



Unaccompanied Children (1)
0% unsheltered
100% sheltered

Health Conditions

55% Psychiatric or emotional conditions
39% Chronic health problems
35% Post-traumatic stress disorder
30% Physical disability
20% Drug or alcohol abuse
10% Traumatic brain injury
2% Aids/HIV related

Housing Needs of Lower Income Hayward Residents



**Food Preparation
and Services**



**Building Cleaning
and Maintenance**



**Office and Admin
Support**



**Education, Training,
Library**

**Mean Annual
Wage**

\$29,660

\$37,630

\$45,580

\$62,125

Income Level

Extremely Low

Very Low

Low

Low

Affordable Rent

\$742

\$940

\$1,140

\$1,553

**Market Rent/
% of income**

\$2,000/81%

\$2,000/64%

\$2,000/52%

\$2,000/38%

Development Projects - Summary

Total Funds Available					\$10.8M	\$18.3M	\$29.1M
Project/ Developer	Total Units	ELI ¹ Units	Special Needs Units	Homeless Units	City Funding Requested	A1 Funding Requested	Total Funding Requested
Matsya Family Villa (EAH)	57	12	0	11	\$2.0M	\$4.7M	\$6.7M
Hayward Mission Apartments (META)	121	30	26	0	\$1.2M	\$13.3M	\$14.5M
Mission Senior Paradise (EAH)	76	15	0	15	\$2.5M	\$5.6M	\$8.1M
2595 Depot Road (Allied Housing-Abode)	126	48	31	31	\$3.0M	\$21.1M	\$24.1M
Totals	380	107	57	57	\$8.7M	\$44.7M	\$53.4M
Remaining Funds					\$2.1M	(26.4)M	(24.3)M

¹ Extremely Low-Income

Depot Road (Allied/Abode)

Mt. Eden (Depot Rd. at Monte Vista)



Subsidy Requested

\$3,000,000 (City)

\$21,100,000 (A1)

Total Units

126

Population Served

- Individuals 125 units-100%
- Homeless 31 units -25%
- Special needs 31 units - 25%

Total Development Cost

\$61,333,748

Cost Per Unit

\$486,776

Anticipated Completion

December 2021

Development Innovations

Factory-built micro unit construction model will reduce construction time and costs

Innovative Amenities Onsite

Access to wireless internet and computers; basketball court; community room; outdoor patio/BBQ.

Services

On-site supportive services staffed by two services coordinators and one mental health social worker.

Sustainability

Silver LEED rating; photovoltaic (PV) solar; PV solar water heating; energy efficient appliances; water-efficient landscaping.

Matsya Family Villas (EAH)

Downtown Hayward (2nd and C Street)



Subsidy Requested

\$2,000,000 (City)
\$4,700,000 (A1)

Total Units

57

Population Served

- Families 56 units-100%
- Homeless veterans 11 units-20%

Total Development Cost

\$37,864,811

Cost Per Unit

\$664,295

Anticipated Completion

June 2021

Development Innovations

Entitled project reduces project time and costs

Innovative Amenities Onsite

Car sharing service, afterschool program; wellness classes; technology lounge; rooftop community BBQ and patio space

Services

Onsite resident services coordinator; intensive case management for former homeless residents.

Sustainability

LEED Gold certification; rooftop PV solar energy system; EV charging; Energy Star appliances; drought-tolerant landscaping.

Mission Senior Paradise (EAH)

Mission/Garin (28000 Mission Blvd.)



Subsidy Requested

\$2,500,000 (City)

\$5,600,000 (A1)

Total Units

76

Population Served

- Senior 75 units-100%
- Homeless veterans 15 units-20%

Total Development Cost

\$39,708,500

Cost Per Unit

\$522,480

Anticipated Completion

June 2021

Development Innovations

Entitled project reduces project time and costs.

Innovative Amenities Onsite

Car sharing service; wellness classes; technology lounge

Services

Onsite resident services coordinator; intensive case management for former homeless residents.

Sustainability

LEED Gold certification; rooftop PV solar energy system; EV charging; Energy Star appliances; drought-tolerant landscaping.

Hayward Mission (Meta Housing)

**Tennyson/South Hayward
BART (Mission Blvd. near
Industrial Pkwy.)**



Subsidy Requested

\$1,210,000 (City)

\$13,300,000 (A1)

Total Units

121

Population Served

- Families 120 units-100%
- Developmentally disabled 26 units-22%

Total Development Cost

\$73,481,076

Cost Per Unit

\$607,282

Anticipated Completion

June 2021

Development Innovations

The project will stack units to reduce costs.

Innovative Amenities Onsite

Uber/Lyft waiting area; bike lockers and bike work space; car-sharing, computer room; gym; outdoor deck; movie wall; onsite daycare center.

Services

Supportive services for the developmentally disabled; Onsite resident services coordinator.

Sustainability

Green Point Rating or LEED Gold Equivalent; Energy Star appliances; high efficiency faucets and toilets; efficient irrigation.

Projects Recommended for Funding: Diverse Unit Mix Prioritizing Vulnerable Residents, Project Readiness

Depot Road (126 units)

\$5,800,000 (City)
\$18,300,000 (A1 Base)

Matsya Family Villa (57 units)

\$2,000,000 (City)
Eligible for A1 Regional Pool

Mission Senior Paradise (76 units)

\$2,500,000 (City)
Eligible for A1 Regional Pool

- ❖ Fully funds the project that provides extensive permanent supportive housing to homeless individuals and people with mental health disabilities to expedite development and provide housing.
- ❖ Serves a diverse population.
 - ❖ Seniors
 - ❖ Families
 - ❖ Individuals
- ❖ Positions two projects to compete for Measure A1 regional pool funds (\$14.8 M).

Projects Recommended for Funding: Diverse Unit Mix Prioritizing Vulnerable Residents

Depot Road (126 units)

\$5,800,000 (City)
\$18,300,000 (A1 Base)

Matsya Family Villa (57 units)

\$2,000,000 (City)
Eligible for A1 Regional Pool

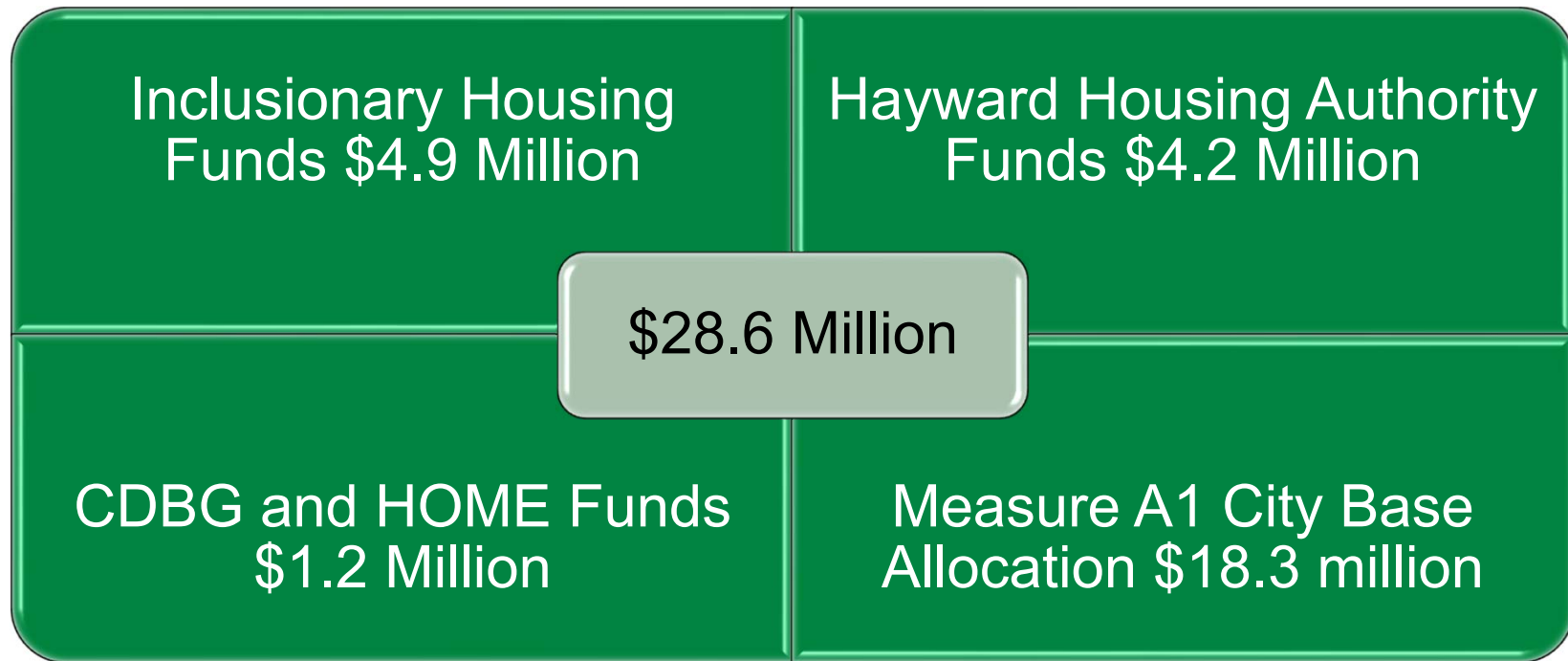
Mission Senior Paradise (76 units)

\$2,500,000 (City)
Eligible for A1 Regional Pool

- ❖ The unit mix across projects will serve:
 - ❖ 56 Families
 - ❖ 75 Seniors
 - ❖ 125 Individuals
- ❖ Serves economically diverse population:
 - ❖ 74 Extremely low-income households
 - ❖ 96 Very low-Income households
 - ❖ 88 Low-Income households
- ❖ Serves most vulnerable populations:
 - ❖ 31 Homeless Individuals
 - ❖ 31 Mentally disabled individuals
 - ❖ 15 Homeless Veterans
 - ❖ 11 Homeless Senior Veterans

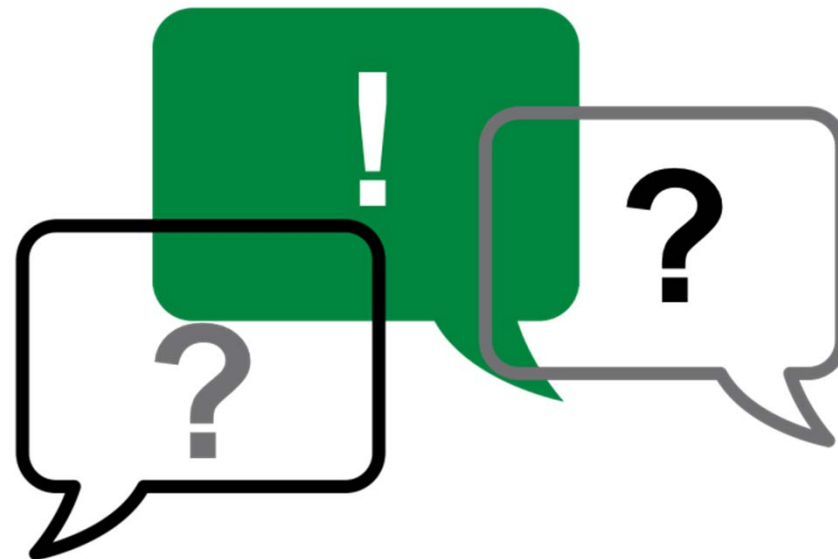
Project Funding

City Housing Funds Invested



**Funds Leveraged Invested in Hayward: \$131 million
(82% of development costs)**

Questions & Discussion





Thank you!

ITEM 8 – WS 18-035

MEASURE C ANNUAL REPORT



Measure C Annual Update

Dustin Claussen, Director of Finance

Alex Ameri, Interim Director of Public Works
Engineering and Transportation

OCTOBER 2, 2018

Measure C Priorities

Capital Infrastructure Projects

Police Services

Illegal Dumping

Litter Control

Graffiti Abatement

Measure C Funded Capital Projects



21st Century Library
and Community
Learning Center &
Heritage Plaza



Fire Stations 1-5
Retrofits &
Improvements



Fire Station 6 &
Regional Fire Training
Center



Pavement
Improvement

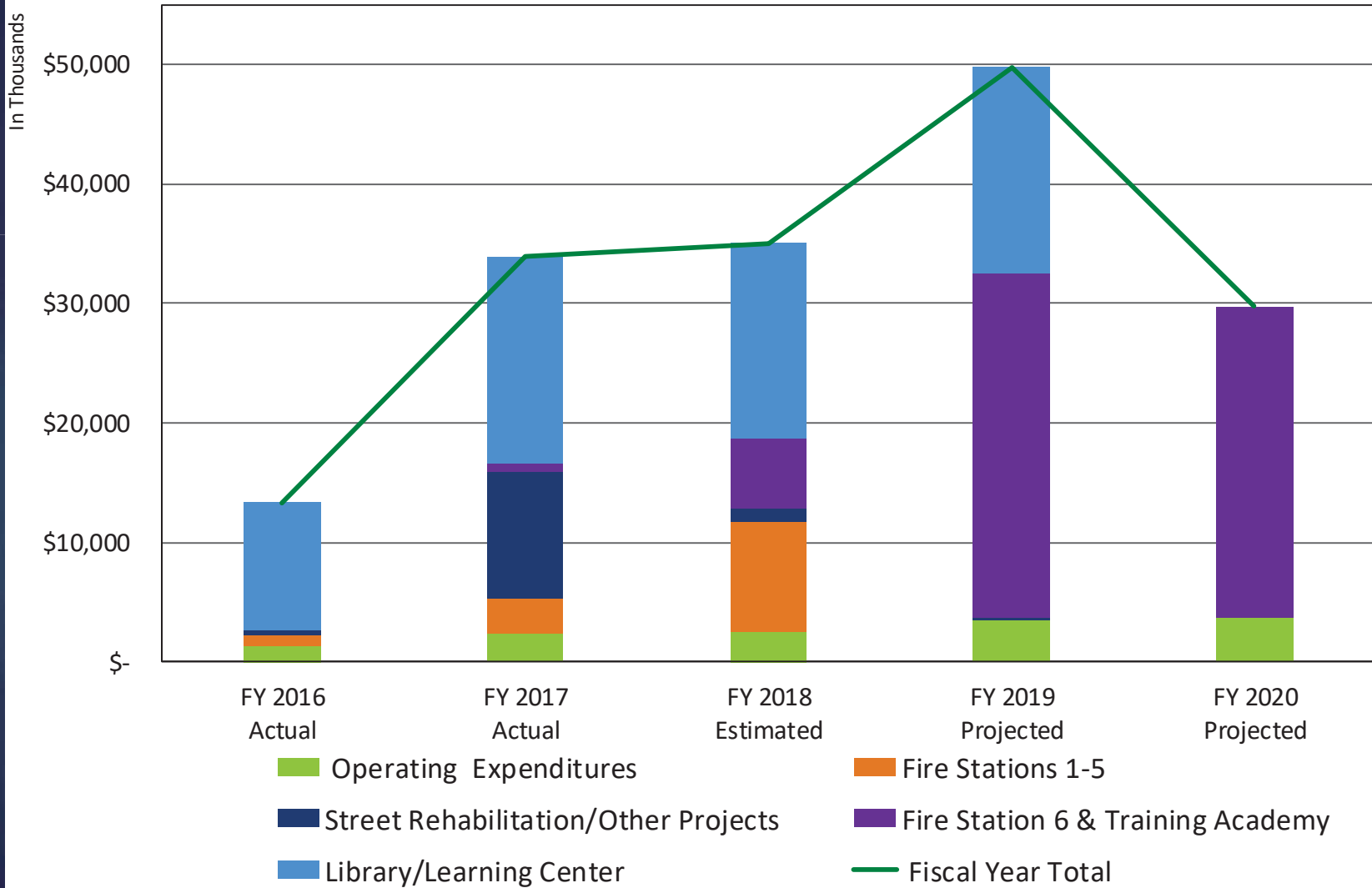
Measure C Expenditures



Measure C Expenditures	FY 2016 Actual	FY 2017 Actual	FY 2018 Estimated	FY 2019 Projected	FY 2020 Projected*
Library/Learning Center	\$ 10,607,338	\$ 17,372,241	\$ 16,217,628	\$ 17,282,372	\$ -
Fire Stations 1-5	\$ 930,859	\$ 2,894,417	\$ 9,273,127	\$ -	\$ -
Fire Station 6 & Training Academy	\$ -	\$ 681,043	\$ 5,981,992	\$ 28,687,000	\$ 26,000,000
Street Rehabilitation & Other Projects	\$ 490,845	\$ 10,554,232	\$ 969,923	\$ 300,000	\$ -
Operating Expenditures	\$ 1,278,084	\$ 2,395,134	\$ 2,546,059	\$ 3,480,926	\$ 3,724,591
Fiscal Year Total	\$ 13,307,126	\$ 33,897,067	\$ 34,988,729	\$ 49,750,298	\$ 29,724,591

*Projected FY 2020 Expenditures in table have not yet been appropriated and approved and will be determined during the annual budgeting process

Measure C Expenditures



Project
Costs
Outpace
Revenues:
Short Term
Financing
Options

- ▶ Line of Credit
- ▶ Traditional public offering, 5-10 years in length
- ▶ Interfund Loan
- ▶ Private Placement Loan



Schematic View of 21st Century Library and Community Learning Center from Mission Blvd & C Street











noll&tam



Grand Opening and Celebration on October 27, 2018

Heritage Plaza



- Construction commencing – Late 2018
(6 months in duration)

Fire Stations 1 through 5 Rehabilitation and Improvements



Fire Station No. 1
22700 Main Street

Fire Station No. 5
28595 Hayward Blvd

Fire Station No. 2
360 West Harder Rd

Fire Station No. 4
27836 Loyola Ave

Fire Station No. 3
31982 Medinah St

Fire Station 1



Fire Station 2



Fire Station 3



Fire Station 4

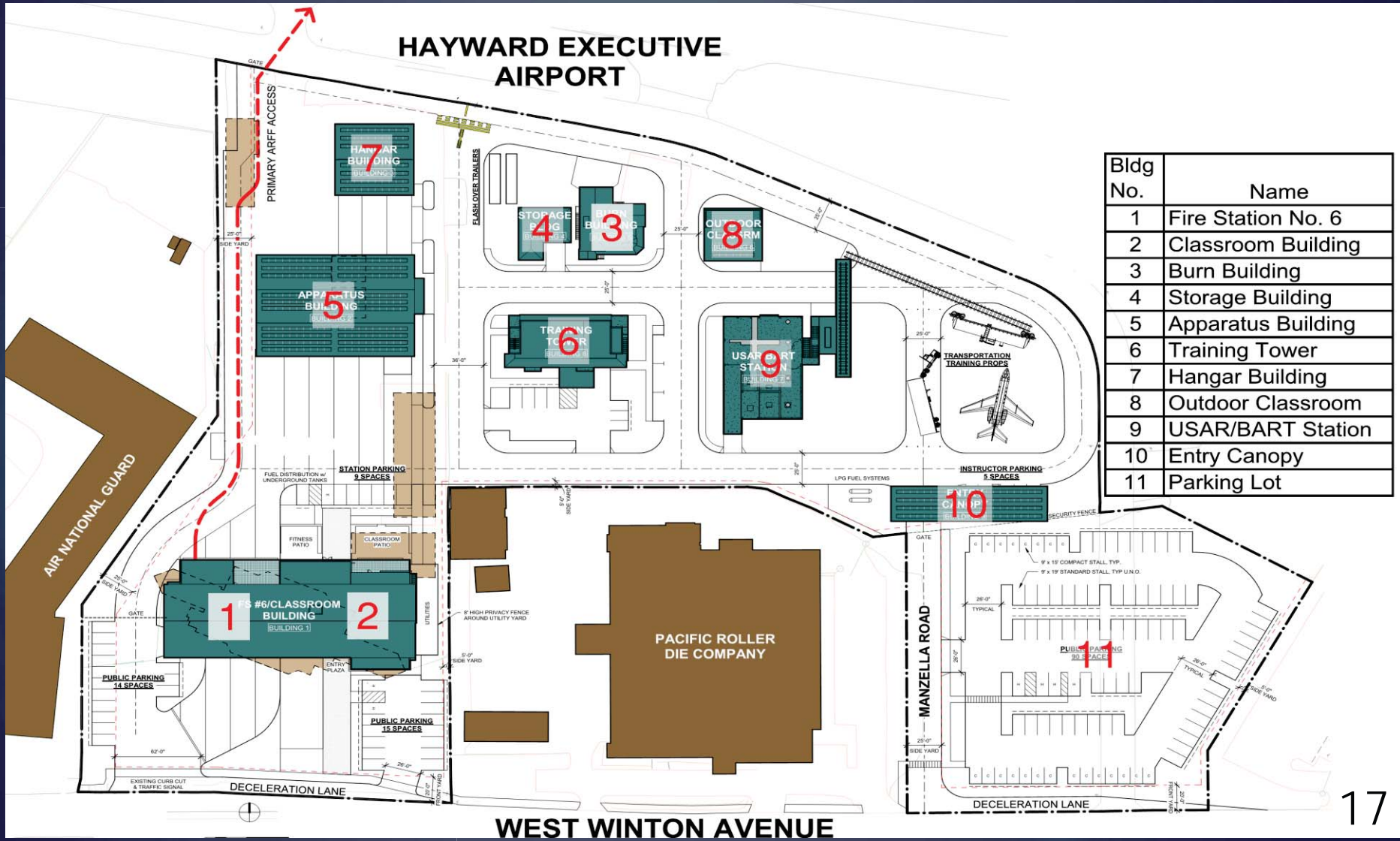


Fire Station 5



Join us for the
Celebration and Thank You to the Community on
October 13, 2018 at Station 2

Fire Station 6 & Fire Training Center



Bldg No.	Name
1	Fire Station No. 6
2	Classroom Building
3	Burn Building
4	Storage Building
5	Apparatus Building
6	Training Tower
7	Hangar Building
8	Outdoor Classroom
9	USAR/BART Station
10	Entry Canopy
11	Parking Lot

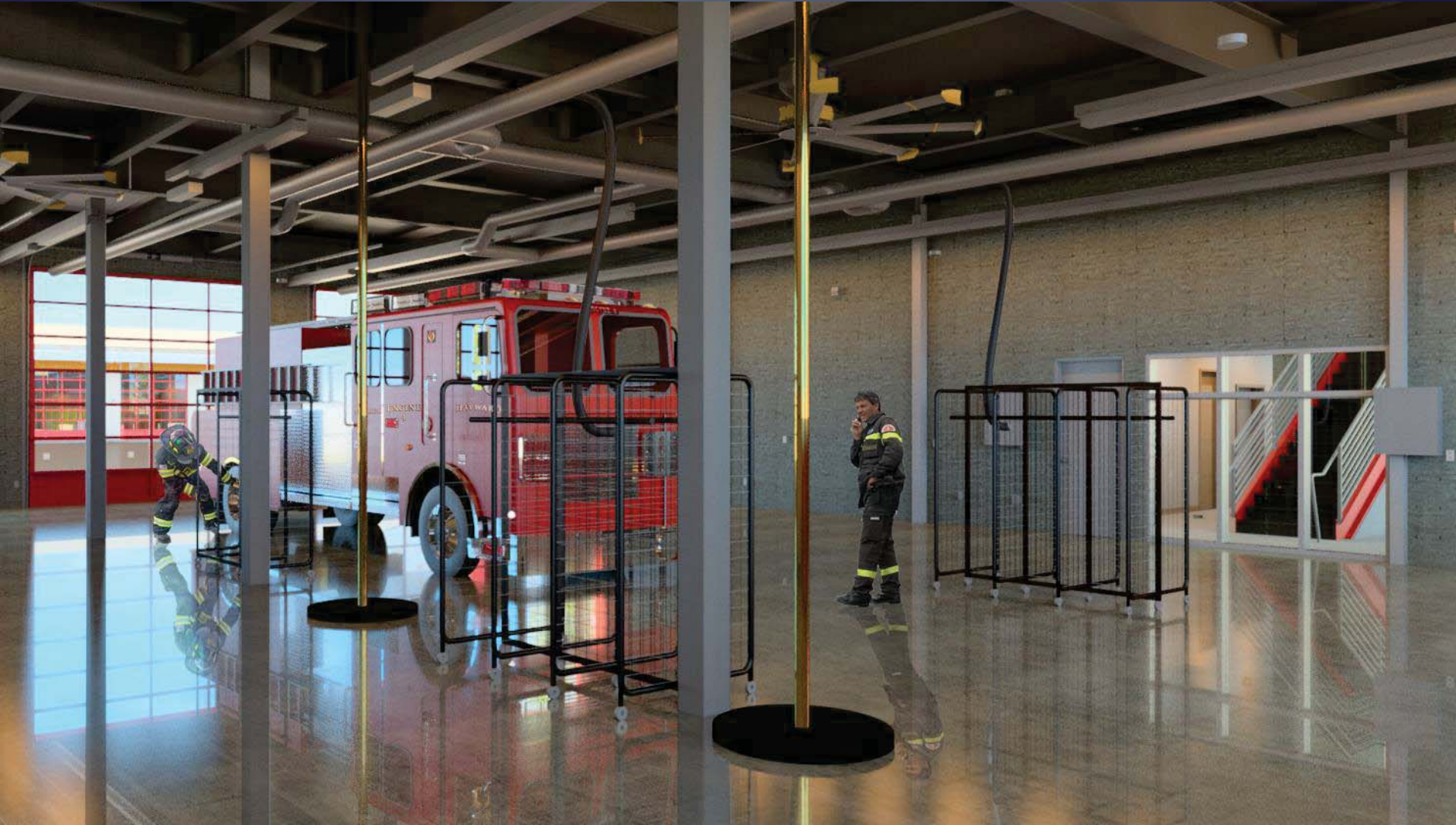
Fire Station 6 & Fire Training Center



Fire Station 6 & Fire Training Center



Fire Station 6 & Fire Training Center



Fire Station 6 & Fire Training Center



Fire Station 6 & Fire Training Center



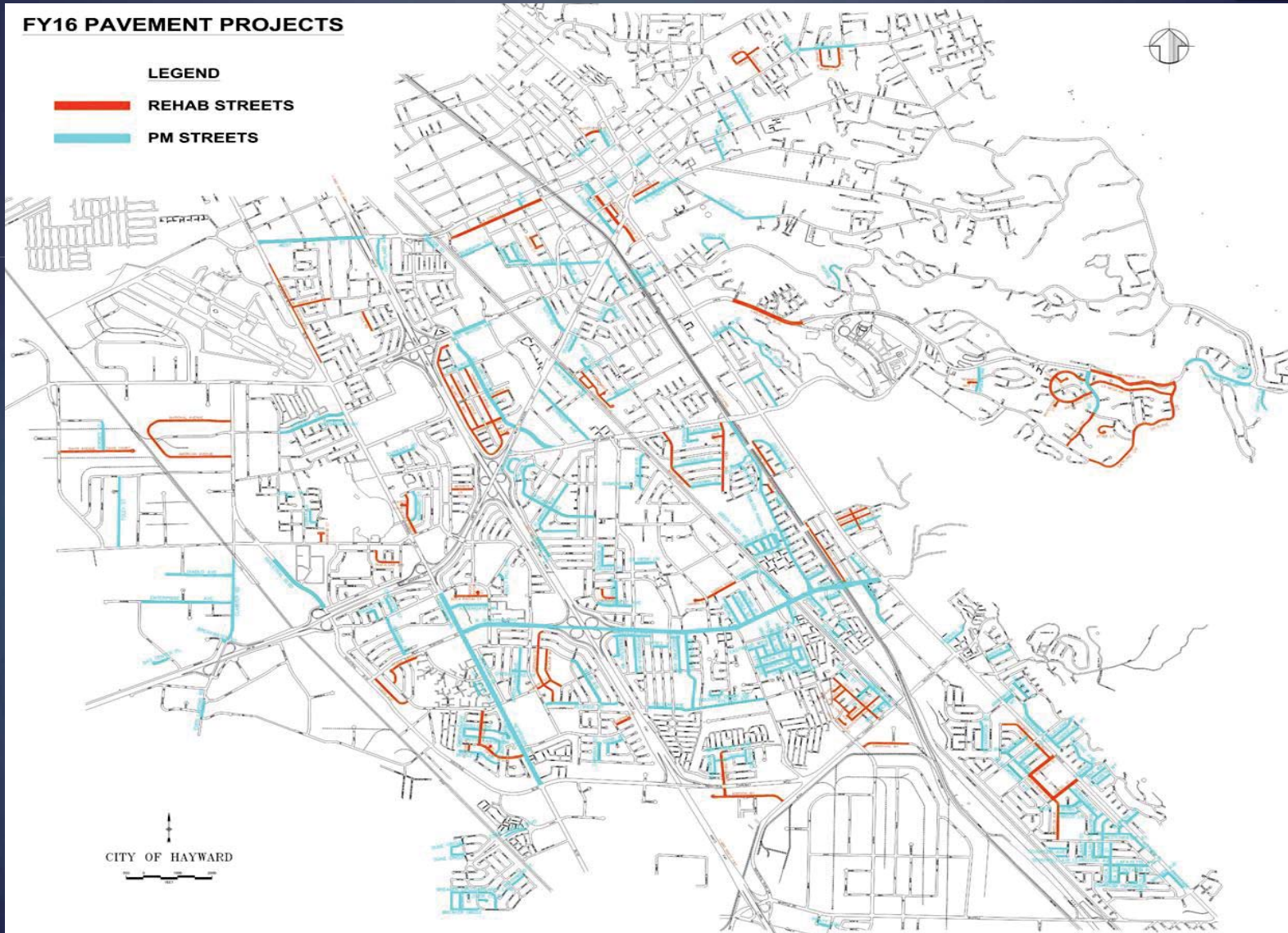
Fire Station 6 & Fire Training Center



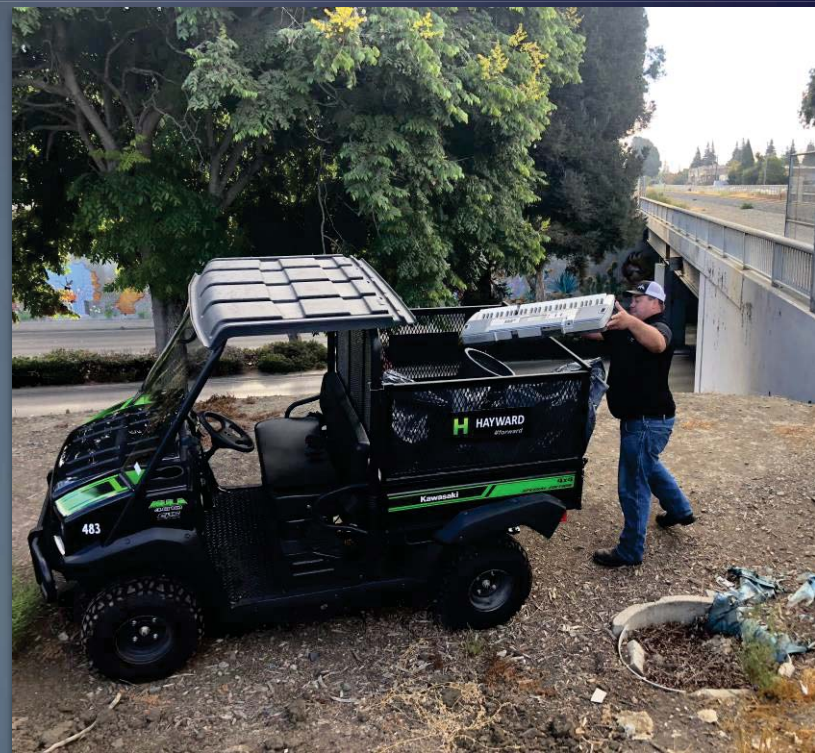
Fire Training Center Partnership



Pavement Improvement Program



- 317 street segments included in projects
- 206 of 657 lane miles improved
- 17.6 miles of new & improved bike lanes
- Increase of PCI by 4 points in 2 years, bringing the City's PCI to 70



MEASURE C
#haywardupward

Measure C Funded Positions

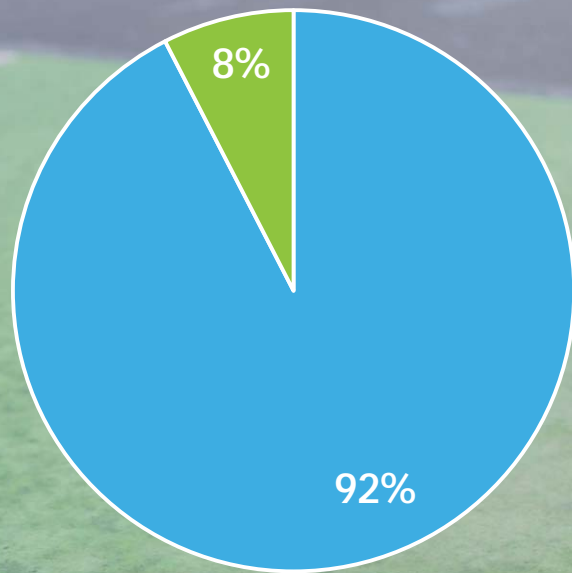


Police Department	#
Police Officer	3
Lieutenant	1
Crime Analyst	1
Certified Latent Print Examiner	1
Communications Supervisor	1
Communications Operator	7



Maintenance Services	#
Grounds Keeper I / Laborer	2
Maintenance Worker / Laborer	2
Maintenance Lead	1

Life to Date Measure C Expenses



■ Capital Improvement Projects

■ Operating

Questions & Discussion

