


**CITY COUNCIL MEETING  
TUESDAY, APRIL 30, 2019**

**PRESENTATIONS**

**PRESENTATION**

**EARTH DAY POSTER  
AND WRITING CONTEST AWARDS**

A black and white photograph of Hayward City Hall, a large, multi-story building with a prominent central tower and a curved facade. The building is set against a dramatic, cloudy sky. The text is overlaid on the upper portion of the image.

# 36<sup>th</sup> Annual Earth Day Poster & Writing Contest Awards Presentation

**April 30, 2019**

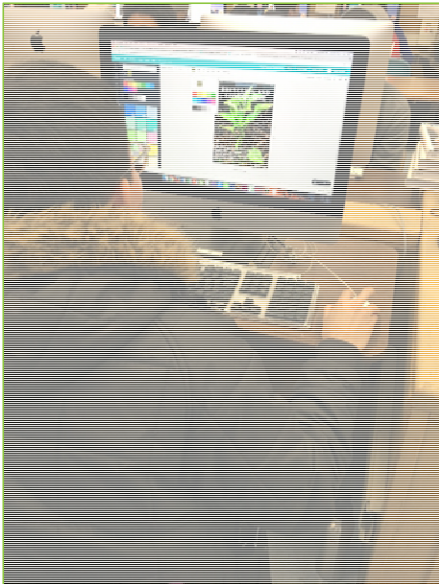
A green circular logo containing a white letter 'H' above the word 'HAYWARD' in white capital letters.

**H**  
HAYWARD



# CELEBRATES EARTH DAY

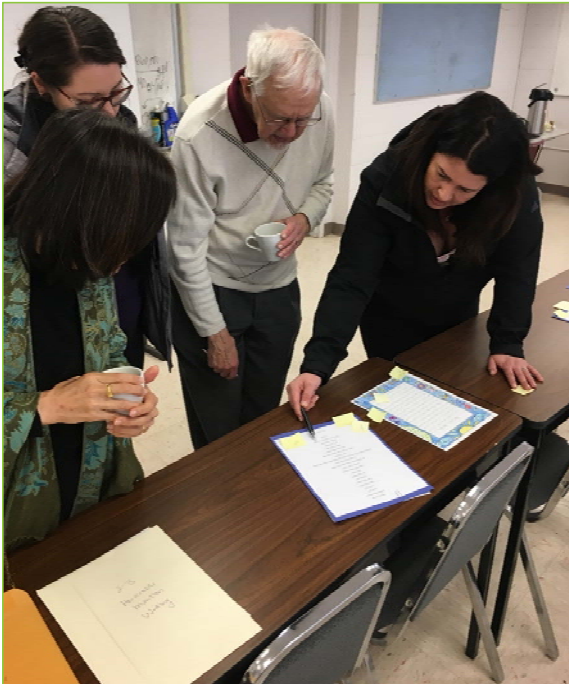
2019





## Poster & Writing Judges

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



Carolina Gainey-Vejar  
Vanessa Gainey-Vejar  
Al Murdach  
Ruey Syrop

# Support

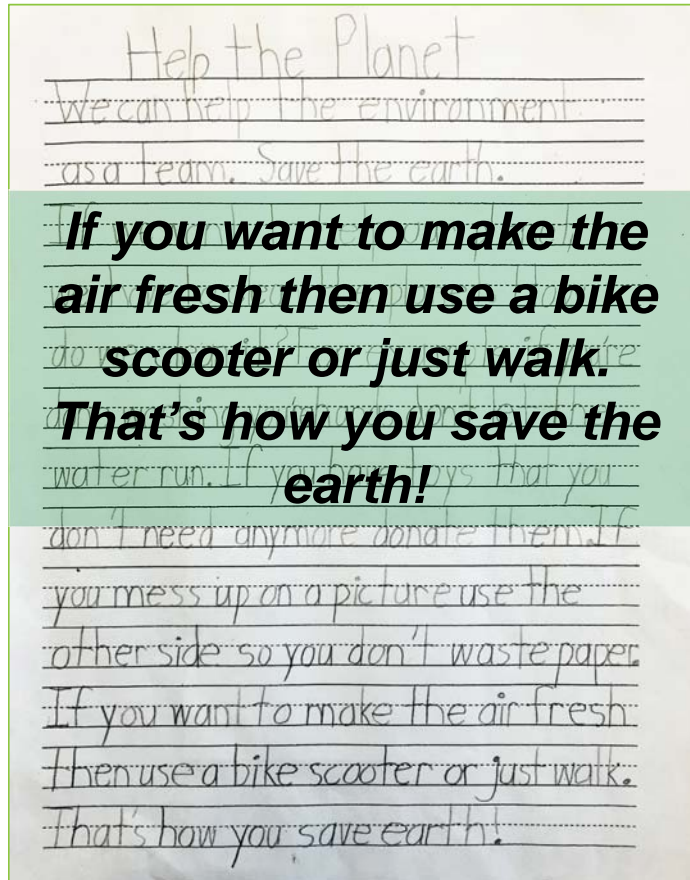
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# Writing Winners

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

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2<sup>nd</sup> PLACE

Juan Picazo

Southgate Elementary School

# Writing Winners

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

NAME: Amélie León DATE: 3-15-19



***I help clean Spring Grove Park in Hayward with my family and City Councilman Mr. Zelmenzo. I believe cleaning parks is important because it creates a clean and safe environment for wildlife and the community. Working together we can have litter-free parks in Hayward.***

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

**Amélie León**

**Schafer Park Elementary School**



# Poster Winners

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

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2<sup>nd</sup> PLACE

**Melany Ortega**

Cherryland Elementary School

# Poster Winners

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

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1<sup>st</sup> PLACE

**Calla Barbe**

Stonebrae Elementary School

# Writing Winners

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

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2<sup>nd</sup> PLACE

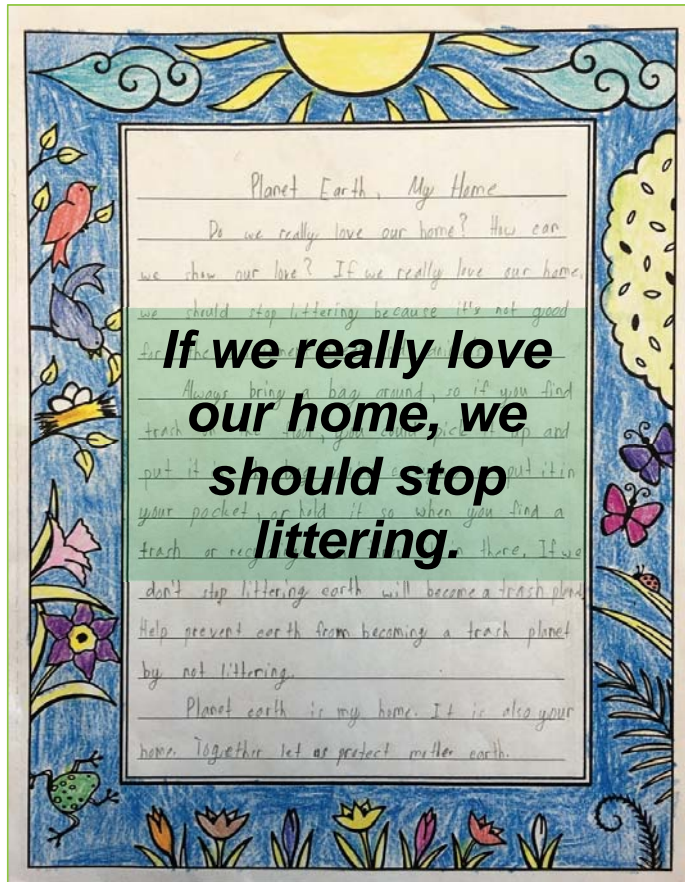
**Caleb Han**

Eden Gardens Elementary  
School

# Writing Winners

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

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1<sup>st</sup> PLACE

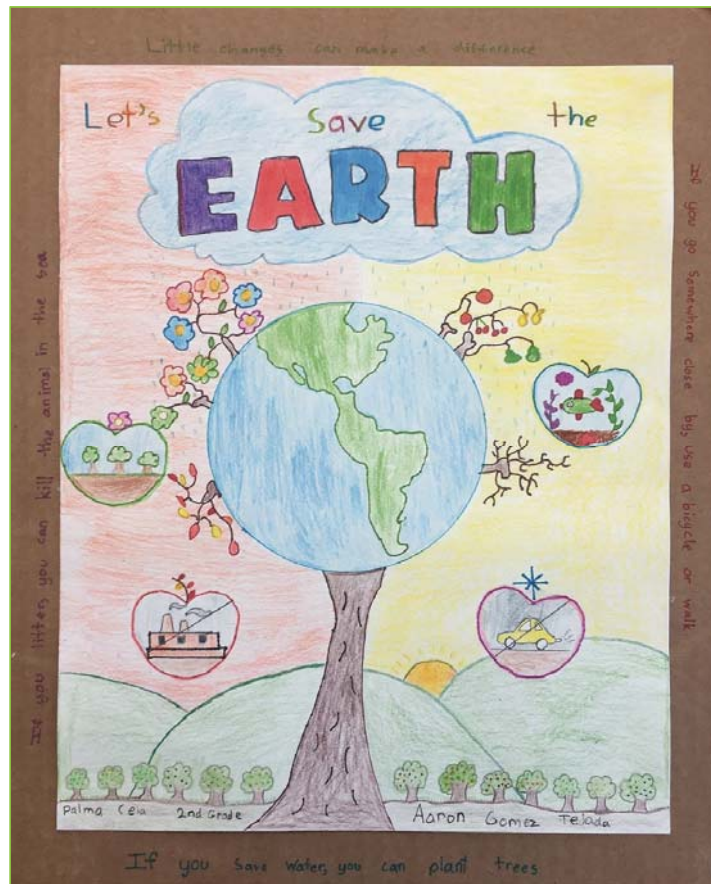
**Christine Batungbakal**  
Southgate Elementary School



# Poster Winners

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

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2<sup>nd</sup> PLACE

**Aaron Jesus Gomez Tejada**  
**Palma Ceia Elementary School**

# Poster Winners

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

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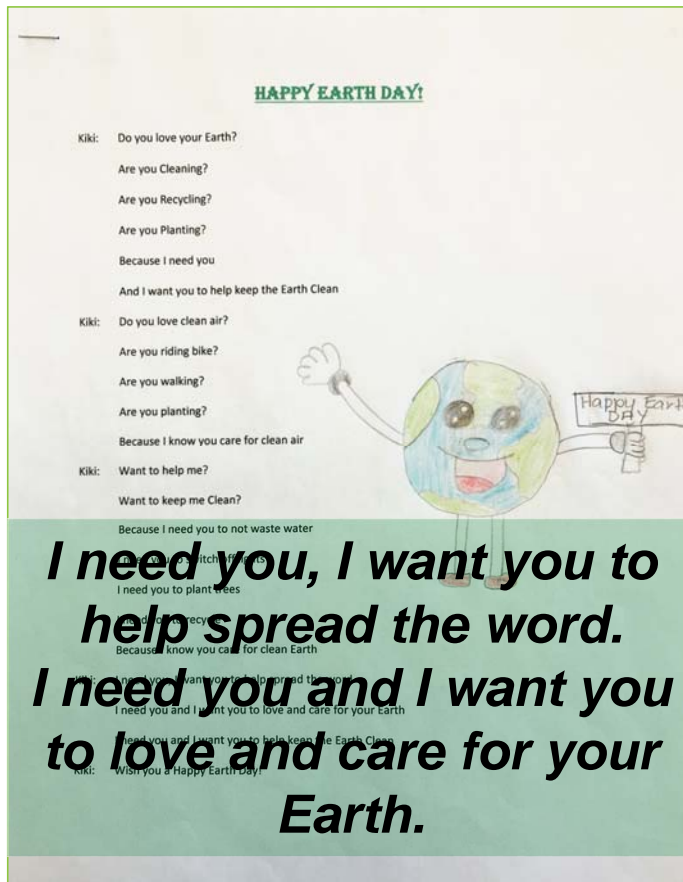
1<sup>st</sup> PLACE

**Olivia Elizarrey**

Longwood Elementary School

# Writing Winners

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



2<sup>nd</sup> PLACE

**Razeen Hafiz**

Eden Gardens Elementary  
School

# Writing Winners

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

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### WATER CONSERVATION

As a young boy growing up, I've always heard the saying "WATER IS LIFE" and have been seeing it as logos on bottled drinking water, but never knew what it really meant. Now I'm older and wiser and understand that without water, there will be no life. No human being, plant or animal can survive without water.

***Now I'm older and wiser and understand that without water, there will be no life.***

Have you ever been faced with the harsh reality of life like coming home from work or school in winter to see a washing machine and there is no water to get a tap to fetch water from a nearby dirty polluted stream to do house chores? Or having to pray for rain so you could catch the water to drink, drink a natural rain, or going to the shops after a storm to get bottled water and the shelves are empty and having to stay weeks sometimes months without no running water? Well I have. So therefore we must practice the good habits of conserving water in schools, at home or any where we use water. We can start by taking simple measures like turn off the tap while washing your hands, when brushing your teeth, when soaping while taking showers, fixing leaks, when doing the dishes etc. We can cut down a whole lot on our high water and electricity bills just by doing those simple things and always take into consideration that **WATER** is one of the most precious and necessary natural resources we need.

1<sup>st</sup> PLACE

**Zyan Sanganoo**

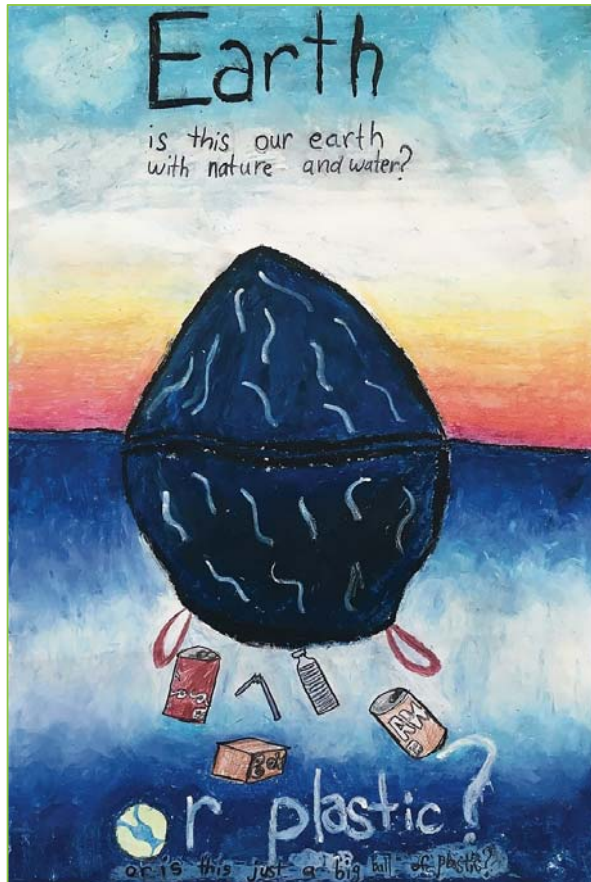
East Avenue Elementary School



# Poster Winners

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

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2<sup>nd</sup> PLACE

**Isabella Villarreal**

Stonebrae Elementary School

# Poster Winners

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

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1<sup>st</sup> PLACE

**Arabella Ancheta**

Schafer Park Elementary School

# Writing Winners

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

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### Earth Day Poster and Writing Contest Essay

Earth is the home of over 7 billion people. Though it is a beautiful place, Earth is disrespected by its inhabitants every day. If the same actions are repeatedly being done, Earth will no longer be able to thrive. Nothing lasts forever, and if nothing is done soon, Earth can

***Everyone has the potential to make change in the world, and good can always be done.***

meet its and sooner than it should. Conservation is essential for Earth, especially with water and energy. Doing simple tasks like taking shorter showers and fixing the leaks in your sink will save a lot of water. Keeping energy usage rates low, turning off lights that are not being used and spending less time on electronics will help plenty.

A litter-free environment can be easily achieved. Earth is currently filled with pollution; toxic waste fills the seas and plastic bags cover the land. Recycling and composting will reduce any debris in sight. Public trash cans, which should be used more, can be found in many places. Just keep garbage where it belongs and a great deal will be done.

Everyone has the potential to make change in the world, and good can always be done. Helping the Earth also means helping those who are on it, and there are no inadequate consequences for being kind. To care can sometimes seem like a small deed, but that one quality can help tremendously with more than what is believed to be. *Be the hero who will make a difference.*

2<sup>nd</sup> PLACE

**Cynthia Sanz**

**Bret Harte Middle School**

# Writing Winners

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

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Earth Day Poem; Mehkai Figueroa

Our planet is changing over time for better or for worse,

We try to just live through our lives,

We let life go its course,

We do a lot to our planet Earth,

**We do a lot to our planet Earth.**

We evolve, develop, create, and more,

There's so much that we construct,

Now there are many ways that we can help our planet thrive,

**We pollute, endanger, and destruct.**

We take some of our items,

And it matters where they are,

We use them in a mixture,

One that can decompose,

Now you're wondering what could be the difference when you take the things you plow,

Now listen to this poem because I'm about to tell you how,

Just look at the big picture and you'll see what I know,

Everything will grow and their colors will show,

You can see that we reap what we sow,

The plants and the trees,

The sky and the seas,

1<sup>st</sup> PLACE

**Mehkai Sowunmi-Figueroa**  
Bret Harte Middle School



# Poster Winners

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

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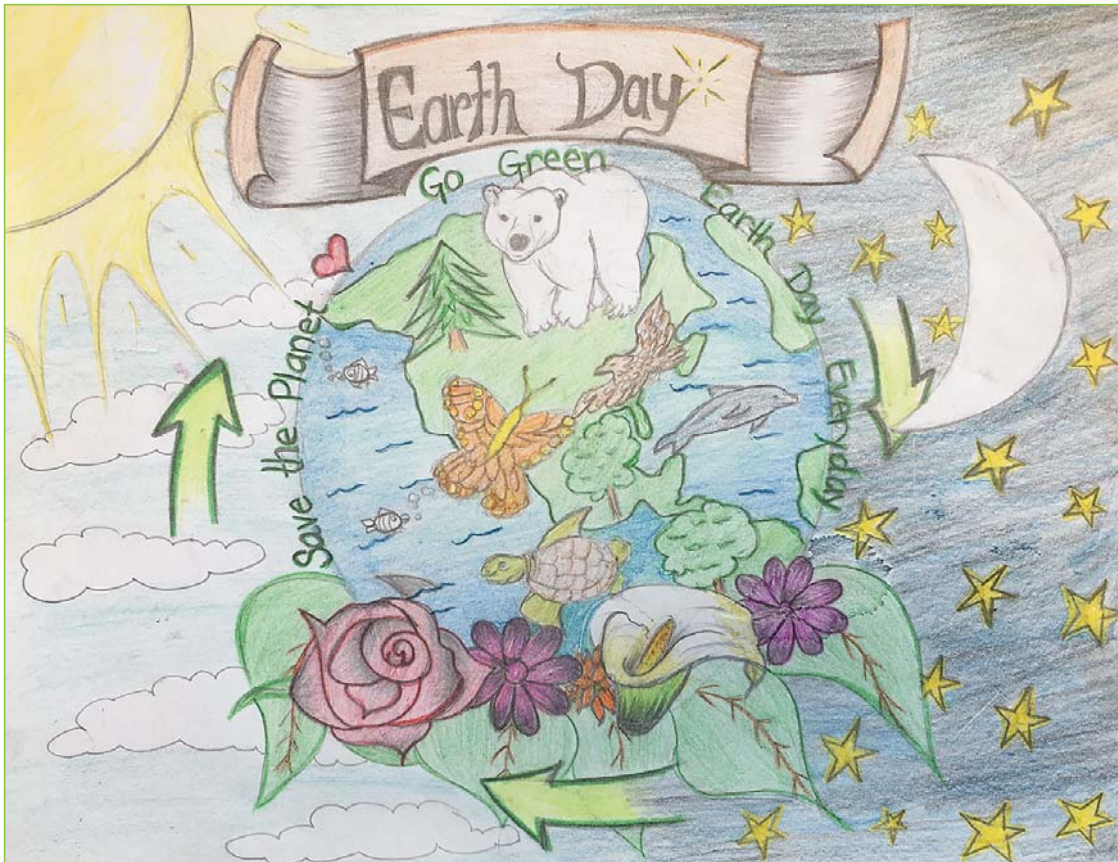
2<sup>nd</sup> PLACE

**Aylin Hernandez-Perez**  
Bret Harte Middle School

# Poster Winners

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

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1<sup>st</sup> PLACE

**Andrea Morales**

**Bret Harte Middle School**

# Writing Winners

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

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Imagine

“Imagine there’s no planet. It’s easy if you try. No trees beneath us. Above us only smog.

Imagine all our children, paying for our mistakes”. In John Lennon’s “Imagine”, he envisions a world where all the problems that plague our society are gone. This version of “Imagine” predicts the inevitable destruction of our planet if we do not solve its biggest problem. Our world

today is ravaged by the endless pollution caused by our cars, planes, and factories. Nearly 15.1 trillion pounds of CO2 are released every year. Scientists warn that if we do not cut our carbon emissions to zero by 2050, the effects of climate change will be irreversible. In a world where people fight in the streets for the last morsels of food because global warming has filled all our crops. Imagine a world where our children are the last of the human race.

***Our generation must be the one to change. We can do our part to reverse our planet’s destruction by recycling our waste and conserving our precious water.***

This “world” will be a reality if we do not act now. Our generation must be the one to change. We can all do our part to reverse our planet’s destruction by recycling our waste and conserving our precious water. We must also shift our sources of energy from fossil fuels to renewable energy sources. New promising renewable energy sources, such as deep-sea tidal wave energy and high-altitude wind energy show incredible potential as energy sources for the future. We must act now to save our planet, while we still can.

2<sup>nd</sup> PLACE

**Santo Lukito**

**Mt. Eden High School**

# Writing Winners

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

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Life on Earth

Nice green leaves on big tall trees.

Flowers covered in pollen, the Earth is dying because it's trees have fallin'.

The world is crazy, the ocean is wavy, don't throw trash on the floor because you're too lazy.

*The world is crazy, the ocean is wavy, don't throw trash on the floor because you're too lazy.*

We gotta make the earth healthy, help the poor become wealthy.

Everybody gotta eat, we don't have to kill every animal for some meat.

Eat some fruit, work hard to go get that loot.

I'm not the best at poems but I'm still gonna show them,

Everybody in my life who has helped me, I owe them.

Trash fills the ocean, dry skin, lotion,

Saving the earth is my devotion.

1<sup>st</sup> PLACE

Marlin Brown

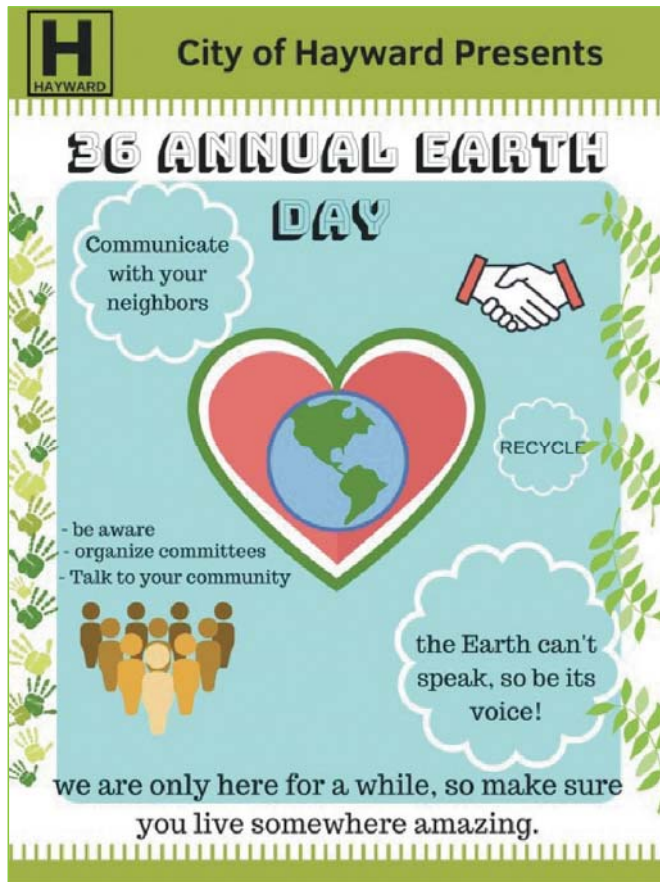
Tennyson High School



# Poster Winners

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

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2<sup>nd</sup> PLACE

**Yareli Moreno**

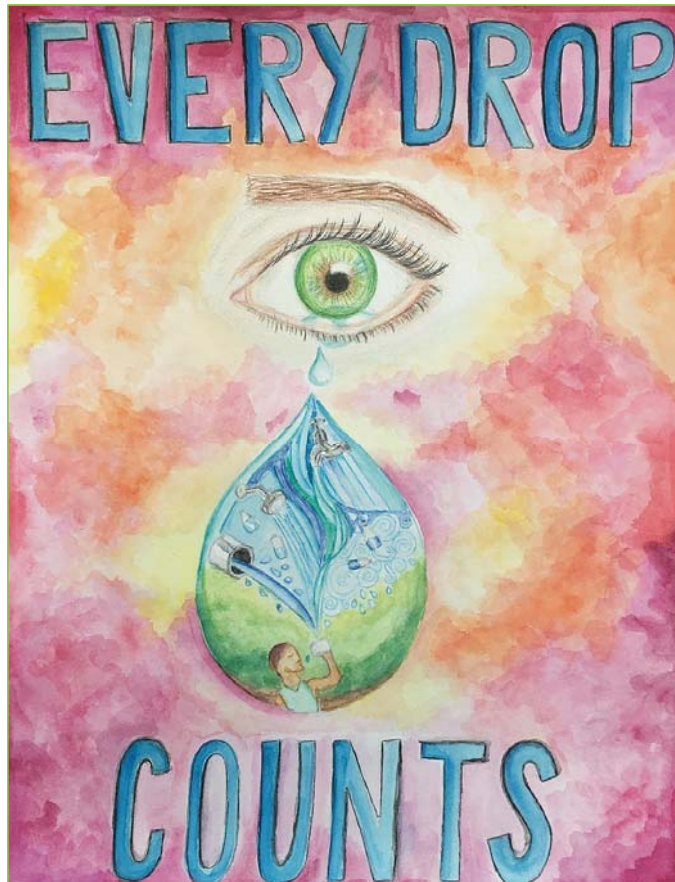
Mt. Eden High School



# Poster Winners

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

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1<sup>st</sup> PLACE

**Angelica Chan**

California Crosspoint Academy

## Teachers with Essay Winners

**Mrs. Blumenfeld & Brenda Reynoso**

Schafer Park Elementary School

**Maggie Albarran**

Southgate Elementary School

**Sukhwinder Singh**

Southgate Elementary School

**Amelia Perez-Huynh**

Eden Gardens Elementary School

**Giavanni Coleman**

East Avenue Elementary School

**Jill Zavala**

Eden Gardens Elementary School

**Vanessa Smith-Stucky**

Bret Harte Middle School

**Edgar Monroy**

Bret Harte Middle School

**Charlie Stephens**

Tennyson High School

**Ashley Walker**

Mt. Eden High School

## Teachers with Poster Winners

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**Alice Chiu**

Stonebrae Elementary School

**Amanda Lockwood**

Cherryland Elementary School

**Thomas Parker**

Longwood Elementary School

**Jade Duong**

Schafer Park Elementary School

**George Kwong**

Schafer Park Elementary School

**Clara Delsener**

Stonebrae Elementary School

**Nicole Andrews**

Bret Harte Middle School

**Vanessa Smith-Stucky**

Bret Harte Middle School

**Carey Fong**

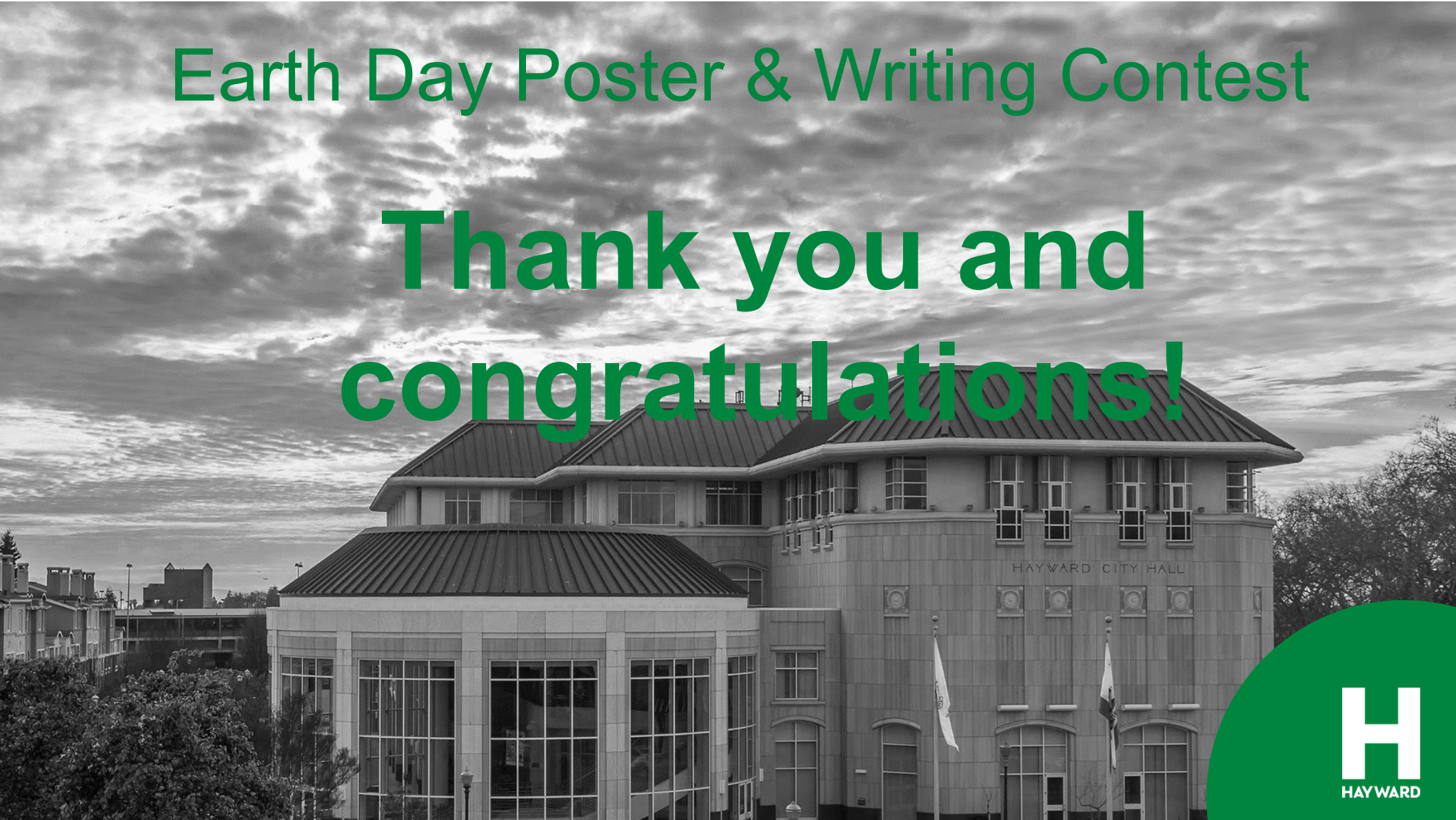
California Crosspoint Academy

**Katherina Miranda**

Mt. Eden High School

# Earth Day Poster & Writing Contest

**Thank you and  
congratulations!**



**H**  
HAYWARD

**ITEM 7 – WS 19-030**

**OVERVIEW OF THE 2019 RESIDENT  
SATISFACTION SURVEY RESULTS**





# Hayward Community Survey 2019

*Key Findings from a Survey of Local Residents  
Conducted April 7-17, 2019*



OPINION  
RESEARCH  
& STRATEGY

# Methodology

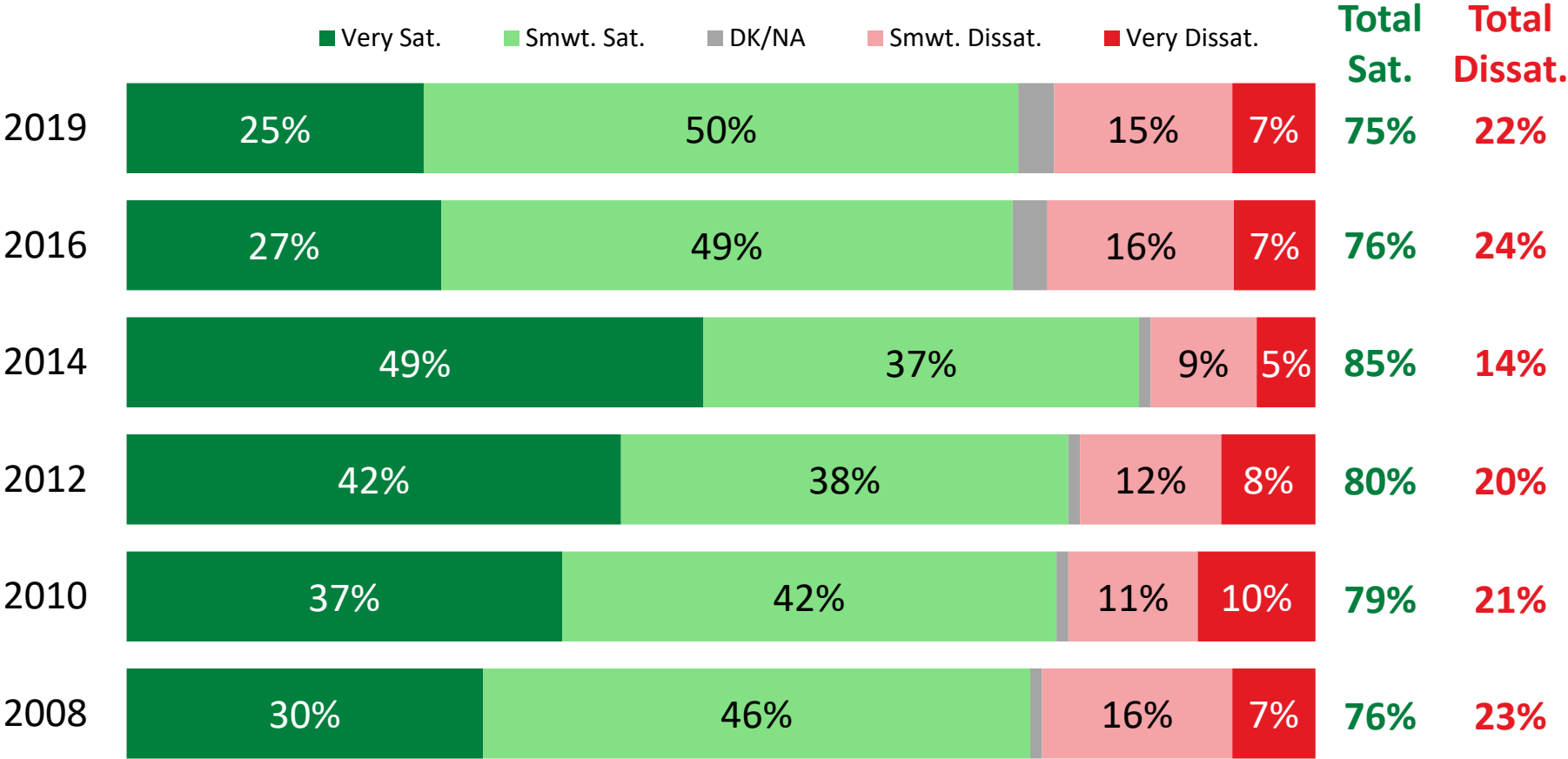
- ✓ 663 interviews with registered voters in Hayward, weighted to reflect the adult population of the city per the US Census American Community Survey
- ✓ Conducted April 7-17, 2019, online and via landline and cell phones in English and Spanish
- ✓ Margin of sampling error of +/-4.0% at the 95% confidence interval
- ✓ Due to rounding, some percentages do not add up to 100%
- ✓ Selected comparisons to prior surveys conducted by Godbe Research



# Views of the Hayward Community

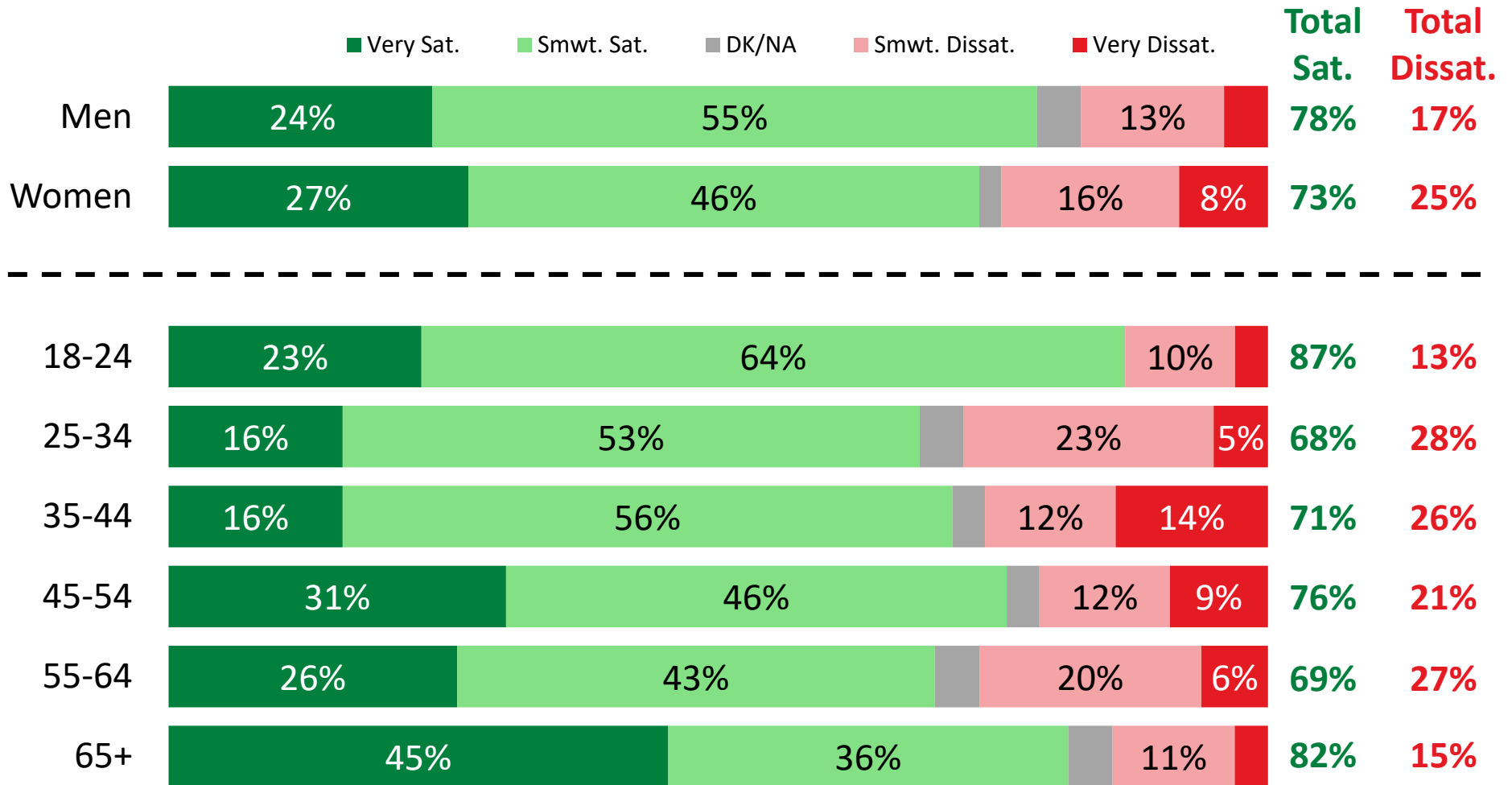
# Three-quarters of Hayward residents are satisfied with quality of life, though less intensely than they were a few years ago.

*I'd like to get your overall opinion of living in the City of Hayward. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Hayward?*



# Seniors are the most likely to say they are "very satisfied" with quality of life.

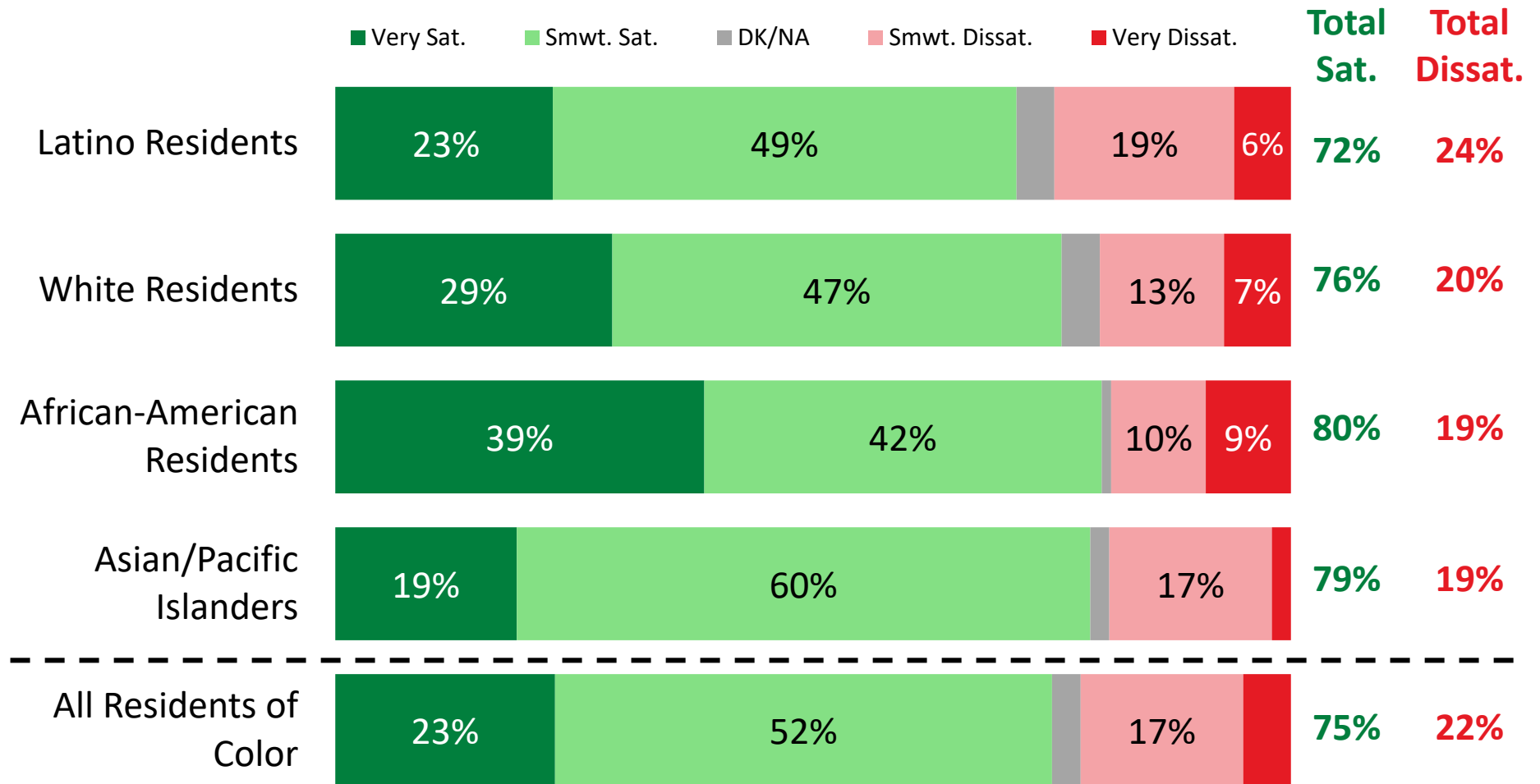
Hayward Satisfaction by Gender & Age





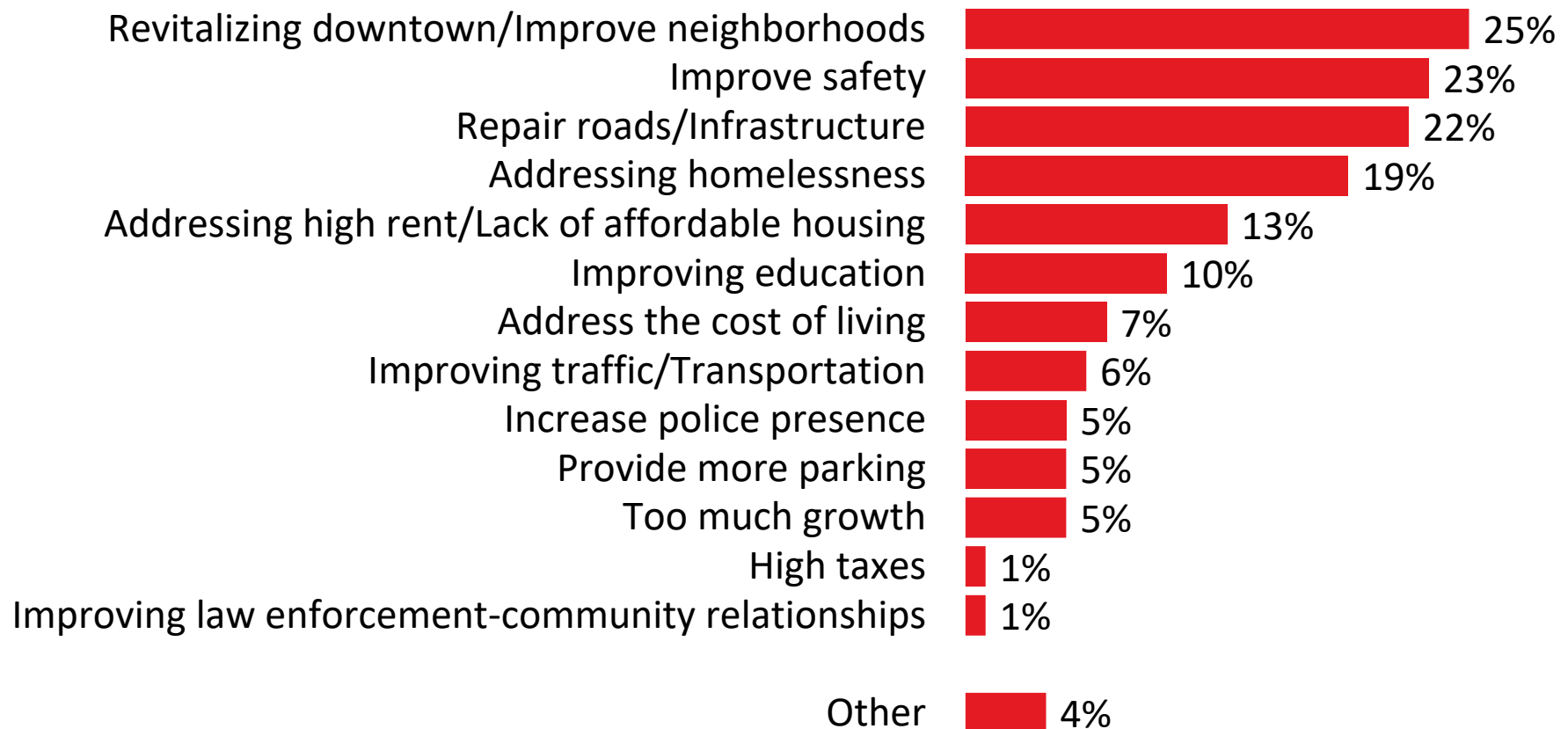
# More than seven in ten are satisfied across ethnic groups, though intensity varies.

Hayward Satisfaction by Ethnicity



# Those who are not satisfied with quality of life had a variety of ideas for improvement.

*In a few words of your own, what is the most important change that could be made to improve quality of life in Hayward?  
(Open-Ended; Asked of Those Dissatisfied Only, N=146)*



# Most Important Change (Verbatim Responses)

A vibrant downtown and traffic control. They are building too many high-density housing units without planning for recreation and shopping.

Better education for kids. I think we have enough police. Let's focus more on schools and education.

Areas west of the 880 seem to be ignored.

There's a lot of traffic. It used to be a small town and now it's becoming a busy city.

Increase access to healthy foods and the natural environment like parks and scenery.

More action on road quality. There are too many potholes.

Help the homeless.

Get rid of the Loop.

Just the street cleaning and making sure the environment is clean; it's just very dirty at times.

Rent control. It's so expensive I will have to leave the area soon.

Rent control.

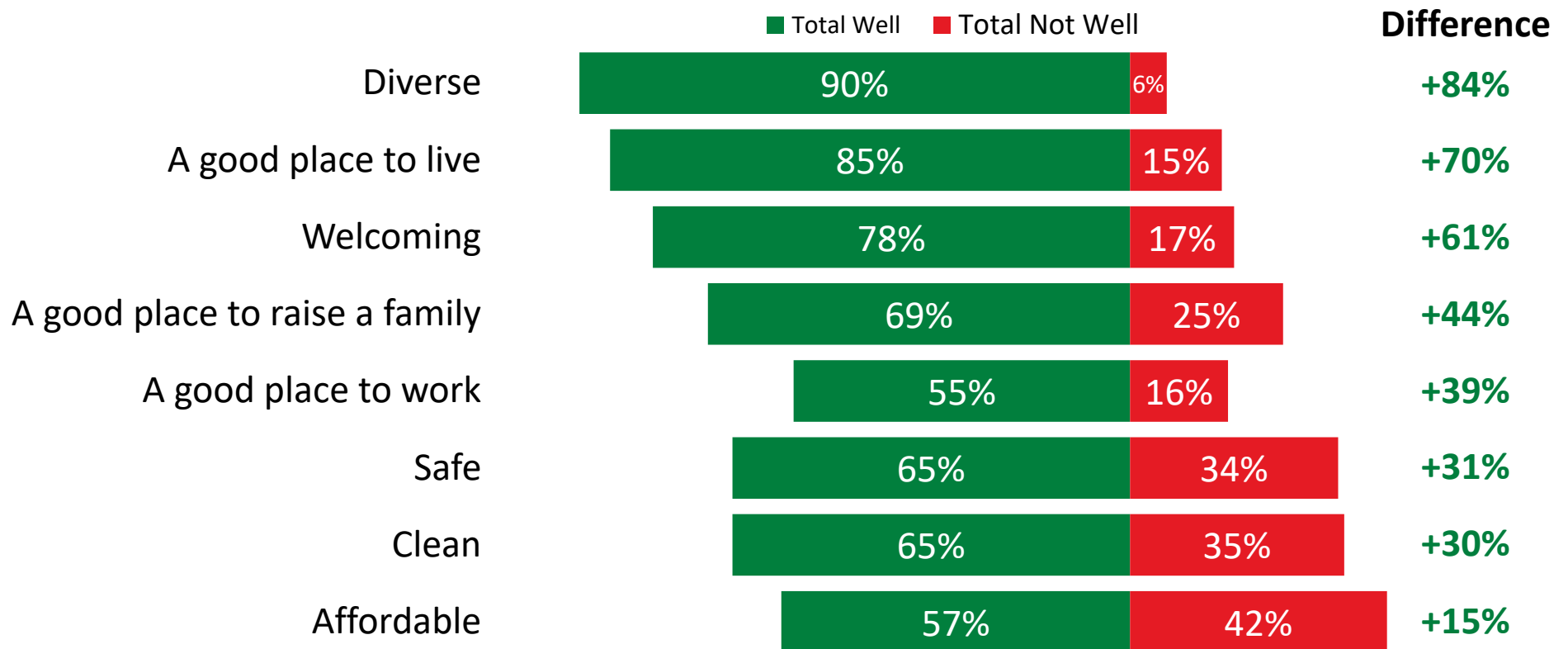
Clean streets, safer BART.

The rent is too damn high.

I have kids and I feel like education should be improved in Hayward. Clean up the streets too.

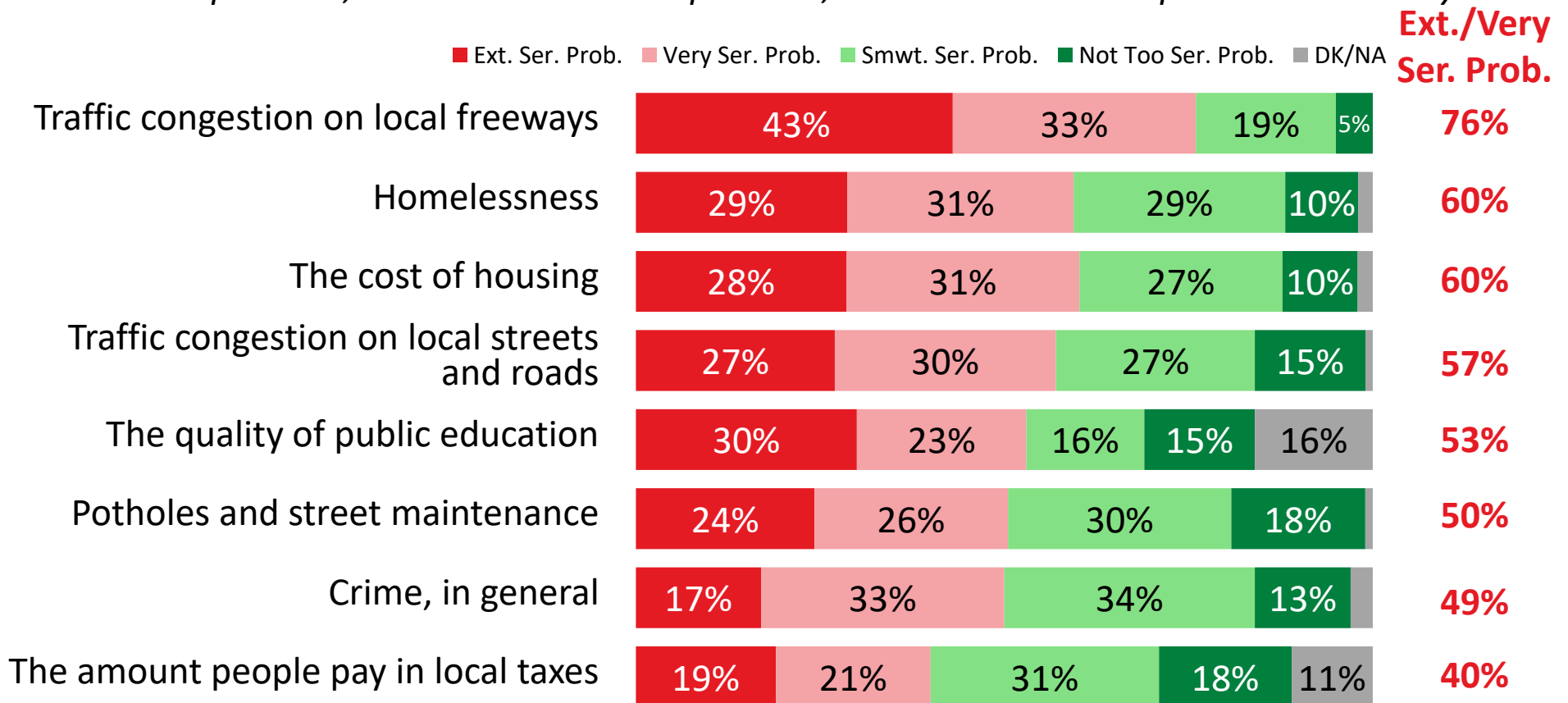
# Residents broadly describe the city as “diverse,” “welcoming,” and a good place to live and raise a family.

*I am going to read you some words and phrases that might describe Hayward. Please tell me whether you think each of the phrases below describes Hayward very well, somewhat well, not too well, or not well at all.*



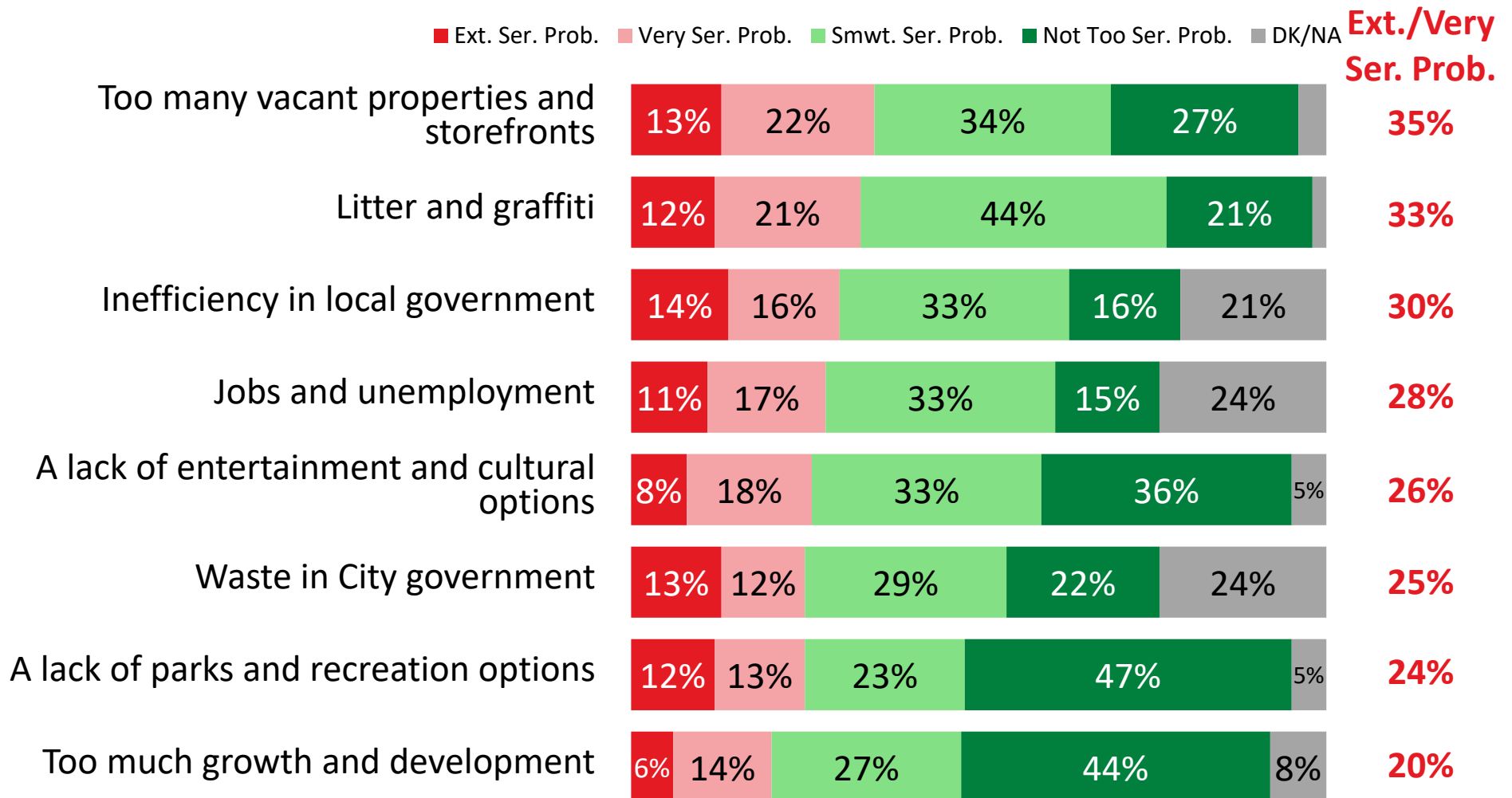
# More than two in five are concerned about traffic on local freeways; homelessness and housing costs are also intense concerns.

*I am going to read you a list of issues that some people say might be problems in Hayward. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city.*





# Very few, by contrast, are intensely worried about the rate of development.

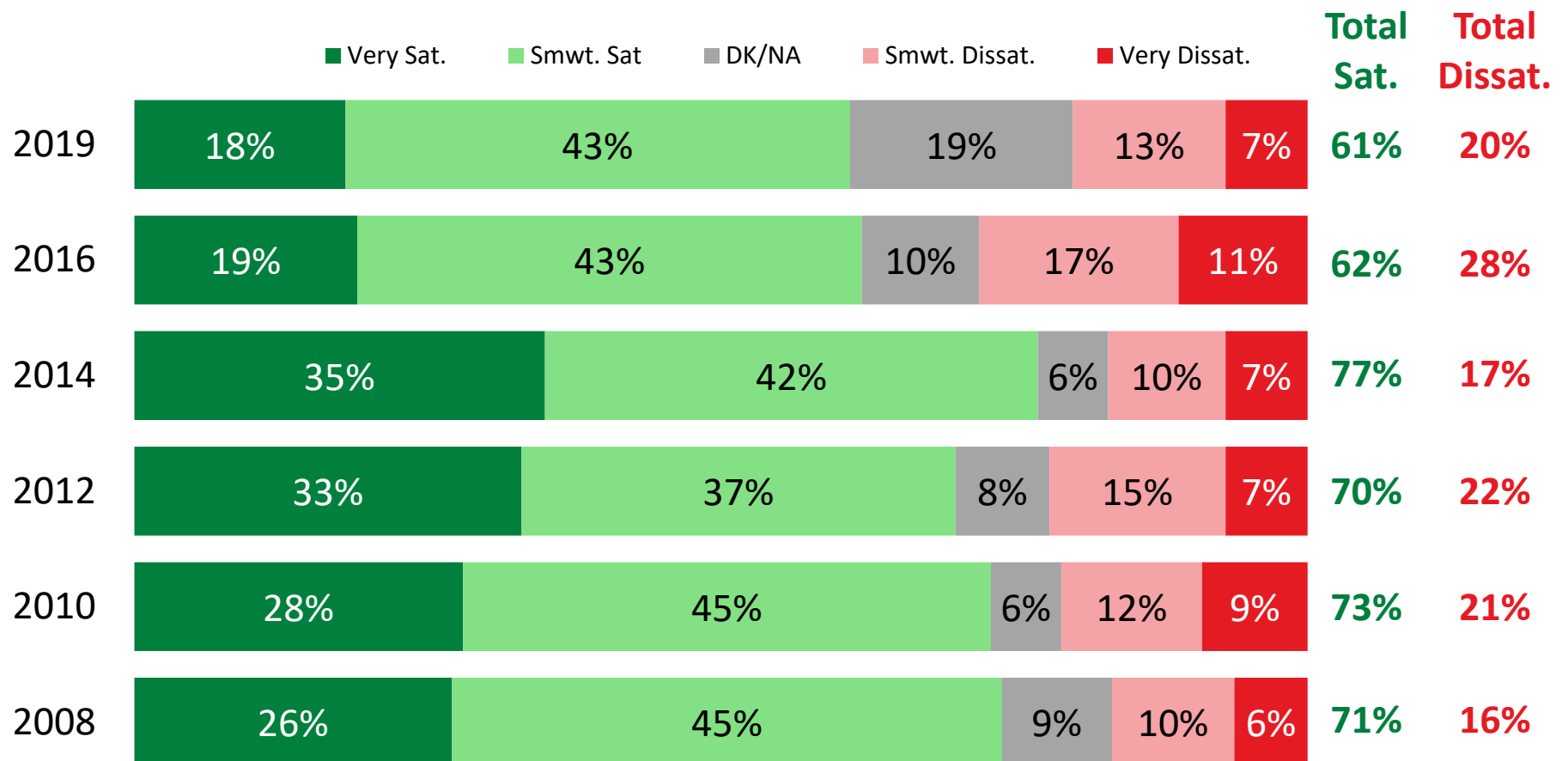




# Satisfaction with City Government

# Three in five are satisfied with Hayward's resident services, similar to 2016.

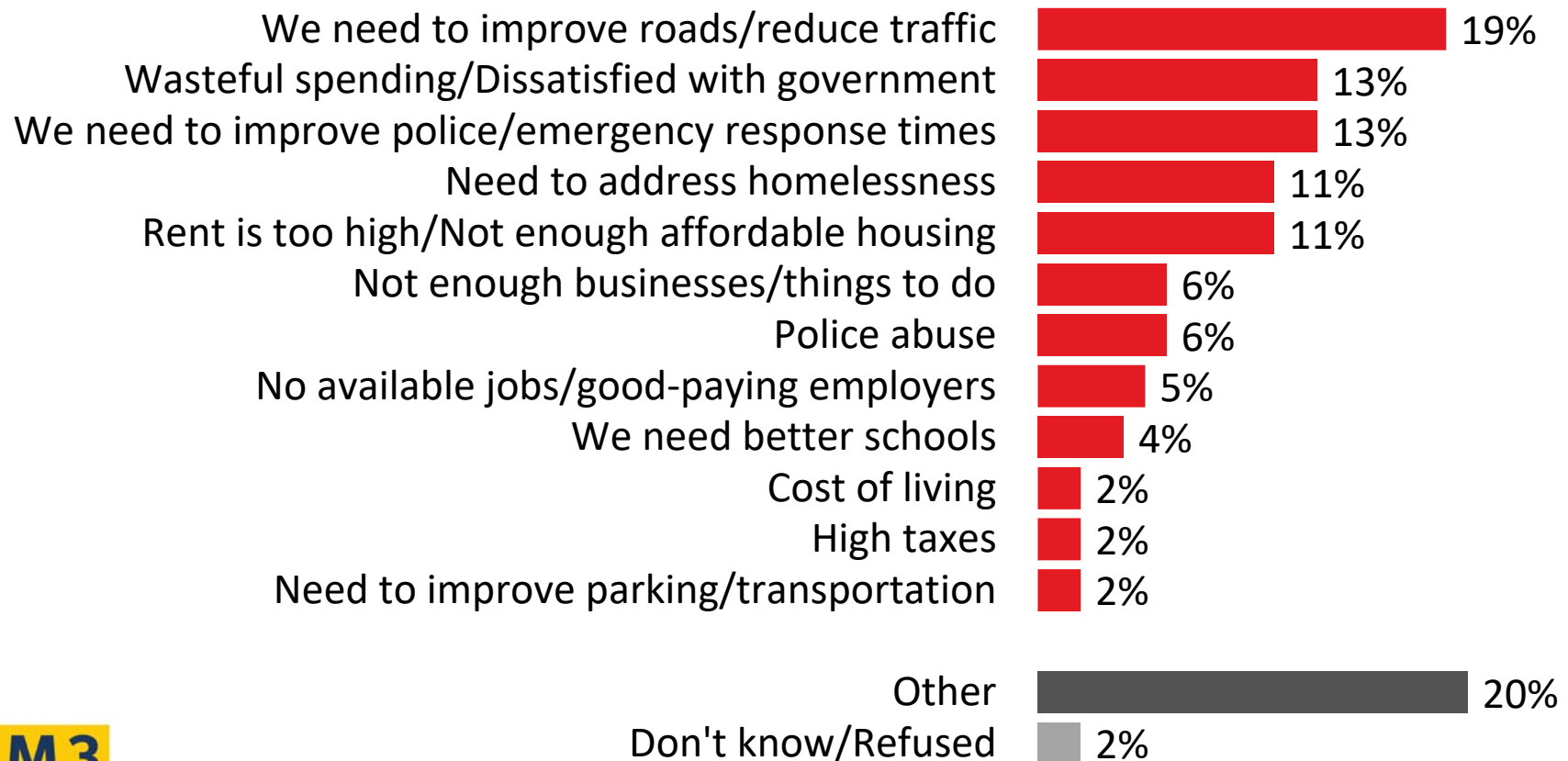
*Overall, are you satisfied or dissatisfied with the job the City of Hayward is doing to provide resident services?*



# Those who are dissatisfied with City services want to see traffic, police, homelessness and housing costs addressed.

*What makes you dissatisfied with the job the City of Hayward is doing to provide resident services?*

*(Open-Ended; Asked of Those Dissatisfied Only, N=135)*



# Reasons for Dissatisfaction with City Services

I saw the new library they're trying to build and I think it's a waste of money.

You have to commute to another town and work because the rent is too high.

The roads can't be driving more than 15 mph with knocking your teeth out. Also, the downtown area is very dangerous.

The resident services seem more targeted to wealthy areas than low-income areas.

People are on the streets because it's too expensive to live.

I don't think we have enough police patrolling. There are a lot of packages stolen, mailboxes being broken into, and stealing of cars.

Bowling alleys, a skating rink, and theaters were closed years ago and weed-covered lots remain.

There are streets that are not lighted. It's scary to walk at night in those areas.

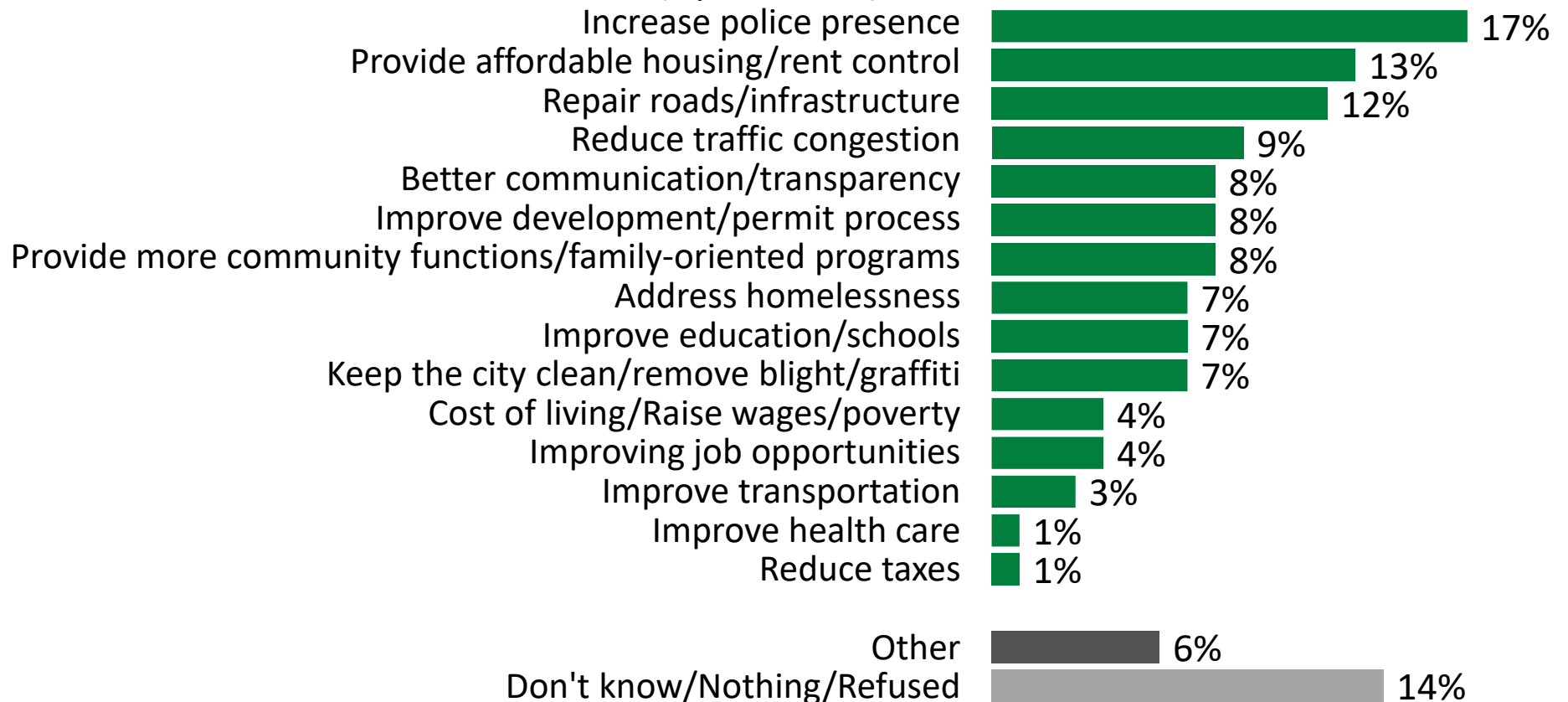
City of Hayward is not doing anything as far as rising rents for middle class. Potholes are not fixed, garbage service is not great. Rising energy and gas prices are overlooked. Common people's voice not heard.

The highest sales tax, the highest rents, and what "services" exactly are you talking about?

# Police patrols and housing affordability are seen as the issues deserving the most attention from City government.

*In your opinion, what is the most important thing the City of Hayward can do to improve City services for the people who live and/or work here?*

*(Open-Ended)*





# Most Important Improvement (Verbatim)

Rent control, improving schools, and traffic congestion.

Match the cost of living to wages. Both go hand in hand. People are leaving Hayward because rents have skyrocketed.

Improve access for those who don't use cars. There are too many sidewalks with mud/grass at the curb, interfering with wheelchair access at bus stops.

I would say increase in police training and how to handle gangs and relate to people.

Traffic! The Hayward Loop was a horrible idea and with so much construction on new houses/condos traffic is only going to get worse!

A few years ago, repaving seemed to be a big project, but haven't seen much activity there recently. There needs to be a Pothole Elimination Team - make it a PET project.

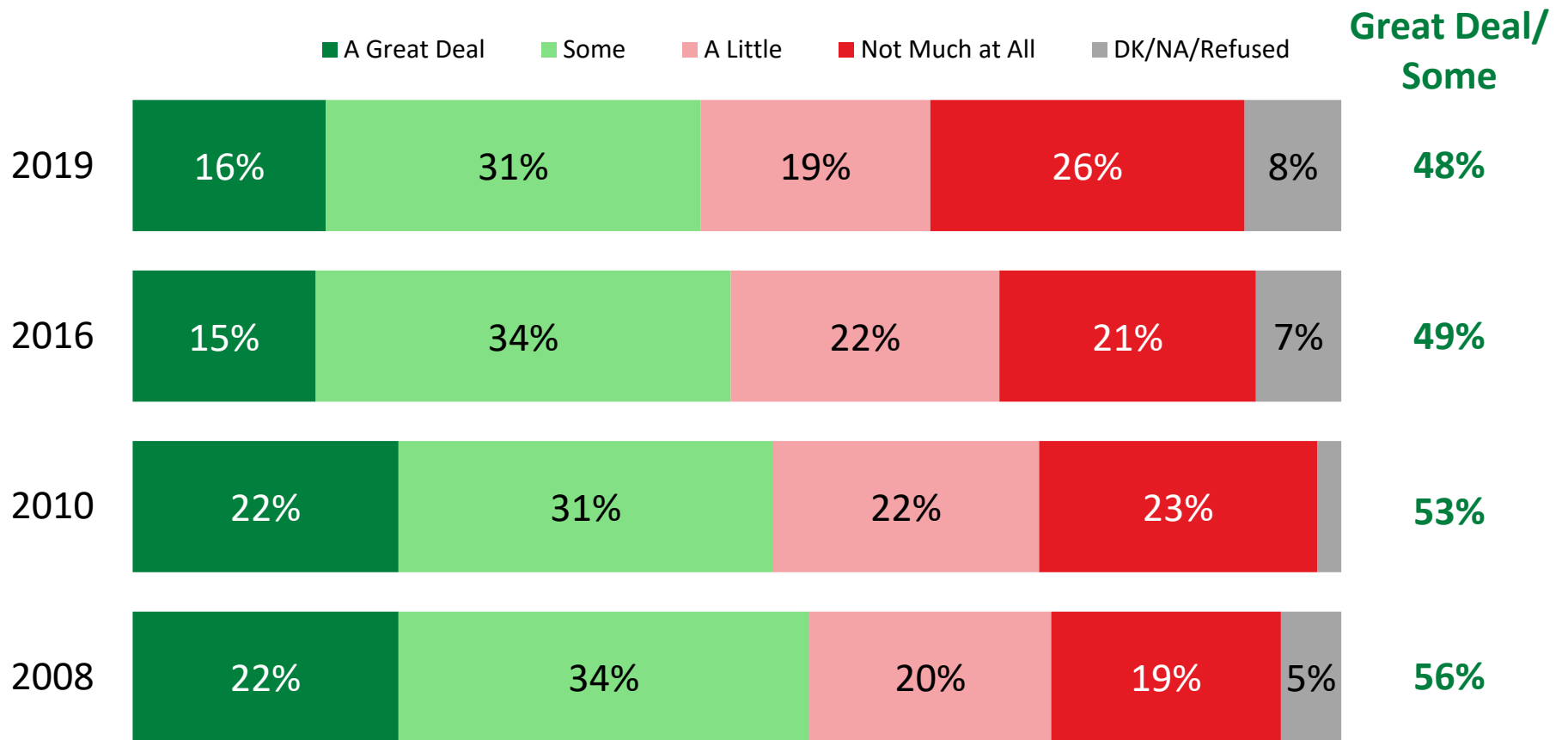
Provide more affordable housing for families and the homeless. I'm tired of seeing people sleeping in cars in my neighborhood.

Stop wasting money. They have a lot of programs.

Renegotiate the Waste Management contract. I'm paying \$70, while San Lorenzo is paying around \$26. Seems like someone is lining their pockets.

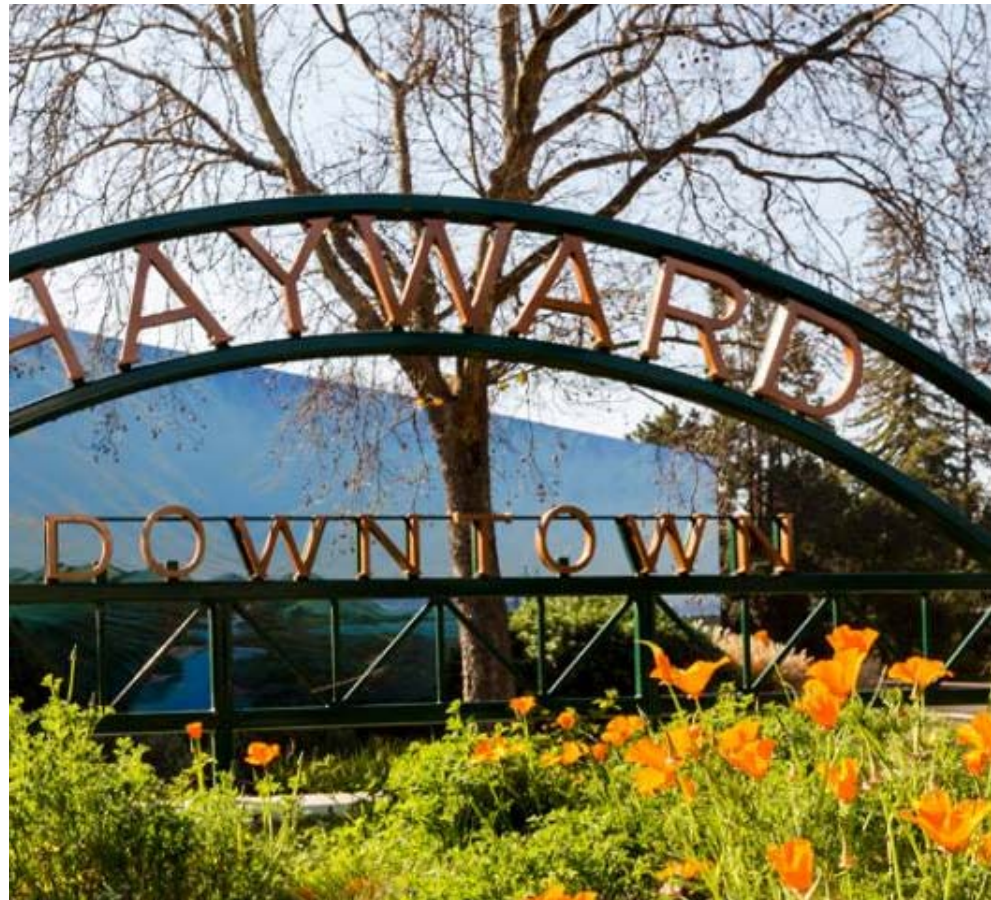
# A declining share feel they have the opportunity to voice their concerns about major community issues.

Overall, as a resident of the City of Hayward, how much of an opportunity do you feel that you have to voice your concerns on major community issues that affect your life?



# Assessing City Services

- Respondents were asked to rate the importance of 28 aspects of local life: is it 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 the a list of 26 services and programs that largely corresponded with these aspects.
- We also looked at the interaction of importance and satisfaction levels to show areas of strength and areas for improvement.



# There are increases in satisfaction around safe neighborhoods, streets and sidewalks.

*(Informed Satisfaction)*

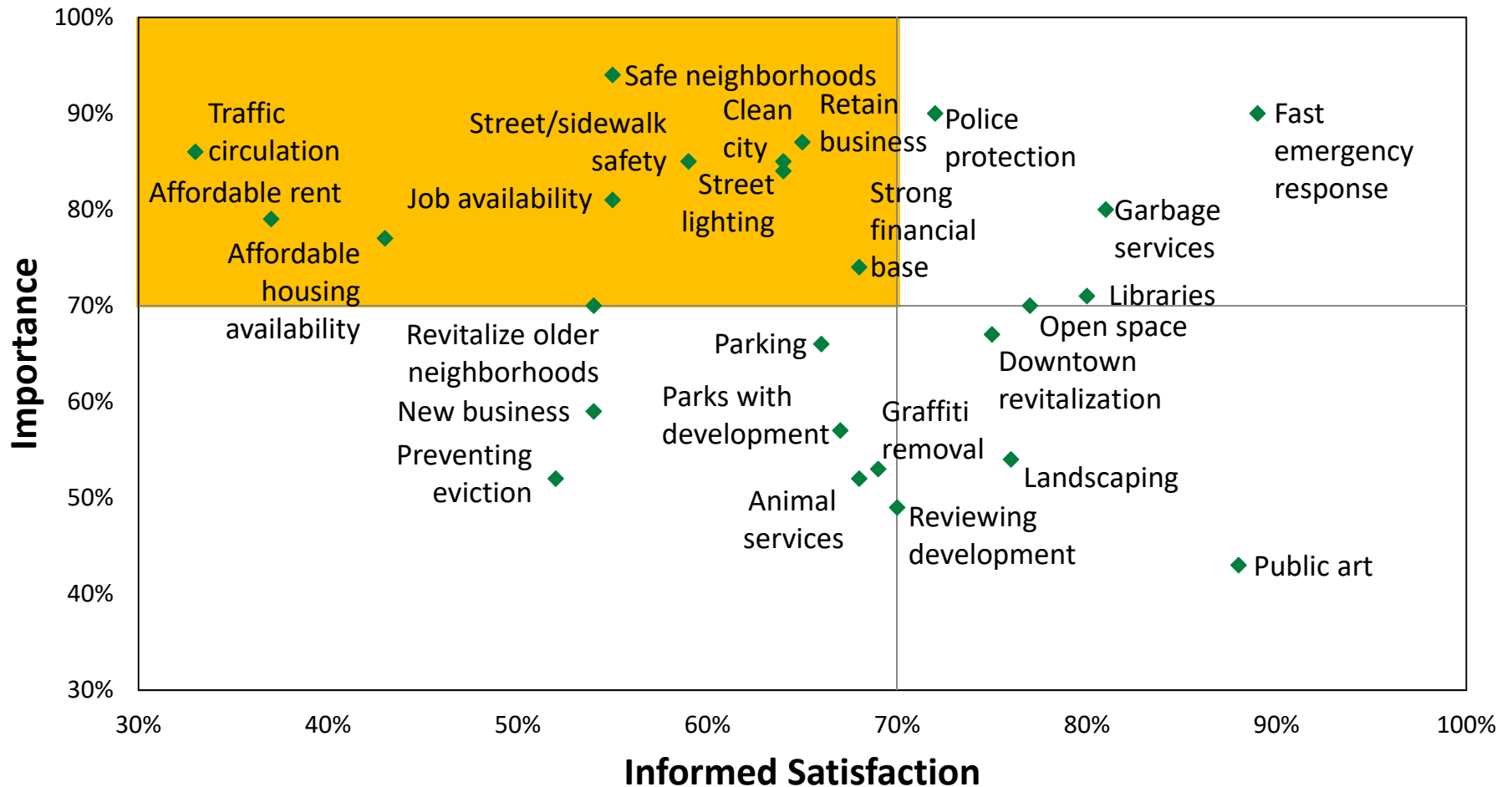
Services and Programs	2016	2019	Difference 2016-2019
Reviewing development applications	96%	70%	+26%
Safe neighborhoods	67%	55%	+12%
Safe streets/sidewalks	70%	59%	+11%
Parks added along with development	77%	67%	+10%
Libraries	89%	80%	+9%
Street lighting	73%	64%	+9%
Traffic circulation	42%	33%	+9%
Animal services	77%	68%	+9%
Revitalized older neighborhoods	60%	54%	+6%
Fast emergency response	94%	89%	+5%
Adequate parking	70%	66%	+4%
Attracting new businesses	58%	54%	+4%

# There has been a decline in satisfaction in the City's work retaining existing businesses.

*(Informed Satisfaction)*

Services and Programs	2016	2019	Difference 2016-2019
A clean city	68%	64%	+4%
Graffiti removal	71%	69%	+2%
Landscaping/medians	78%	76%	+2%
Police protection	74%	72%	+2%
Strong financial base	70%	68%	+2%
Increasing job availability	56%	55%	+1%
Revitalizing downtown	75%	75%	0%
Garbage services	81%	81%	0%
Open space	76%	77%	-1%
Availability of affordable housing	41%	43%	-2%
Public art	85%	88%	-3%
Retaining businesses	56%	65%	-9%

# Areas for improvement include traffic, housing, jobs, and safety of streets and sidewalks.



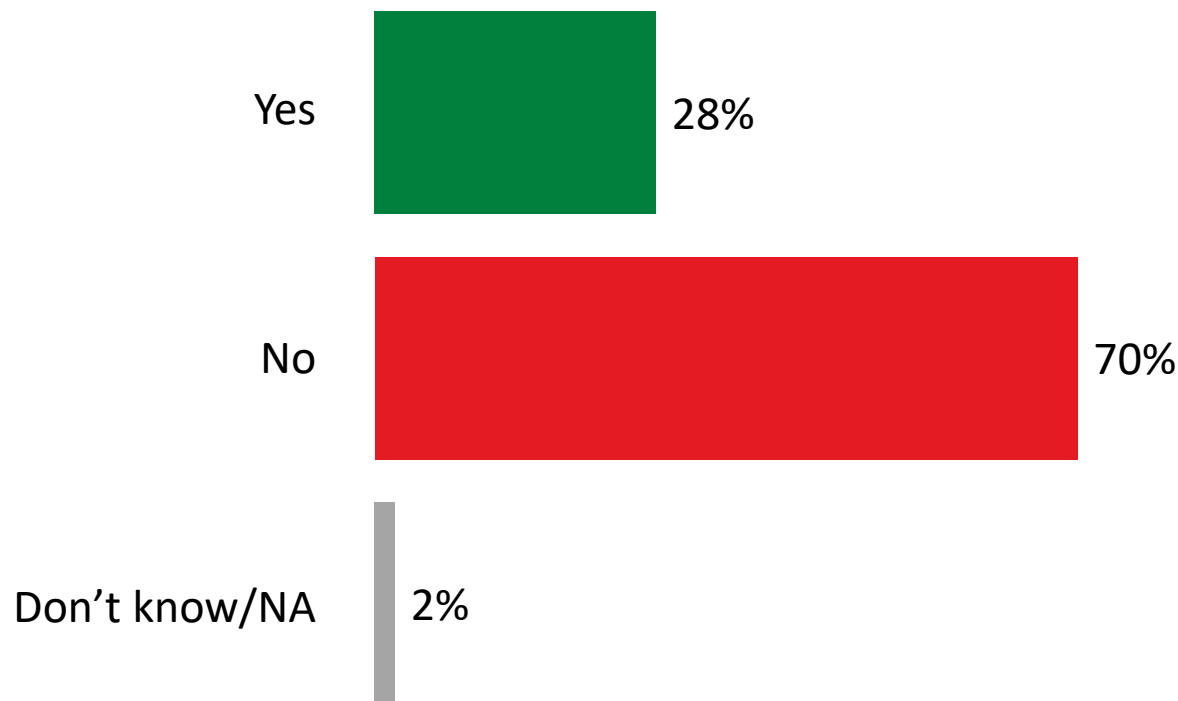




# Satisfaction with City Staff

# Just under three in ten say they have contacted the City in the last year for something other than an emergency.

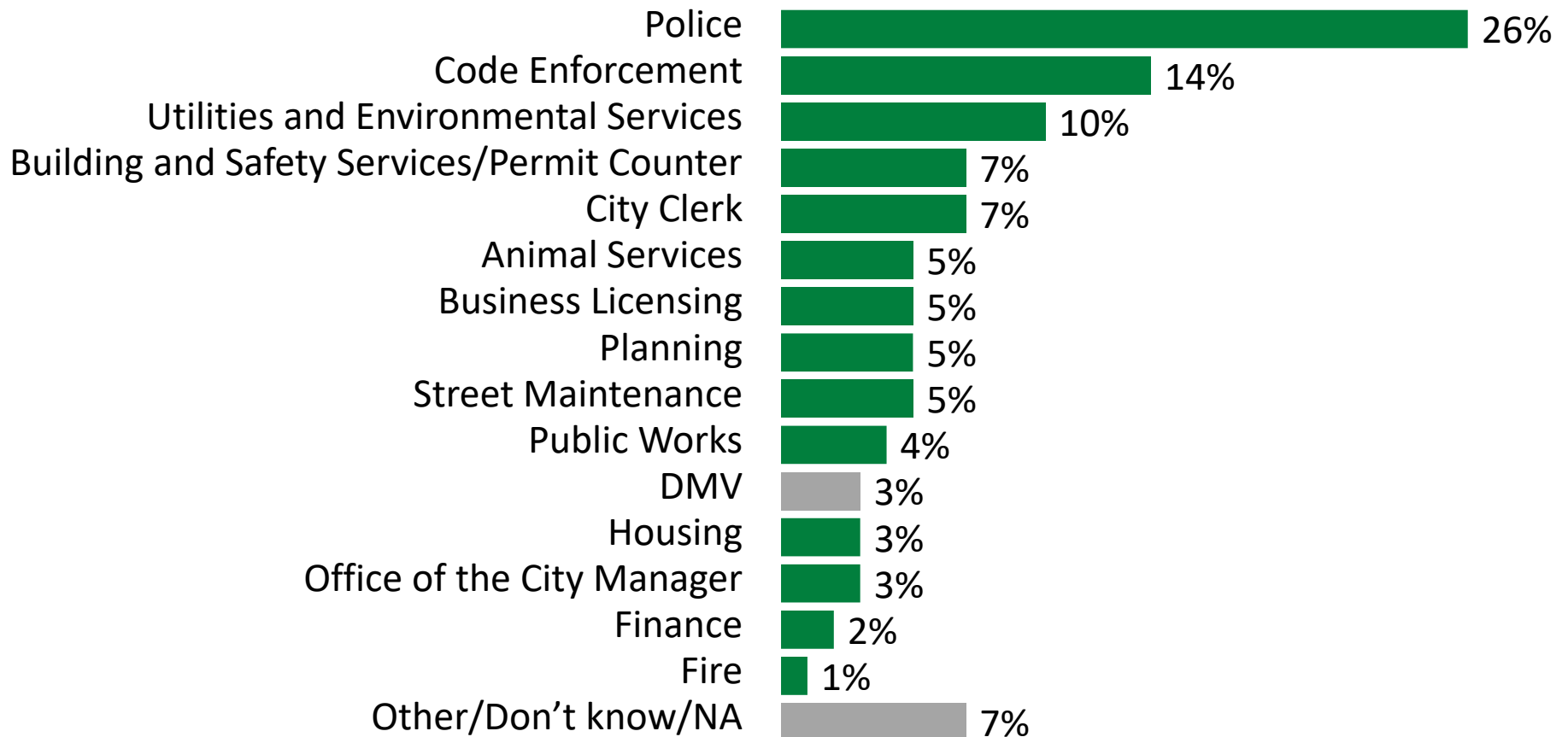
*In the past 12 months, did you contact a City of Hayward department for any reason other than an emergency?*



Since 2008, surveys have found between 31% and 19% answering “yes” to this question.

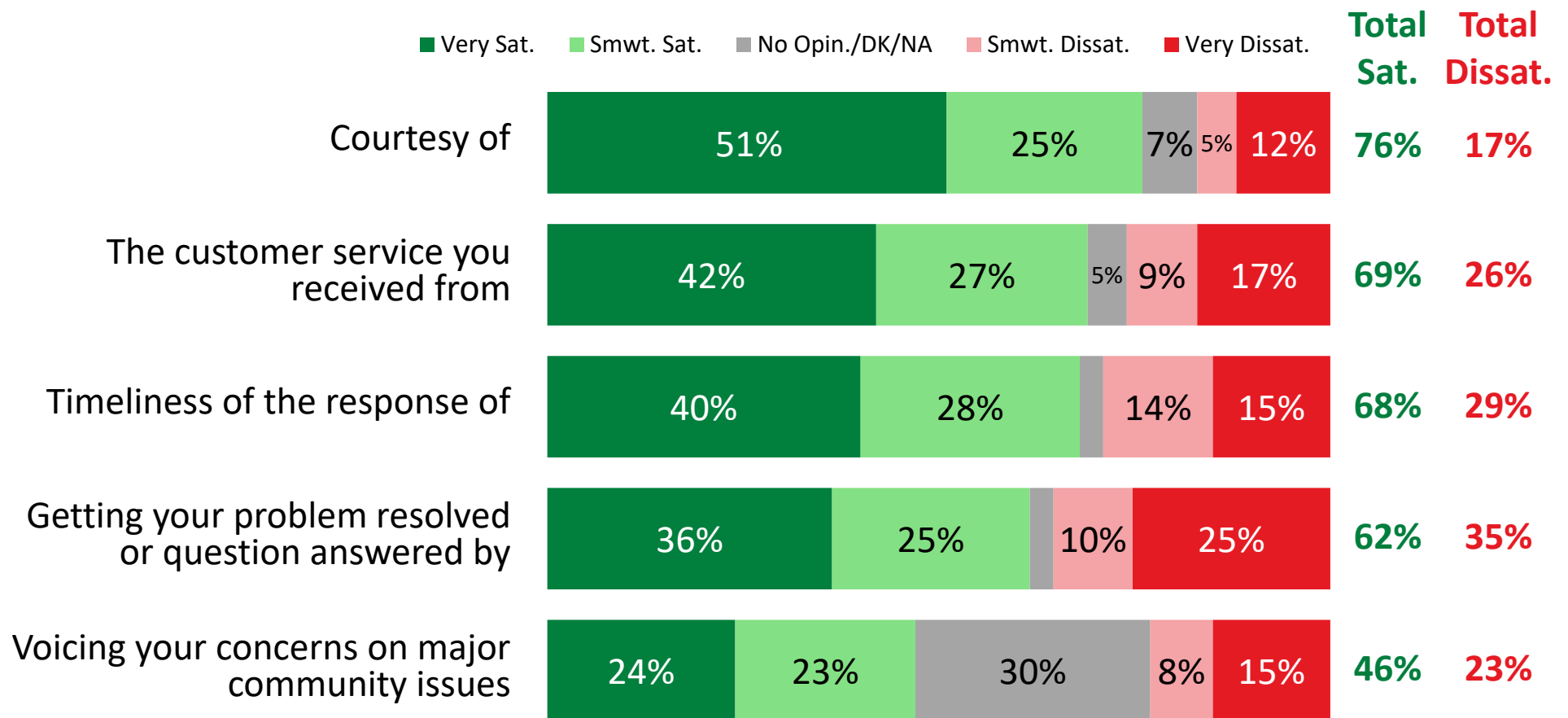
# For one-quarter of these residents, their contact is with the police.

*With which City department did you have contact?  
(Open-Ended; Asked of Those with Contact Only, N=188)*



# Residents are largely satisfied with courtesy, timeliness and customer service.

Were you satisfied or dissatisfied with \_\_\_\_\_ the Hayward City employee or employees with whom you had contact? Asked of Those With Contact Only, N=188



# Unlike prior years, fewer than half say they are satisfied with “voicing concern on major community issues” in their interaction.

*(Total Satisfied)*

Action	2008	2010	2012	2014	2016	2019	Difference 2016-2019
Courtesy of	91%	78%	88%	85%	78%	76%	-2%
The customer service you received from	86%	84%	76%	88%	73%	69%	-4%
Timeliness of the response of	--	78%	74%	78%	73%	68%	-5%
Getting your problem resolved or question answered by	79%	67%	77%	73%	70%	62%	-8%
Voicing your concerns on major community issues	--	--	62%	61%	57%	46%	-11%

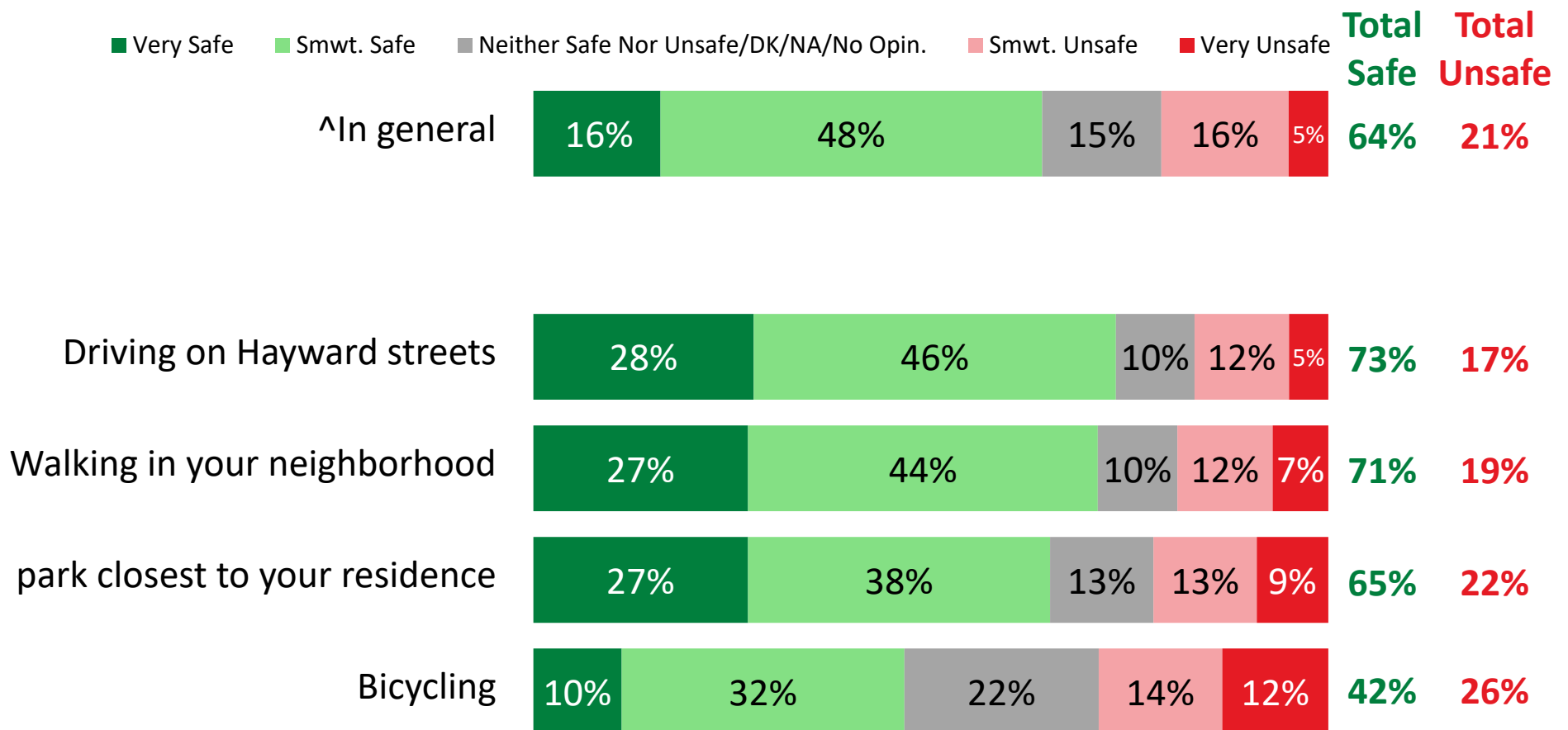


# Safety and Police Services



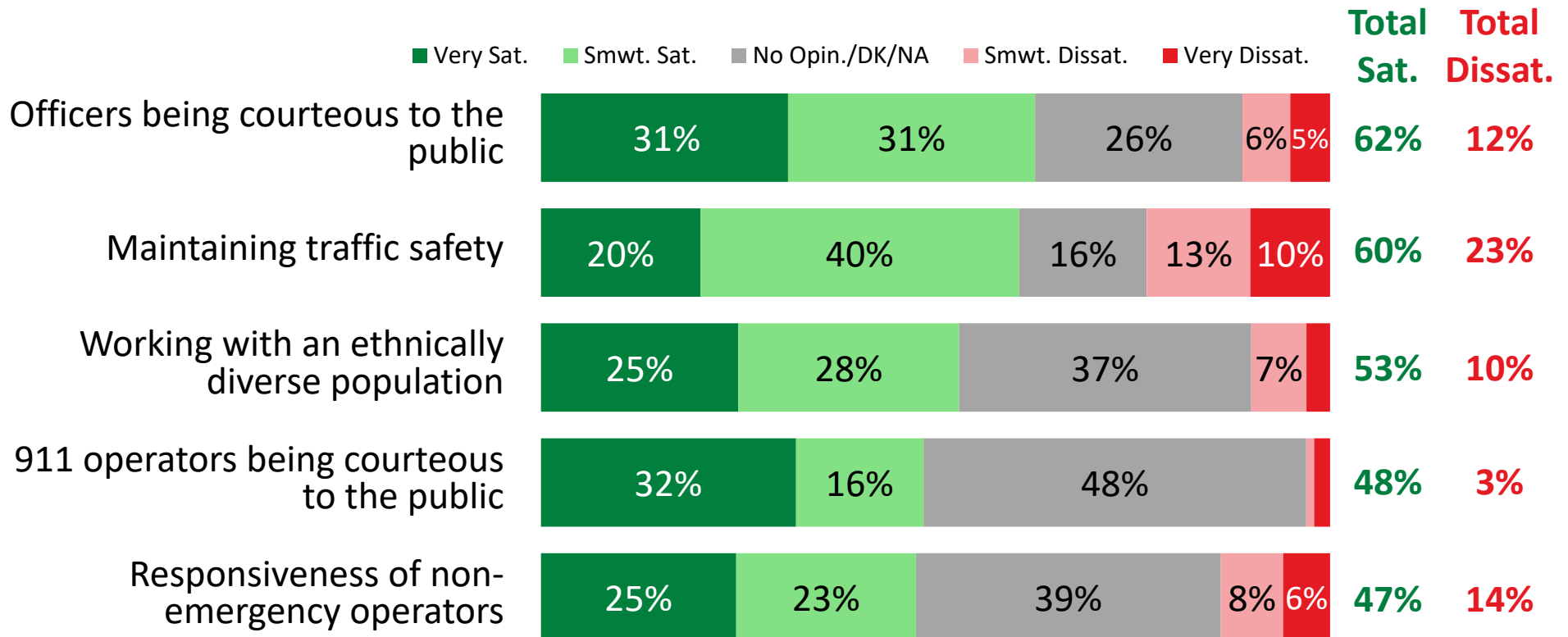
# Residents largely feel safe both in general, and while driving and walking.

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

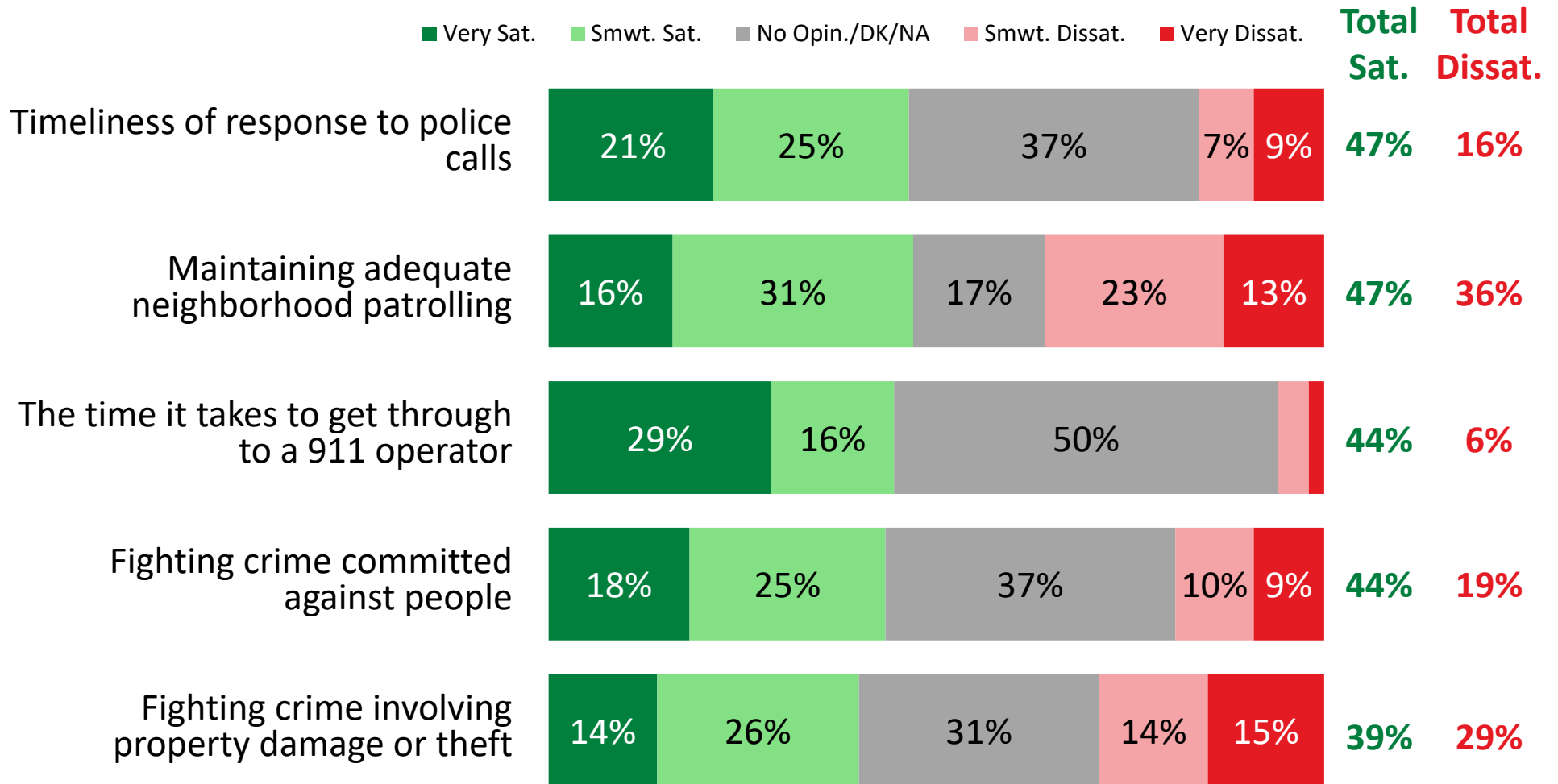


# Three in five are satisfied with courtesy and traffic safety maintenance of officers.

*I am going to mention different aspects of police services specifically. I would like you to tell me how satisfied you are personally with the job being done by the City of Hayward Police in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.*



# More than one-third are dissatisfied with neighborhood patrolling; fewer know enough to rate response time and crime fighting.

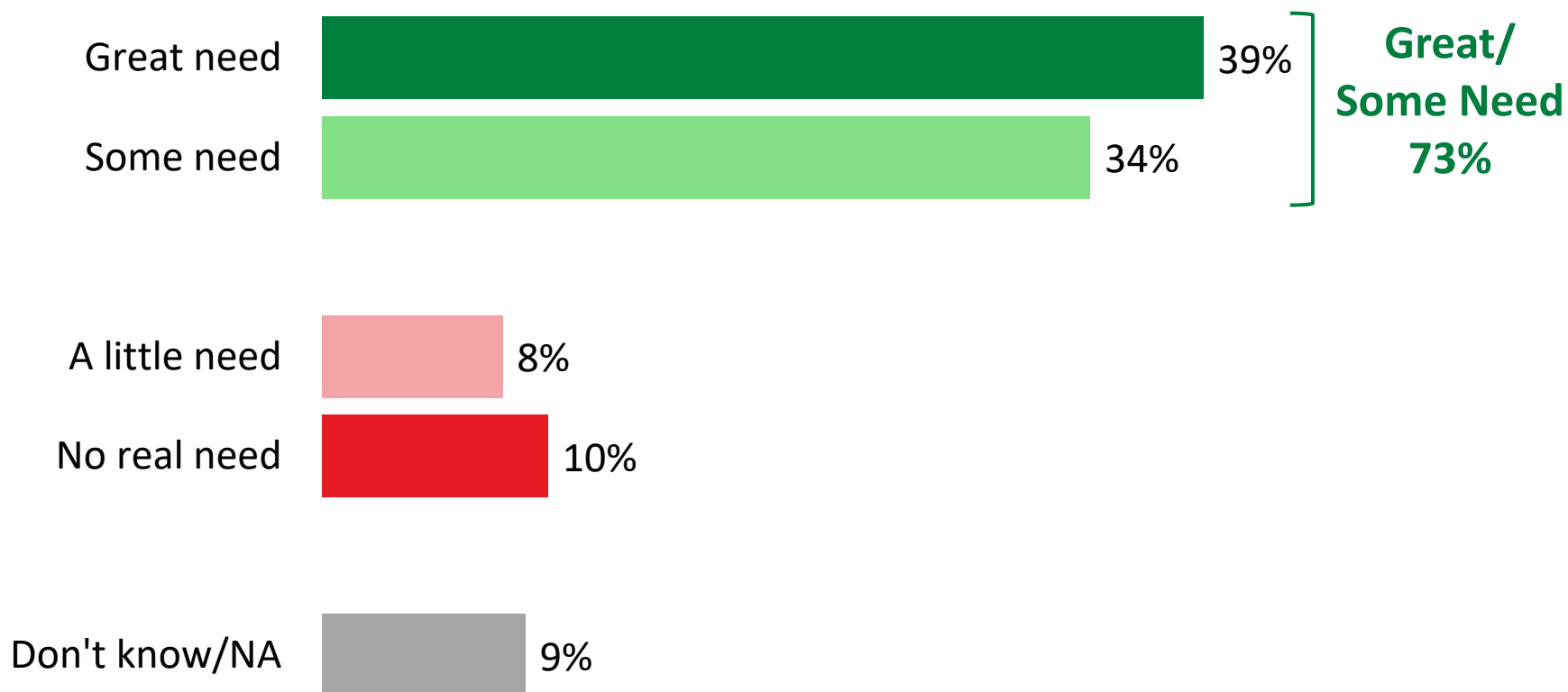




# Funding for City Services

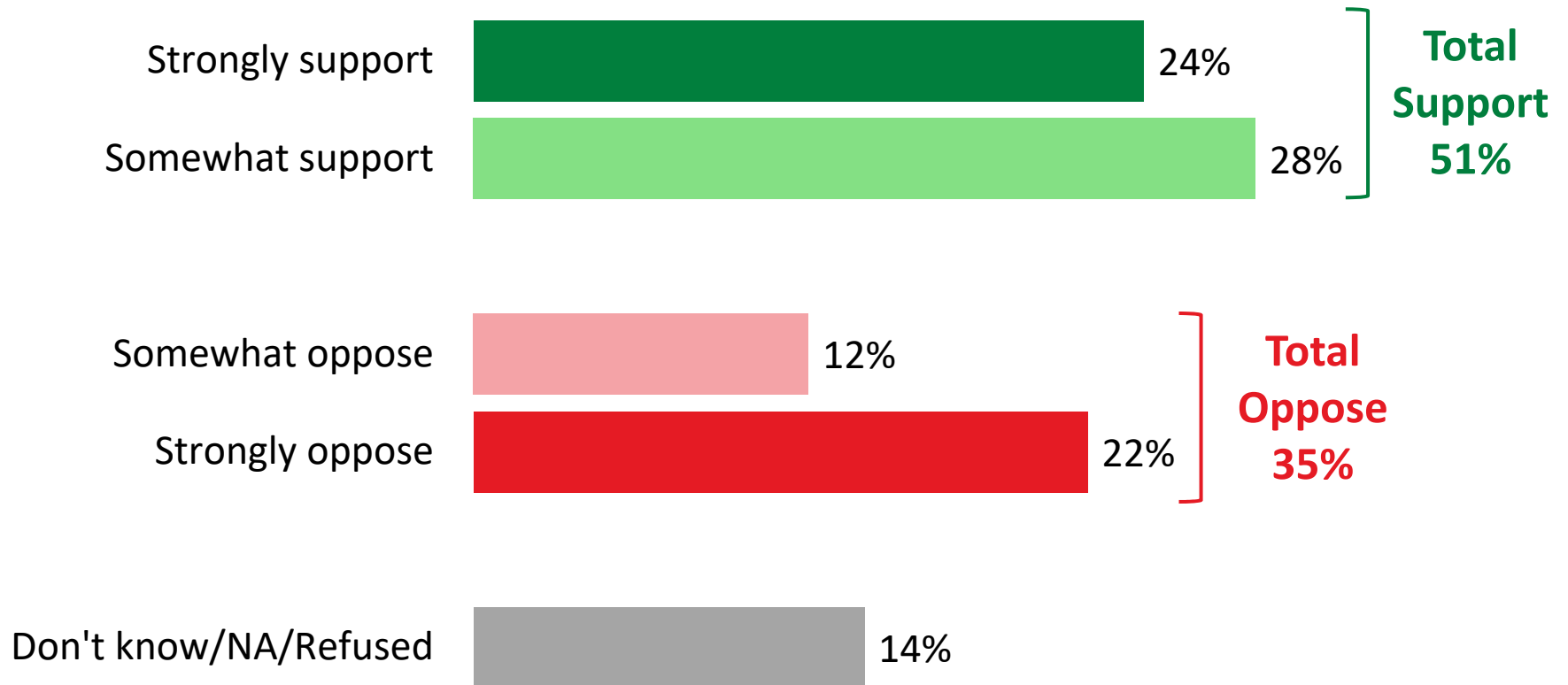
# More than seven in ten residents believe the City has at least some need for additional funds.

*In your opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Hayward residents need and want?*



# A slim majority supports the idea of increasing taxes to fund a public safety center.

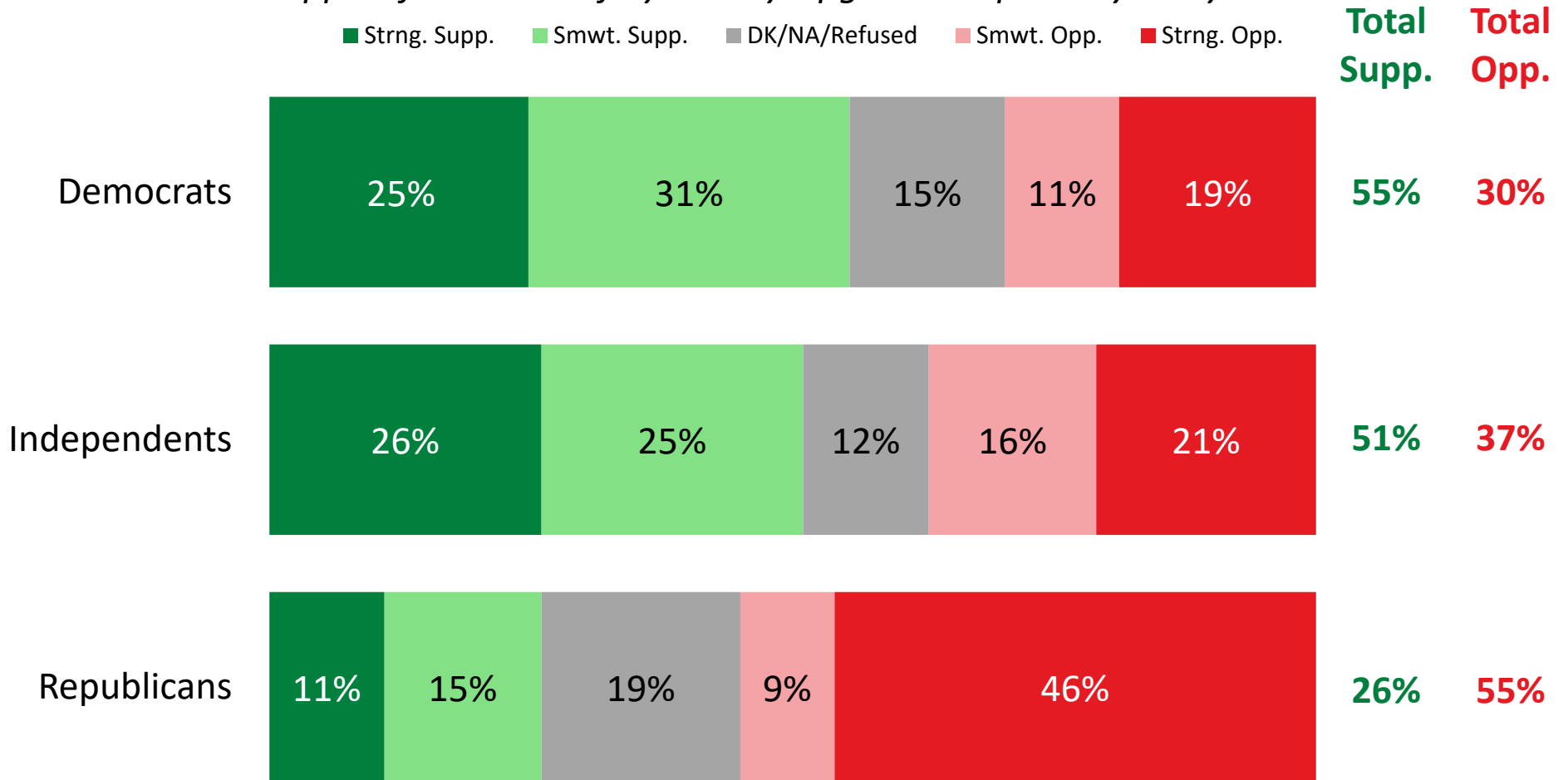
*Some people have proposed that the City of Hayward upgrade its public safety facilities, including replacing the current police operations center and updating the 911 dispatch and crime lab to meet current earthquake safety codes and technological requirements. This could be funded by increasing local taxes. Does this sound like something you support or oppose?*





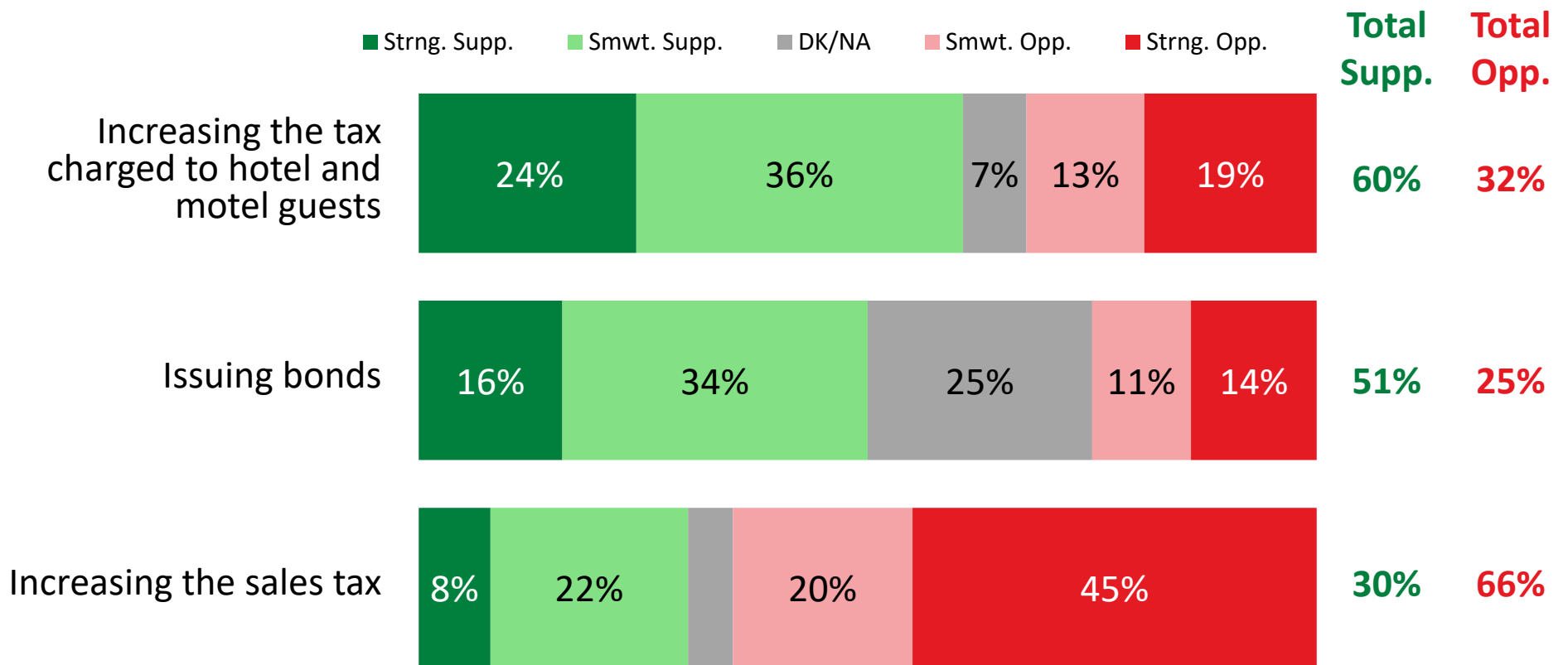
# Majorities of Democrats and independents support the proposal.

Support for Public Safety Facility Upgrade Proposal by Party



# Three in five support increasing the transient occupancy tax; increasing the sales tax is broadly unpopular.

*I am going to read you a list of several methods that might be used to raise money to fund the types of infrastructure repairs and improvements we have been discussing. Please tell me if you would support or oppose that particular way of raising new revenue for these purposes.*

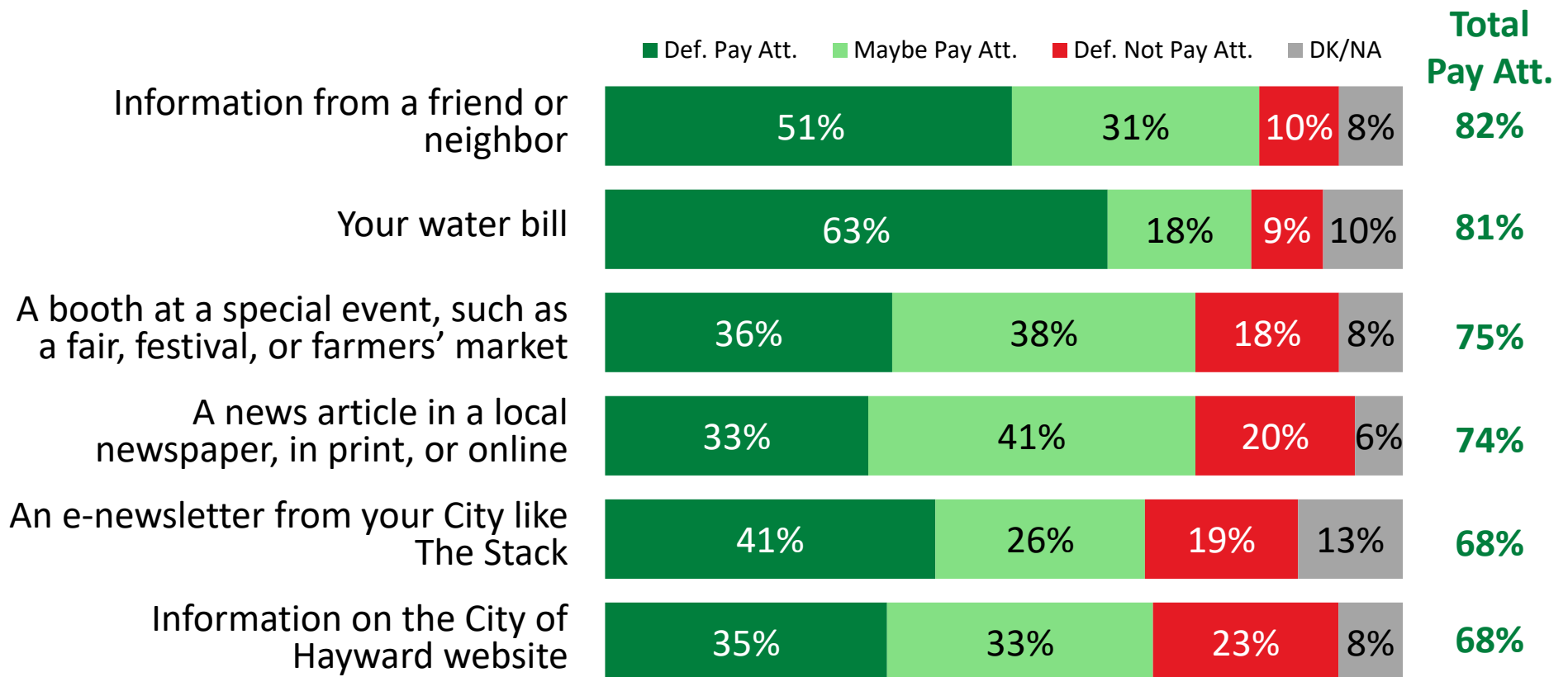




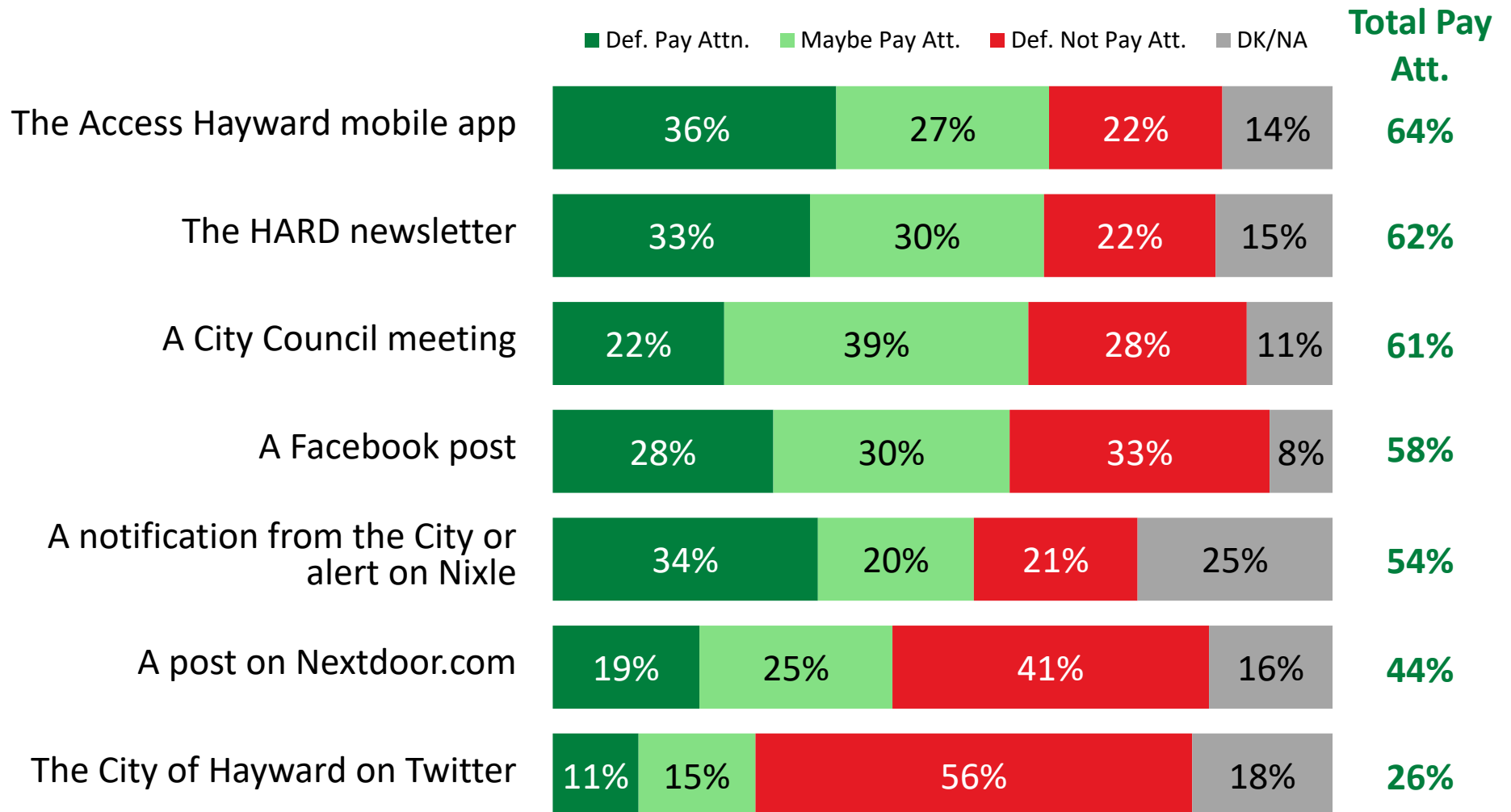
# Communications

# Residents say they were most likely to pay attention to their water bill or to someone they know when learning about the City.

*I am going to read a list of ways the City of Hayward may provide information to local residents. Please tell me whether you would definitely pay attention, maybe pay attention, or definitely would not pay attention to information about the City if it were presented to you in that way.*

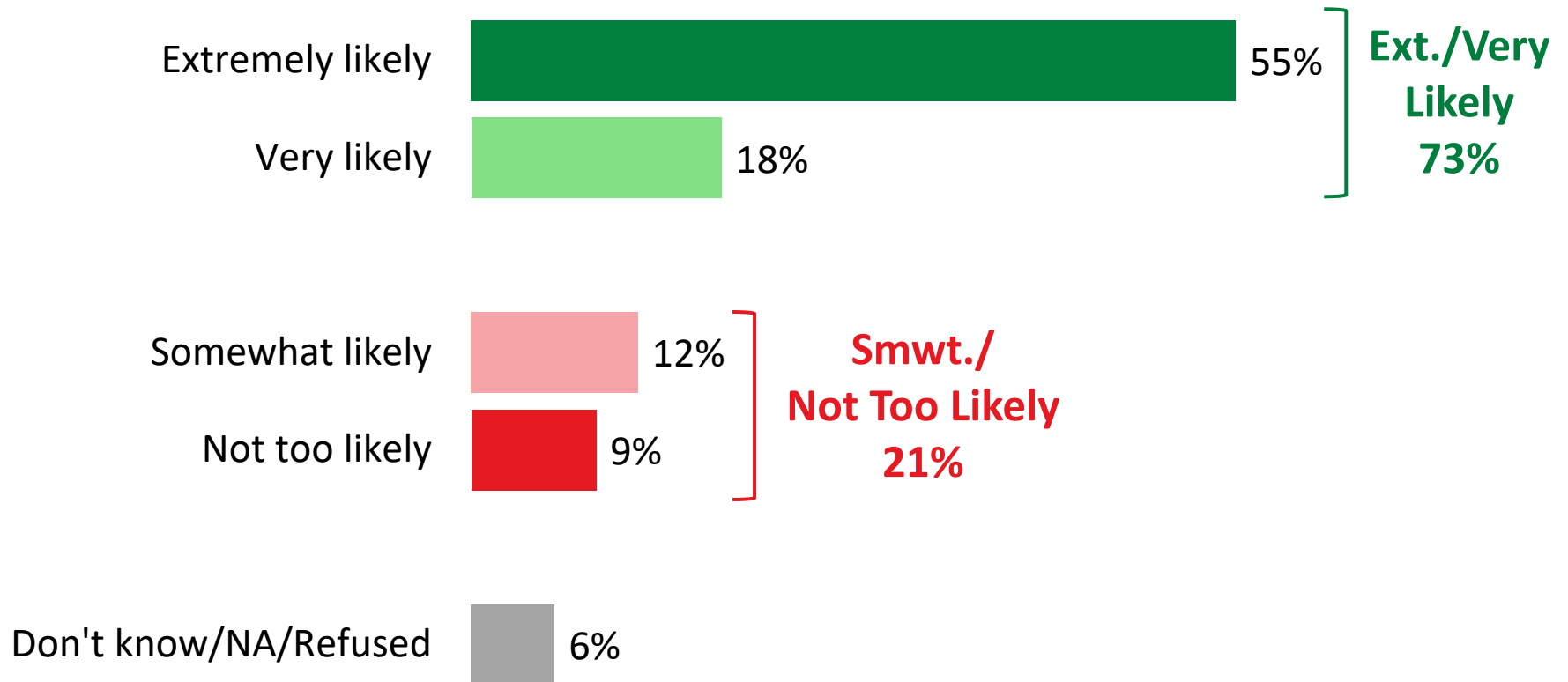


# They are much less likely to say they would pay attention to online platforms.



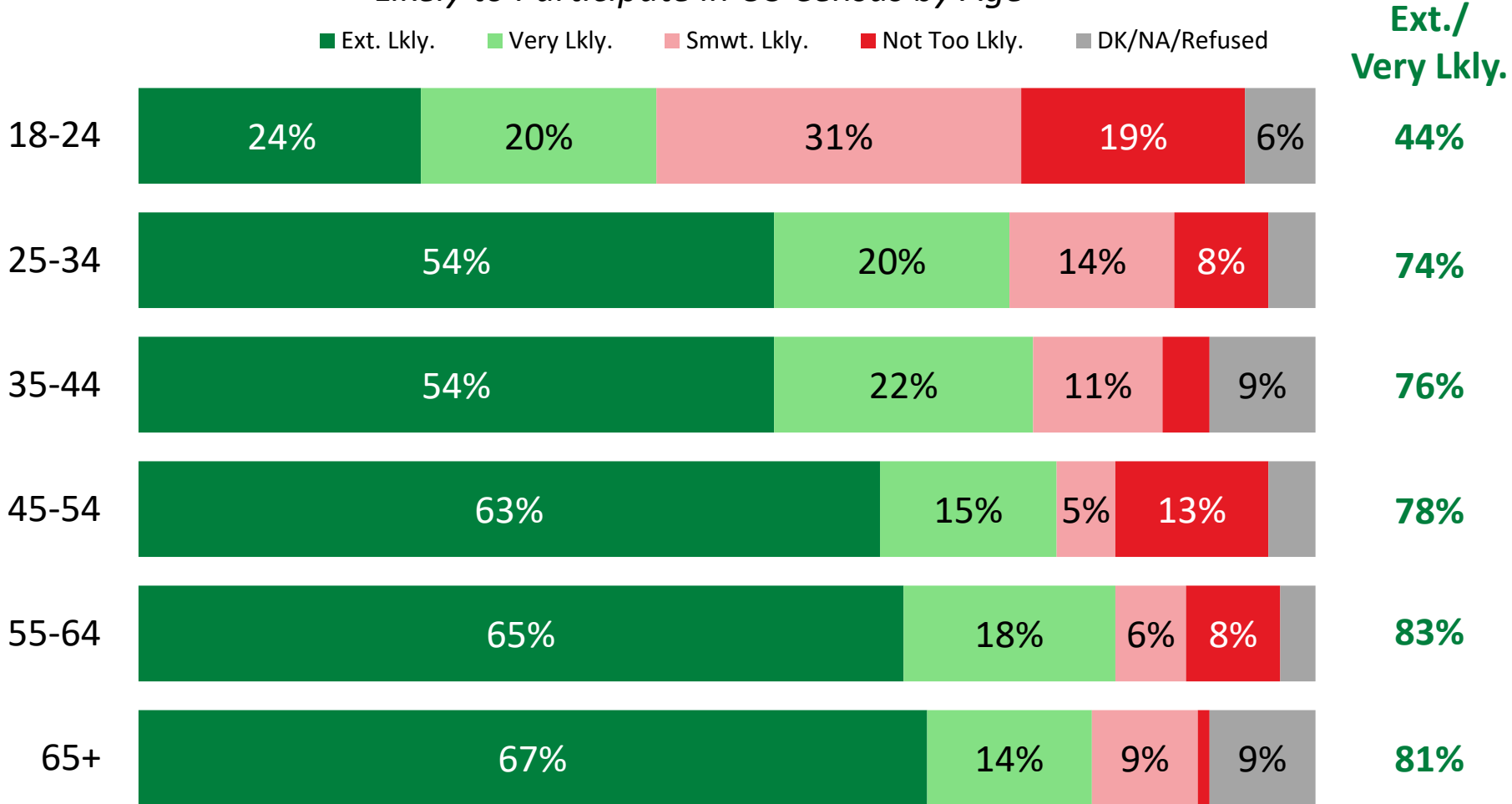
# More than half said they are “extremely likely” to participate in the Census.

*As you may know, every 10 years, the US Census attempts to count every American resident by asking them to fill out a Census questionnaire.  
How likely are you to participate in the Census?*



# Younger residents are much less likely to say they will participate.

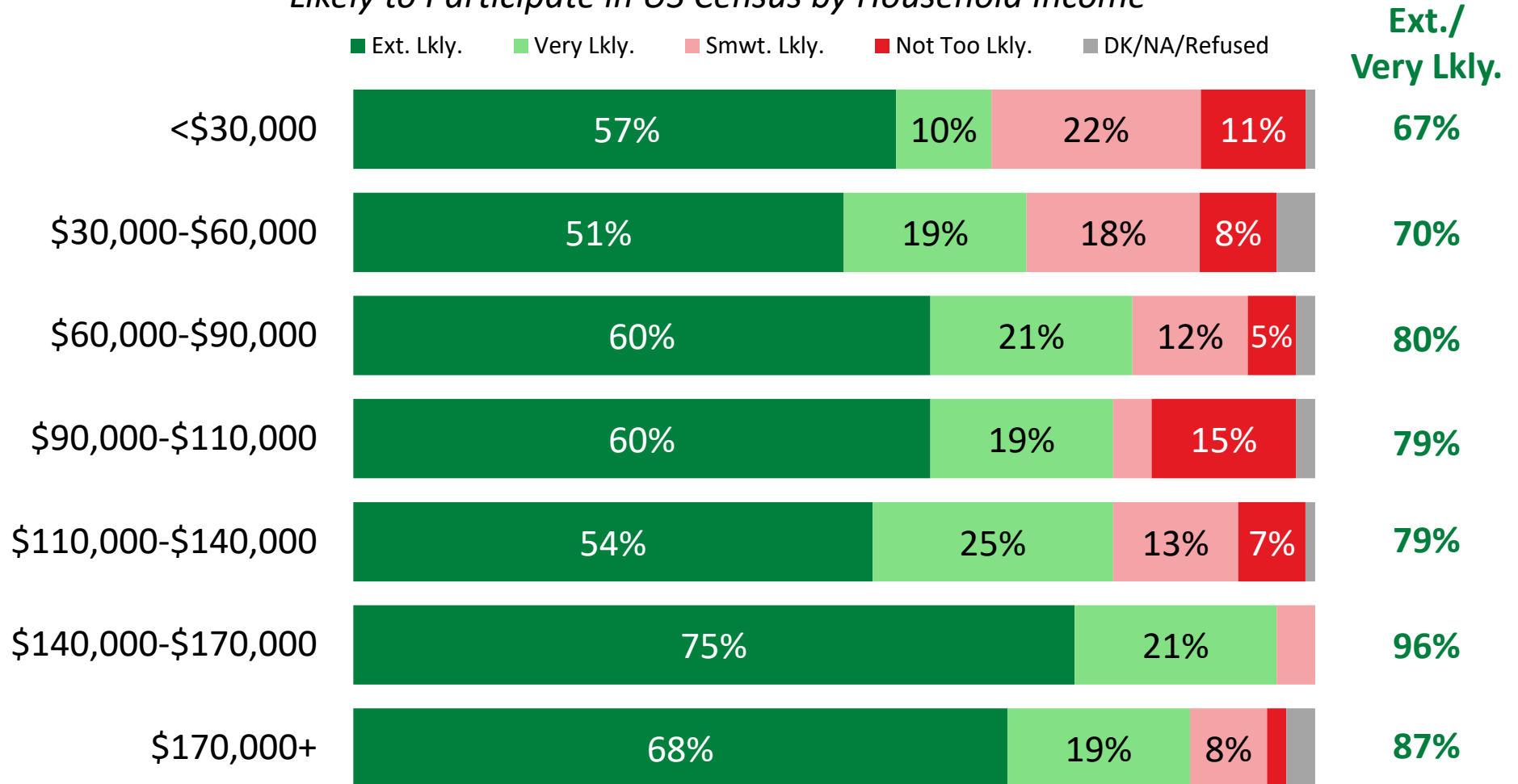
Likely to Participate in US Census by Age





# Lower-income residents are also less likely to say they will complete the Census.

Likely to Participate in US Census by Household Income

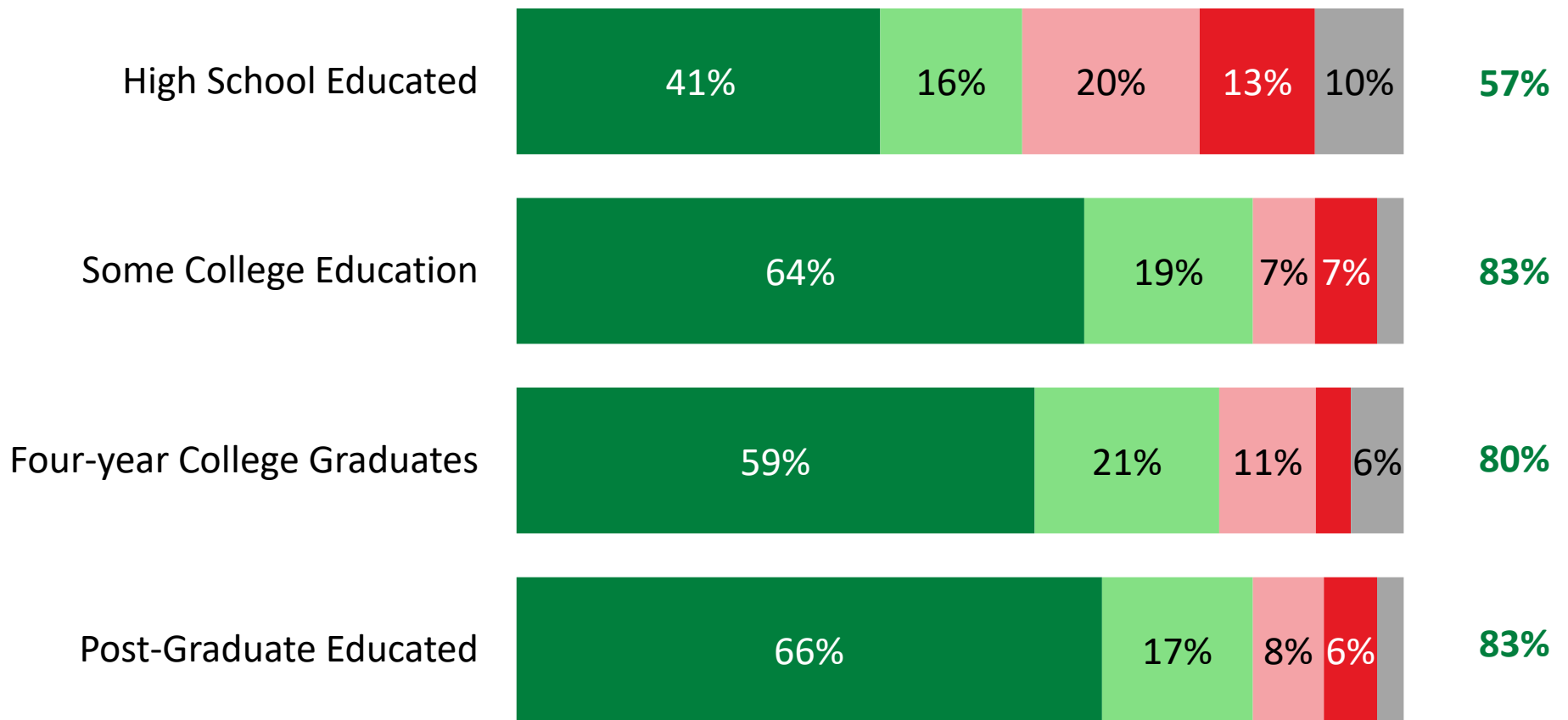


# Those with less than a high school education are less likely to complete the Census.

Likely to Participate in US Census by Education

■ Ext. Lkly. ■ Very Lkly. ■ Smwt. Lkly. ■ Not Too Lkly. ■ DK/NA/Refused

Ext./  
Very Lkly.

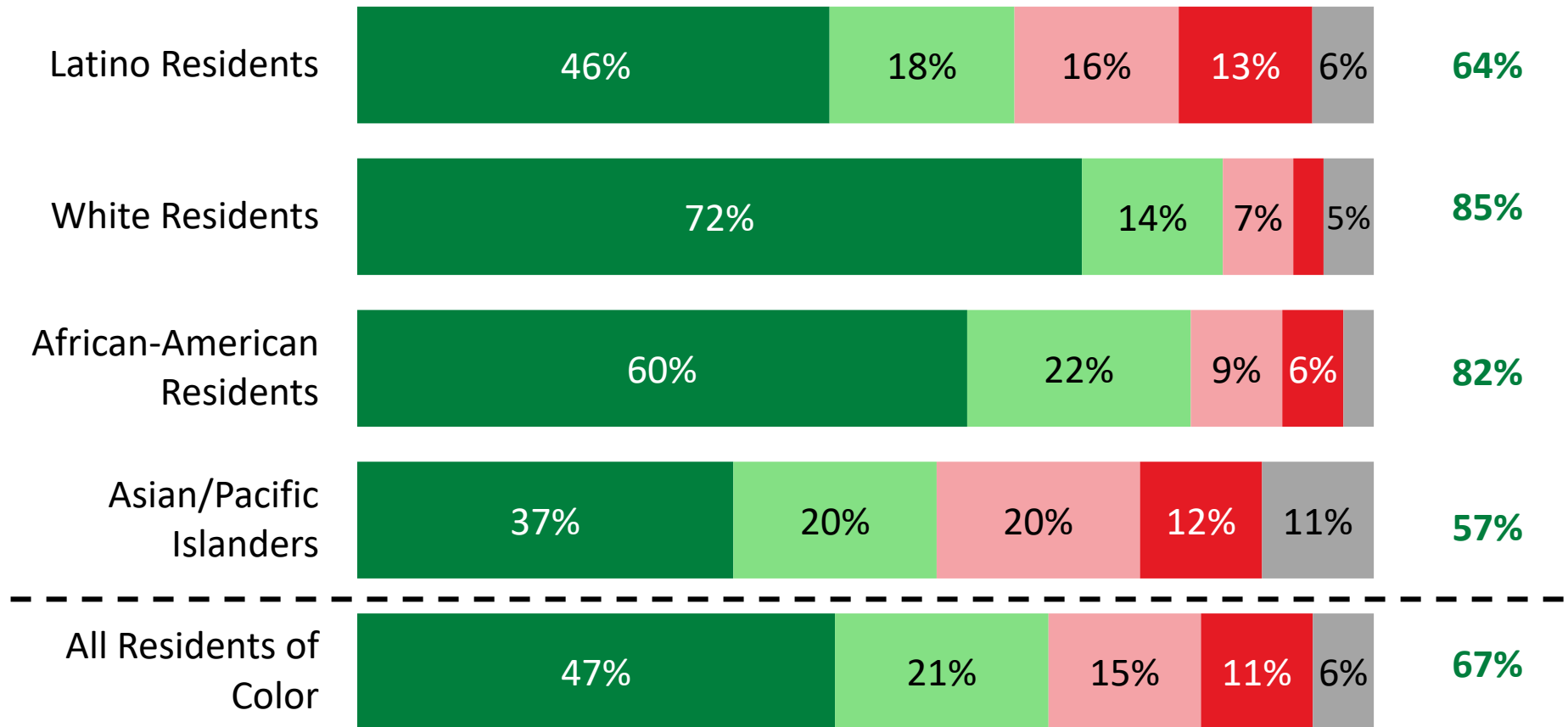


# Asian and Latino residents are less likely to say they would fill out the Census form.

Likely to Participate in US Census by Ethnicity

■ Ext. Lkly. ■ Very Lkly. ■ Smwt. Lkly. ■ Not Too Lkly. ■ DK/NA/Refused

Ext./  
Very Lkly.





# Conclusions

# Conclusions

- ✓ While three-quarters are satisfied with Hayward's quality of life, the share who are "very satisfied" has declined relative to several years ago.
- ✓ Sources of dissatisfaction mirror trends in the broader Bay Area: concerns about rising cost of living (particularly housing), homelessness, and traffic congestion are broadly shared.
- ✓ Residents largely say they feel safe in the City, giving the Police Department good marks.
- ✓ They believe the city is diverse, welcoming and a good place to live and raise a family.
- ✓ Safety, efficient traffic movement, a clean city, disaster preparedness and affordable housing are among the most important aspects to quality of life.
- ✓ There is room for improvement on traffic and housing affordability.
- ✓ More than seven in ten say the City has a need for additional funding, though a general proposal to increase taxes for a public safety building had slim majority support. Further research should explore a ballot question and potential mechanisms.

For more information, contact:



OPINION  
RESEARCH  
& STRATEGY

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Fax (510) 451-0384

**ITEM 8 – PH 19-024**

**ADOPTION OF THE DOWNTOWN SPECIFIC  
PLAN AND DEVELOPMENT CODE AND  
CERTIFICATION OF THE FINAL  
ENVIRONMENTAL IMPACT REPORT, PER  
CEQA, WITH A STATEMENT OF  
OVERRIDING CONSIDERATIONS AND  
MITIGATION MONITORING AND  
REPORTING PROGRAM**





# CITY OF HAYWARD DOWNTOWN SPECIFIC PLAN

City Council Hearing  
April 30, 2019



# INTRODUCTION

**City of Hayward**

**Damon Golubics, Senior Planner**

**Lisa Wise Consulting, Inc.**

**Kathryn Slama, Senior Associate**

**Placeworks**

**Terri McCracken, Associate Principal**

**Kittelson**

**Damian Stefanakis, Principal**

# AGENDA

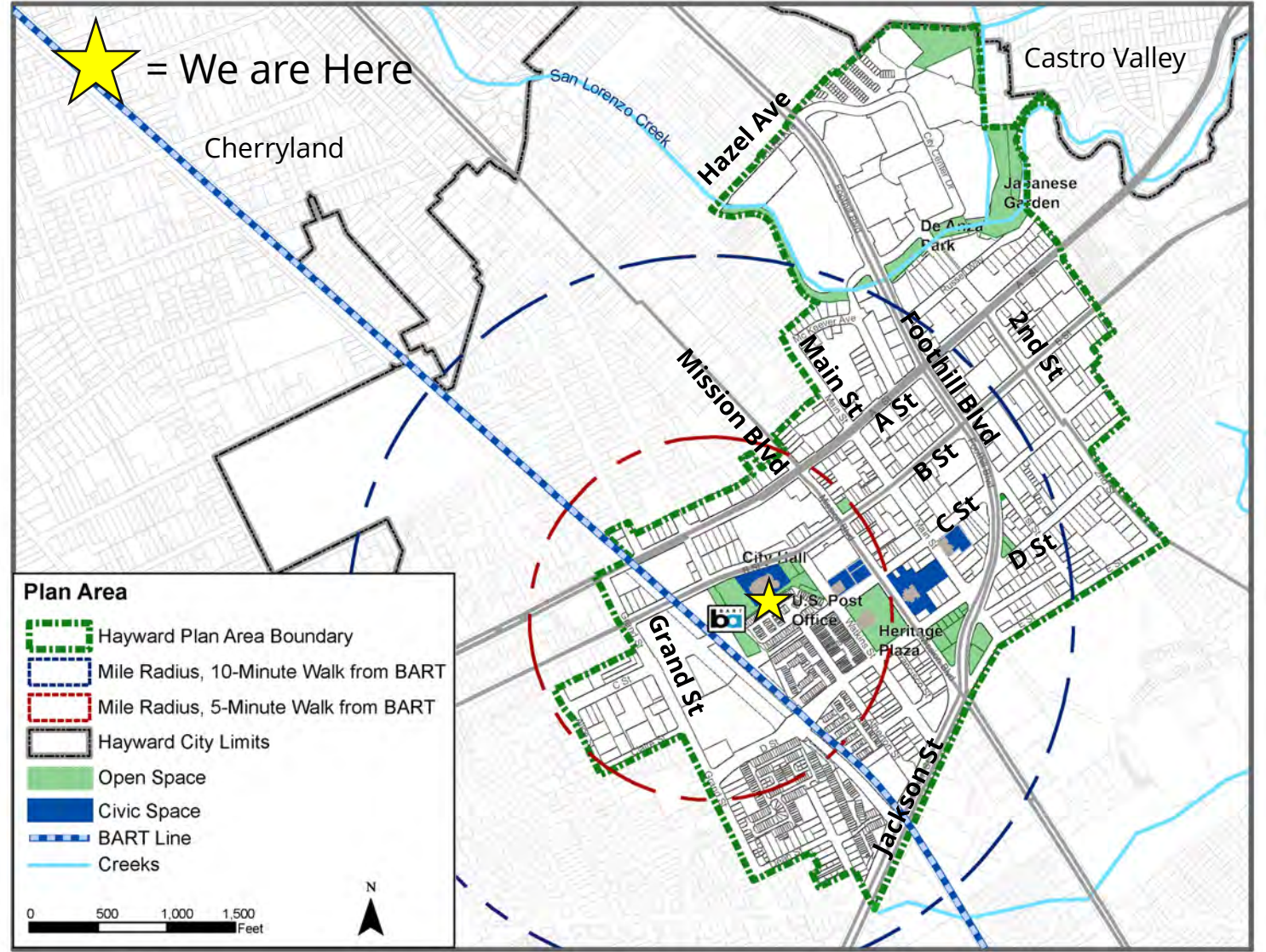
- 1 Project Overview
- 2 Downtown Specific Plan and Code
- 3 Public Comments
- 4 Environmental Impact Report
- 5 Next Steps

# PROJECT OVERVIEW



# What is the Project?

- New Downtown Specific Plan
- Updated Zoning Regulations
- 320 acres
- 3,427 Units
- 1.9 Million Square Feet Non-Residential



# Guiding Principles



**Promote  
Downtown as safe,  
lively, and  
business friendly**



**Improve the  
circulation  
network to better  
serve downtown  
businesses,  
residents, and  
visitors**



**Preserve the  
history, arts,  
culture of  
downtown**



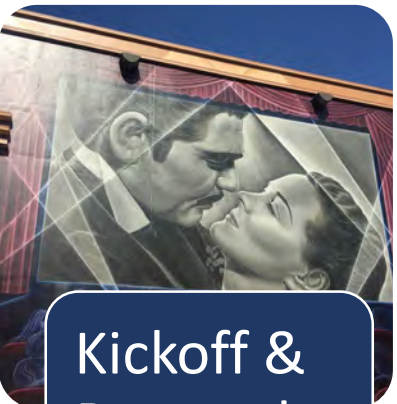
**Build on and  
enhance natural  
features and open  
spaces**



**Establish  
downtown as a  
regional  
destination**



# Project Process



**Kickoff & Research**

- What is Downtown like today?

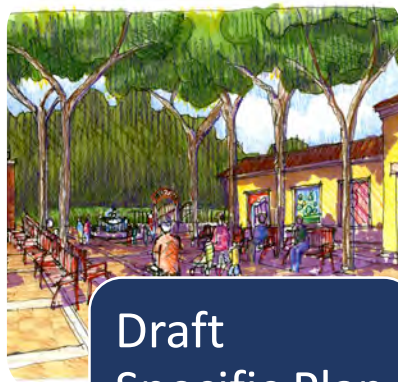
Sept 2016 – Feb 2017



**Vision & Alternatives**

- What do we want Downtown to become?

Feb 2017 – Aug 2017



**Draft Specific Plan & Code**

- Strategies to achieve the vision

Sept 2017 – Dec 2018



**Review Specific Plan & Code**

- Evaluate and prioritize
- Recommendation

Jan 2019 – Mar 2019



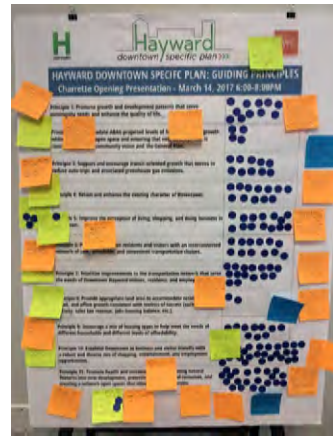
**Adoption**

April 2019



# Public Outreach Summary

- 275+ Community Participants
- 15+ Public Events
- 20+ Hours One-on-one Interviews
- 6 Meetings with City Council & Planning Commission
- Online Survey and Website



# LONG TERM VISION

“ Downtown Hayward is a regional *destination*, celebrated for its distinct **history, culture, and diversity**; providing shopping, entertainment, employment, and housing options for residents and visitors of all ages and backgrounds; that is accessible by bike, foot, public transit, and car. ”

# DOWNTOWN SPECIFIC PLAN AND CODE

# ORGANIZATION OF THE PLAN

## **Chapter 1 Introduction**

Plan area setting, key opportunities, and the public outreach overview

## **Chapter 2 Vision & Community Design**

Community's vision, public realm improvements, and land use plan

## **Chapter 3 Mobility**

Mobility plan- pedestrian, bicycle, transit, and automobile

## **Chapter 4 Infrastructure & Services**

Water, sewer, stormwater, and public facilities

## **Chapter 5 Implementation**

Goals, policies, programs, timeline, and funding sources

## **Chapter 6 Development Code**

Zoning regulations



### HAYWARD DOWNTOWN SPECIFIC PLAN

City of Hayward, California  
Public Hearing Draft | January 2019

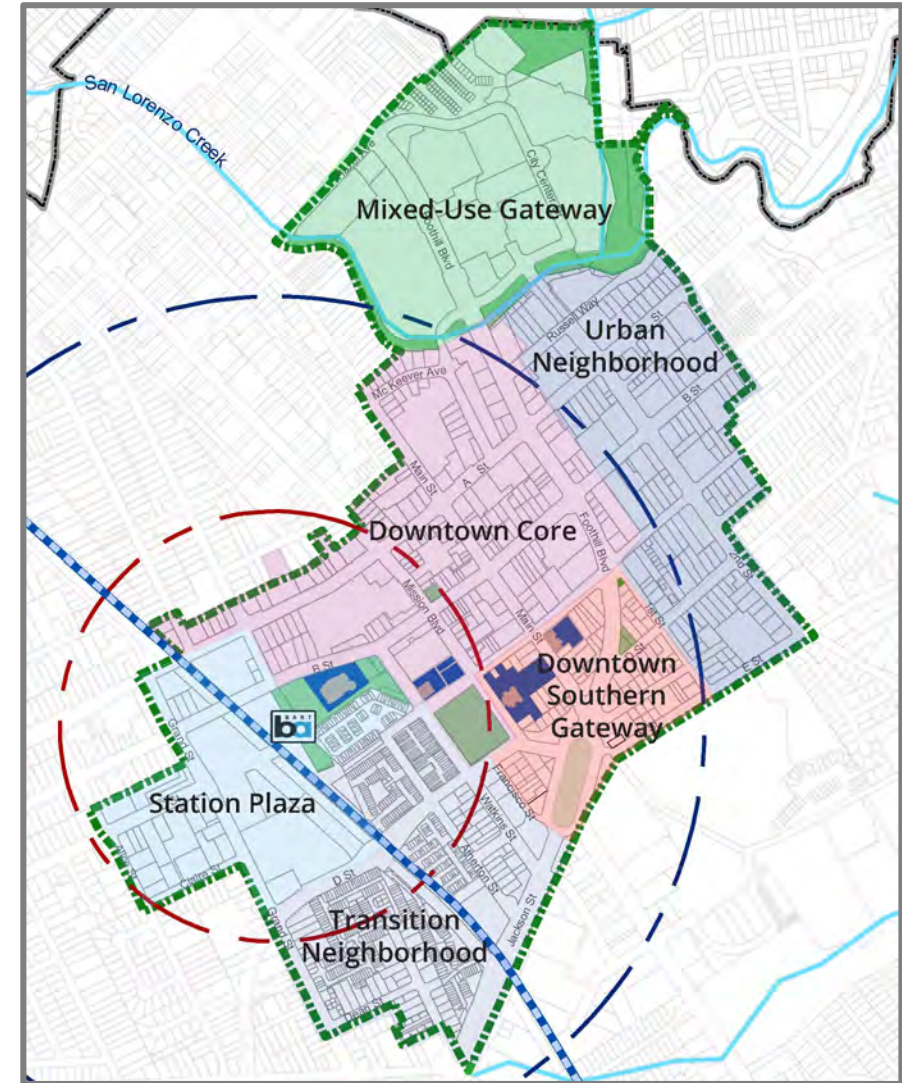


# CHAPTER 2- VISION & COMMUNITY DESIGN

## LAND USE PLAN

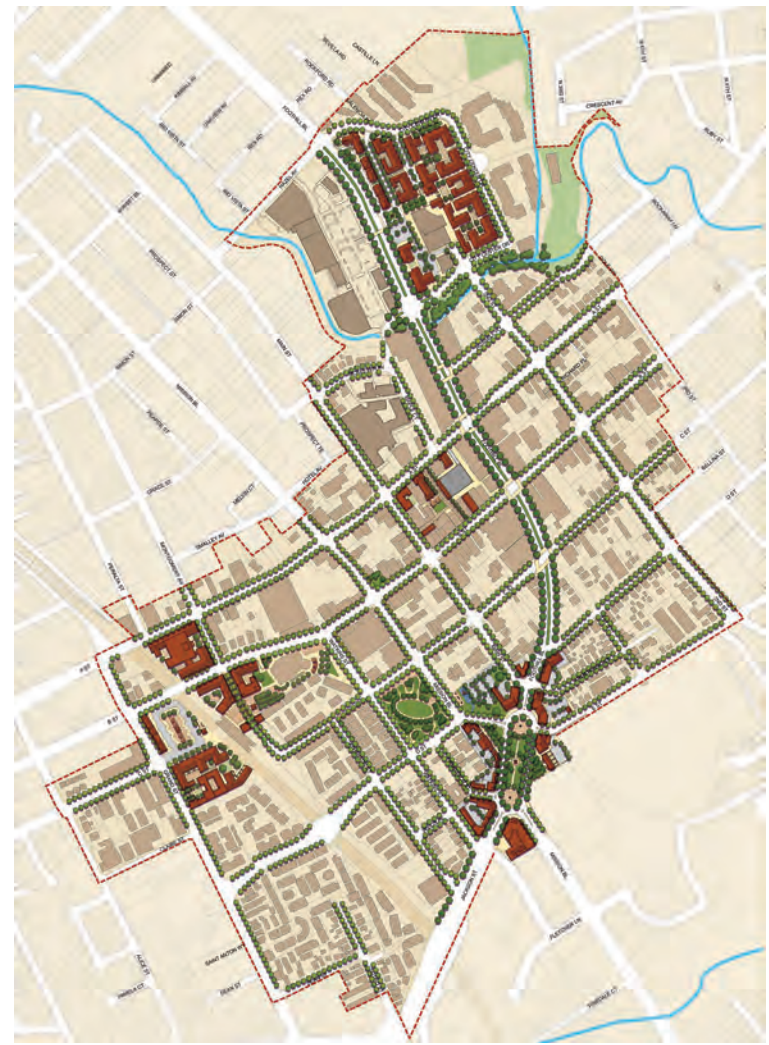
Downtown is divided into five place types:

1. Mixed-Use Gateway
2. Downtown Core
3. Downtown Neighborhoods
4. Station Plaza
5. Downtown Southern Gateway





# CHAPTER 2- VISION & COMMUNITY DESIGN





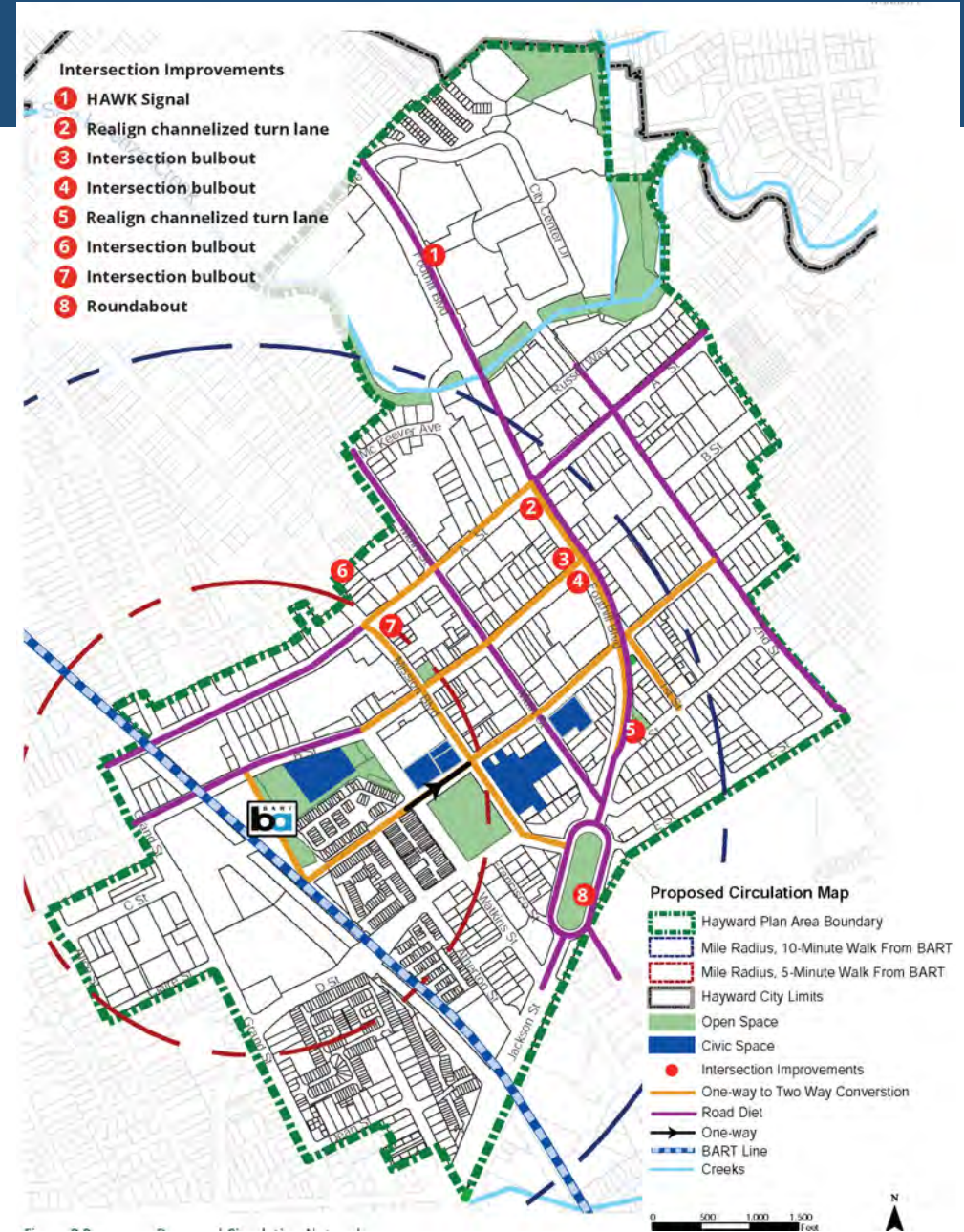
# CHAPTER 3 - MOBILITY

## MOBILITY PLAN

Mobility recommendations grouped by phase:

- Short Term (Under 5 years)
- Mid Term (5-10 years)
- Long Term (11-15 years)
- Final Vision Buildout (15-20 years)

*\* Implemented as funding is available or per Council priority*





# CHAPTER 5 - IMPLEMENTATION & FINANCING

## GOALS

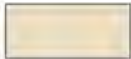

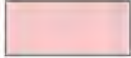













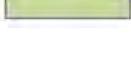
### Big Picture Direction for Downtown

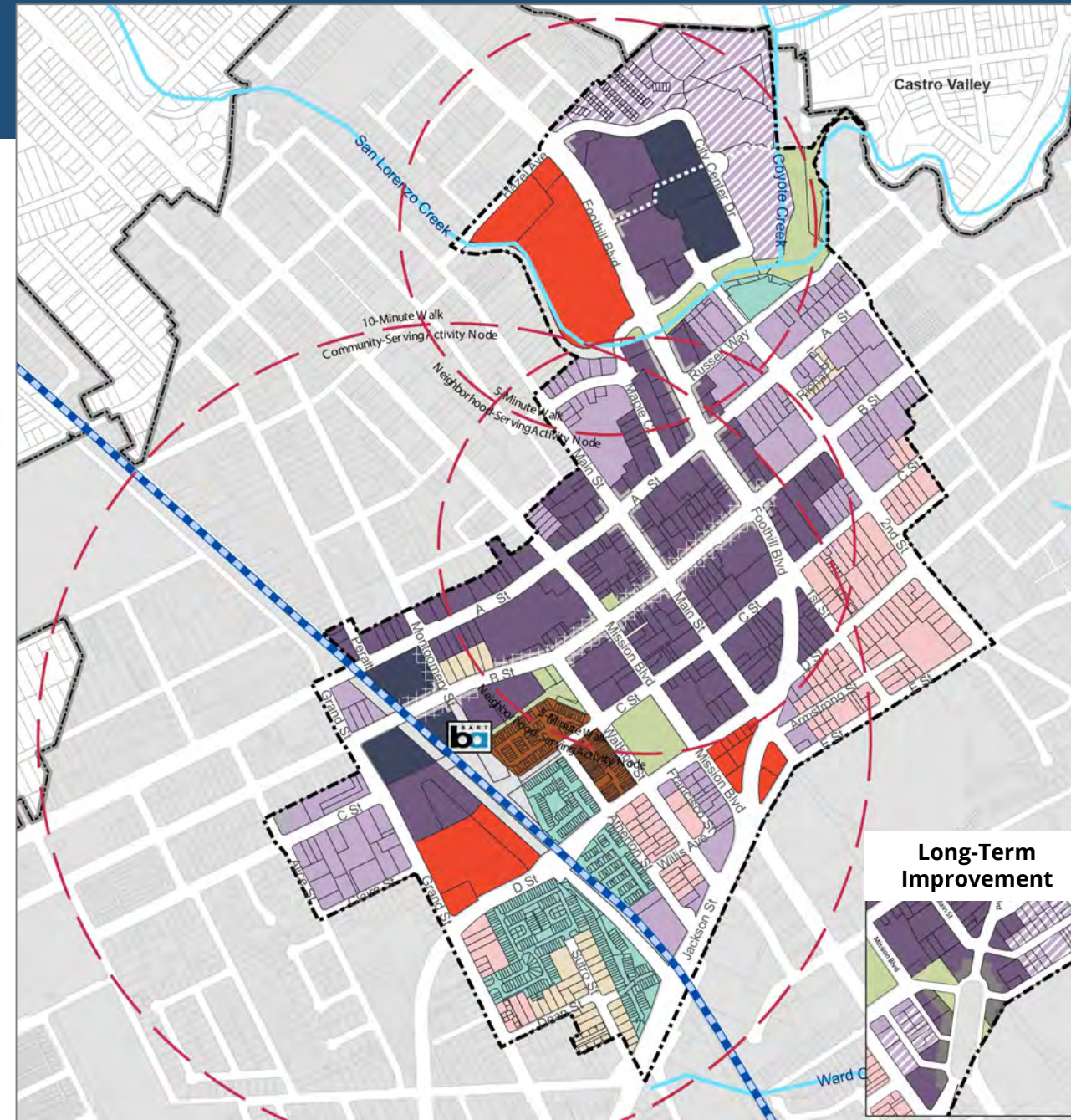
1. Land Use
2. Community Design
3. Housing
4. Circulation
5. Parking
6. Economic Development
7. Infrastructure

Goal 1: Land Use				
Downtown is transformed into a vibrant, walkable City center that serves as a regional destination to live, work, and play for City residents, neighboring communities, and local college students.				
Policy LU 1 <b>Diversity of Uses</b>	Attract more downtown visitors, including families and college students and faculty from Cal State University, East Bay, and Chabot College, by offering a wide array of retail, dining, services, and entertainment uses that create a dynamic environment and depend on pedestrian foot traffic.			
Policy LU 2 <b>Transit Supportive Development</b>	Create an urban environment and development regulations in the Plan Area for transit supportive development that benefits from and promotes a rapid transit public transportation system.			
Policy LU 3 <b>Opportunity Sites</b>	Encourage the development and improvement of opportunity sites that have the potential to attract developer interest in the Downtown and generate more economic activity.			
Policy LU 4 <b>Marketing Campaign</b>	Support marketing programs that emphasize Downtown's unique economic opportunities and attractions and encourage the development of a unique brand that distinguishes the Downtown as the cultural and economic center of the City.			
Policy LU 5 <b>Consistent Citywide Policy</b>	Ensure that updates to Citywide policies and regulations support the Downtown vision, goals, and development standards.			
Program	Responsible Party	Timeframe	Proposed Funding Source	Guiding Principle
Program LU 1	PLD	Concurrent with Specific Plan Adoption	N/A	 
Program LU 2	PLD	Concurrent with Specific Plan Adoption	N/A	 
Program LU 3	PLD	Concurrent with Specific Plan Adoption	N/A	



# CHAPTER 6- CODE

- |  |                            |   |  |
|--|----------------------------|---|--|
|    | Neighborhood Edge          |  | Pedestrian Easement                          |
|    | Neighborhood General       |  | Required Shopfront Frontage<br>(see 3.4.110) |
|    | Urban Neighborhood         |  | 10' Stepback                                 |
|    | Urban Neighborhood Limited |  | BART Line                                    |
|    | Downtown Main Street       |  | Hayward DTSP Boundary                        |
|    | Urban Center               |  | Hayward City Limits                          |
|    | Central City Residential   |  | Creeks                                       |
|    | Central City Commercial    |   |  |
|  | Planned Development        |   |  |
|  | Open Space                 |   |  |



# PUBLIC COMMENTS

# PUBLIC COMMENT SUMMARY

## Economic Development

- Flexibility in retail
- Attract anchor-tenants
- Vacancies/vacant storefronts
- Union requirements, labor apprenticeship
- Ground floor commercial
- Attract new businesses, small business

## Mobility

- Multi-modal improvements
- Connectivity (to and within Downtown)
- ADA accessibility and inclusivity
- Parking requirements & unbundled parking
- “The Loop” two-way phasing
- Roundabout function and cost

## Land Use and Design

- “Family-friendly” spaces & activities
- Parks and open space
- Better lighting & signage
- Well-designed buildings
- Affordable housing
- Historic preservation

## Implementation

- Anti-displacement
- Include property and business owners
- Working with BART and AC Transit
- Incentives and community benefits
- Be cautious about too many added fees
- Consider cost of improvements

# RECOMMENDED CHANGES

## Program LU-7: Amend General Plan.

Amend City Center- Retail and Office Commercial and **City Center- High Density Residential** to allow density up to 210 units per acre.

## Program C-6: Street Design

Continue to ensure that street network design includes measures to manage automobile speed, safety, and comfort, such as reduction in lane width **and providing on street parking**.

## Program C-13: Two-Way Conversion

add **Foothill Boulevard (between A Street and the “Five Flags” intersection)**.



# RECOMMENDED CHANGES

## Program TP-19: Unbundling Requirements

Add Unbundling requirements shall not adversely impact lower income households. Verifiable affordable housing projects may request modification of this program.

## Mobility Phasing

- Move B Street Conversion from Long-Term to Mid-Term
- Move Mission Boulevard and Foothill Boulevard Conversion from Final Buildout to Long Term

# RECOMMENDED CHANGES

## Zoning Code

Allow up to 173 ft. at existing office tower location

Reduce rear setback requirements to 0' or 15' if adjacent to residential

Allow commercial cannabis dispensary with CUP, consistent with current regulations

## Labor Apprenticeship

Add new policy and program to implement Building and Construction Trades Council recommendations to encourage applicants for residential and non-residential projects Downtown to use contractors who hire apprentices and provide health care.










# RECOMMENDED CHANGES

- Updated vision statement to include employment opportunities
- Clarified description of Downtown mobility and “the Loop”
- Modified Code to allow accessibility/ADA adjustments
- Corrected typos

## Goal 5: Travel Demand Management (TDM) and Parking (cont.)

Public transportation, walking, biking and shared rides are the preferred means of travel for most trips in Downtown thereby reducing cut-through traffic and the need for parking while also supporting economic development and sustainability initiatives.

Program	Responsible Party	Timeframe	Proposed Funding Source	Guiding Principle
Program TP 3	PLD, PW	Short	GF, PBD, ATP, CIG	
Program TP 4	PW	Short	GF, PBD, EIFD, BID	
Program TP 5	PLD, PW	Short-Mid	GF	
Program TP 6	PLD	Short-Mid	GF, PPP, CIG	  
Program TP 7	PLD, PW	Short-Mid	GF, PPP, CIG	

# DISCUSSION

# ENVIRONMENTAL IMPACT REPORT

# CEQA Overview

- The California Environmental Quality Act (CEQA) is the State's primary environmental protection law.
- CEQA requires that public agencies disclose environmental impacts of projects that have a *physical effect* on the environment.

# What is an EIR?

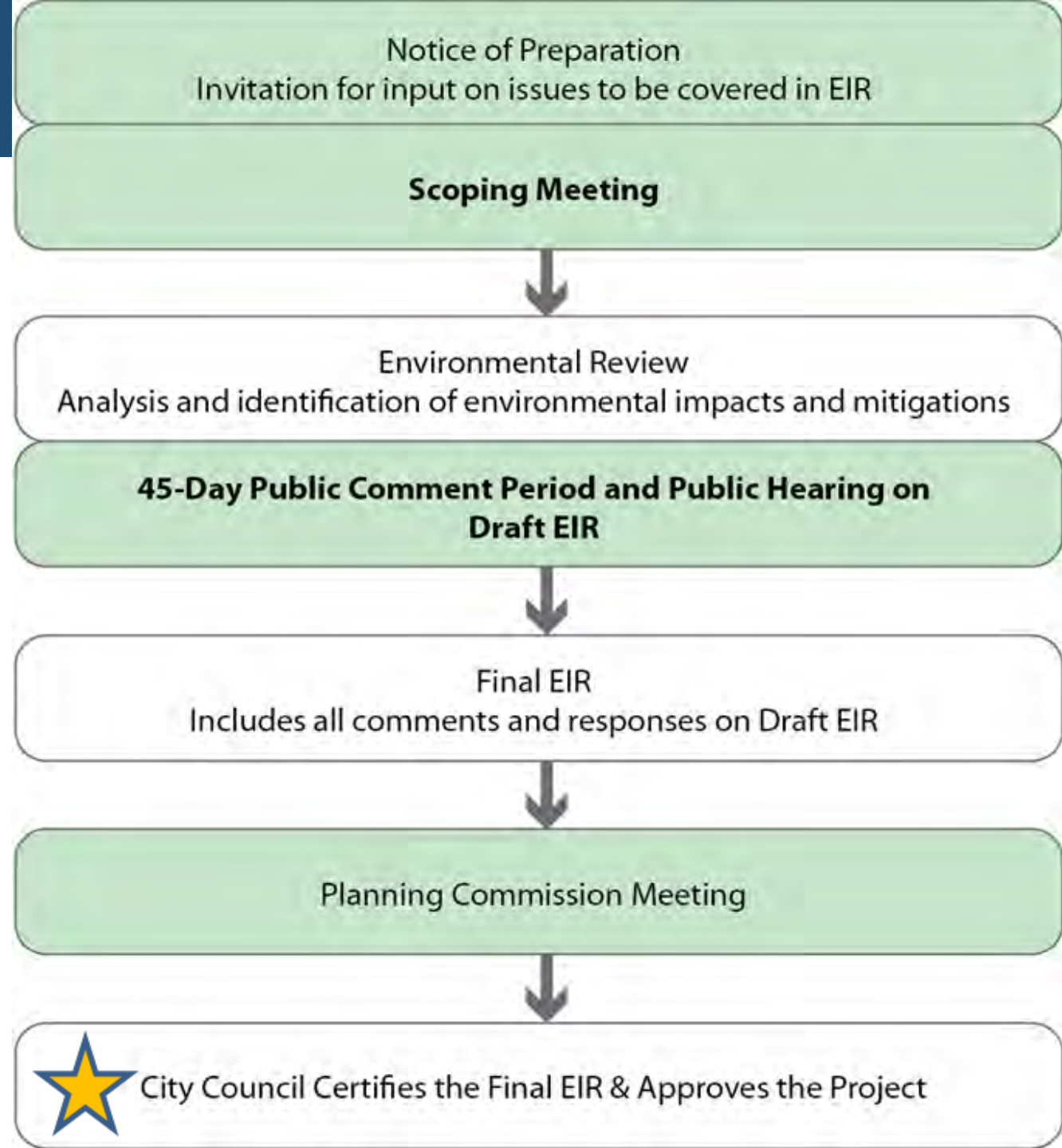
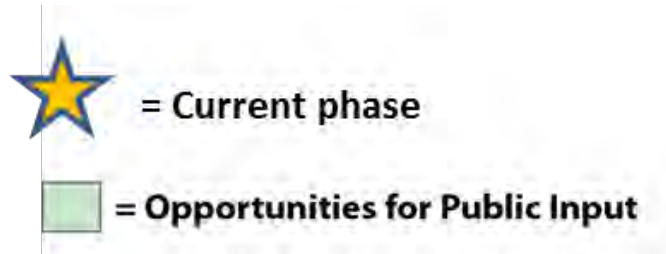
- An informational document
  - Discloses information about the effects a proposed project could have on the environment
  - Identifies mitigation measures
  - Described feasible alternatives to the proposed project
- Must be certified prior to project approval and adoption

# Program-level EIR

- *Program-level* environmental review documents are appropriate when a project consists of a series of actions related to the issuance of rules, regulations, and other planning criteria (CEQA Guidelines section 15168)
- The EIR does not evaluate the impacts of specific, construction-level developments that may be allowed under the proposed project

# The EIR Process

- NOP February 2018
- Scoping Meeting March 2018
- Draft EIR January 2019
- Final EIR March 2019





# Environmental Issues Analyzed

- Aesthetics
- Air Quality
- Biological Resources
- Cultural & Tribal Cultural Resources
- Geology and Soils
- Greenhouse Gas Emissions
- Hazards, Hazardous Materials, & Wildfire
- Hydrology & Water Quality
- Land Use & Planning
- Noise
- Public Services & Recreation
- Transportation & Circulation
- Utilities, Service Systems, & Energy

# Environmental Impact Conclusions

## Impact Conclusion

No Impact

Less Than Significant

## Environmental Topics

- Agricultural & Forestry Resources
- Mineral Resources
- Aesthetics
- Geology & Soils
- Hazards, Hazardous Materials, & Wildfire
- Hydrology & Water Quality
- Land Use & Planning
- Population & Housing
- Public Services & Recreation
- Transportation & Circulation (except LOS)
- Utilities, Service Systems, & Energy (except dry years)

# Environmental Impact Conclusions

## Impact Conclusion

Significant & Unavoidable

## Environmental Topics

- Air Quality
- Greenhouse Gas Emissions
- Noise
- Transportation & Circulation (LOS)
- Utilities, Service Systems, & Energy (dry years only)

# Mitigation Measures

- Air Quality
  - Avoid air quality standard violations (construction and operation)
  - Reduce criteria air pollutant emissions & toxic air contaminants to acceptable levels
- Greenhouse Gas Emissions
  - Reduce GHG emissions (construction and operation) to acceptable levels
- Noise
  - Reduce noise (construction and operation) to acceptable levels

# Mitigation Measures

- Transportation & Circulation
  - Improve level of service at impacted intersections and roadway segments to acceptable levels
- Utilities & Service Systems
  - Ensure adequate water supplies during multiple dry years

# Alternatives to the Proposed Project

- Four alternatives were evaluated in the Draft EIR:
  - No Project Alternative (General Plan 2040)
  - General Plan with Circulation Changes Alternative
  - Specific Plan without Circulation Changes Alternative
  - Specific Plan with Lower Intensity (30% Less) Alternative



## NET DEVELOPMENT COMPARISONS OF ALTERNATIVES TO THE PROPOSED SPECIFIC PLAN

Land Use Category	Proposed Specific Plan	No Project Alternative	General Plan with Circulation Changes Alternative	Specific Plan Without Circulation Changes Alternative	Specific Plan with Lower Intensity (30% Less) Alternative
<b>Non-Residential Square Feet</b>	1,900,000	393,782	393,782	1,900,000	<b>1,330,000</b>
<b>Residential Units</b>	3,427	3,110	3,110	3,427	<b>3,427</b>
<b>Population</b>	7,539	6,842	6,842	7,539	<b>7,539</b>
<b>Employees</b>	<b>6,333</b>	<b>774</b>	<b>774</b>	<b>6,333</b>	<b>4,433</b>



# Alternatives to the Proposed Project

- CEQA section 15126.6 requires the identification of an *Environmentally Superior Alternative*:
  - informational procedure
  - may not be the alternative that meets project objectives
- The Specific Plan with Lower Intensity (30% Less) Alternative is the Environmentally Superior Alternative
- No alternative fully achieves all of the project objectives

# Statement of Overriding Considerations

- The City may approve the project with significant and unavoidable impacts by issuing a “Statement of Overriding Considerations” that identifies how the benefits of the project outweigh the potential adverse environmental effects.
- The “Statement of Overriding Considerations” must be included in the record of project approval

# Response to Comments

- 45-day public review period of Draft EIR (January 7 to February 20, 2019)
  - Two comment letters from public agencies
  - Four comment letters from members of the general public
  - Most comments did not pertain to adequacy of Draft EIR
- Error correction, language edits, and clarifications were made, but no substantial revisions.
- No late comments were received.

# NEXT STEPS



***For More Information***

*Damon Golubics*

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*Phone- (510) 583-4210*

*or visit*

*<https://www.hayward-ca.gov/downtown-specific-plan>*