
Econ Development meeting 3/2/26 Item 2 RPT 26-016

From BC4AD <bc4adcoalition@gmail.com>

Date Mon 3/2/2026 12:08 PM

To Economic Development <EconomicDev@hayward-ca.gov>; Zach Ebadi <Zach.Ebadi@hayward-ca.gov>

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Dear Economic Development Committee,

I would like to commend the entire team on the promotional campaign. Hayward is in competition with many Bay Area cities trying to capture the World Cup event & also excess & General peripheral tourism from Silicon Valley & San Francisco. Baby steps is the right starting point that will help shape a vision moving forward. There is great potential here with smart planning & execution.

My suggestions would be to engage with our 6 sister cities & collaborate on trying to market Hayward for their citizens as a perfect spring board that is less costly to tour Bay Area & greatly helps our local hotels. Japan & China could perhaps be a focus due to their economic strength, larger populations, & they love to travel.

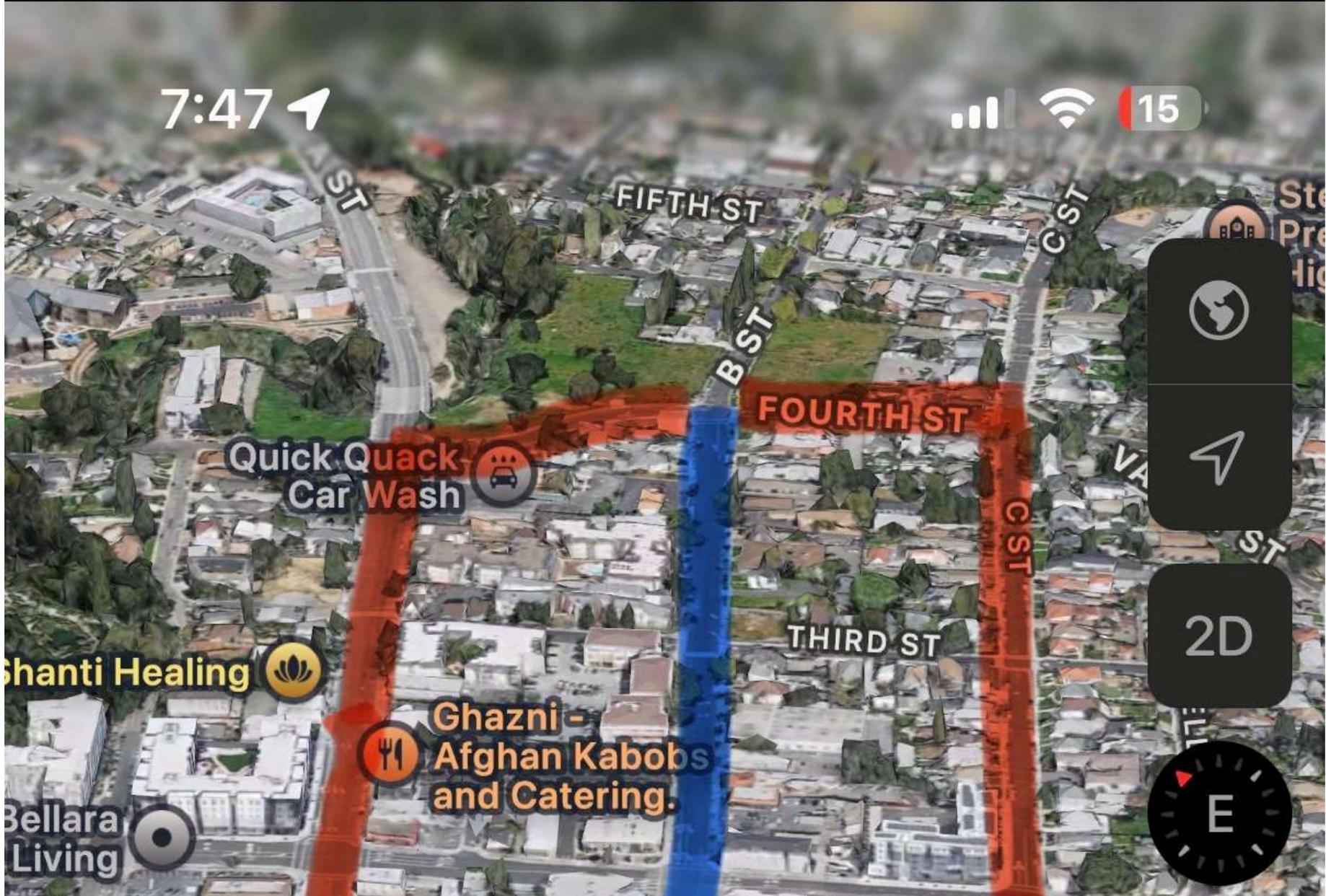
Moreover, utilizing social media is a great tool to try & target in-state & out of state college towns. Or when people are planning on visiting Stanford & Berkeley for school tours, Hayward is the perfect home base.

I'm not sure if there is a master plan for downtown revitalization, but we should make one if there isn't to provide a concept how downtown should. My suggestion would be to extend the downtown greyhound station to B St & 4th. Having a plan in place & a conceptual pattern book would help guide new development.

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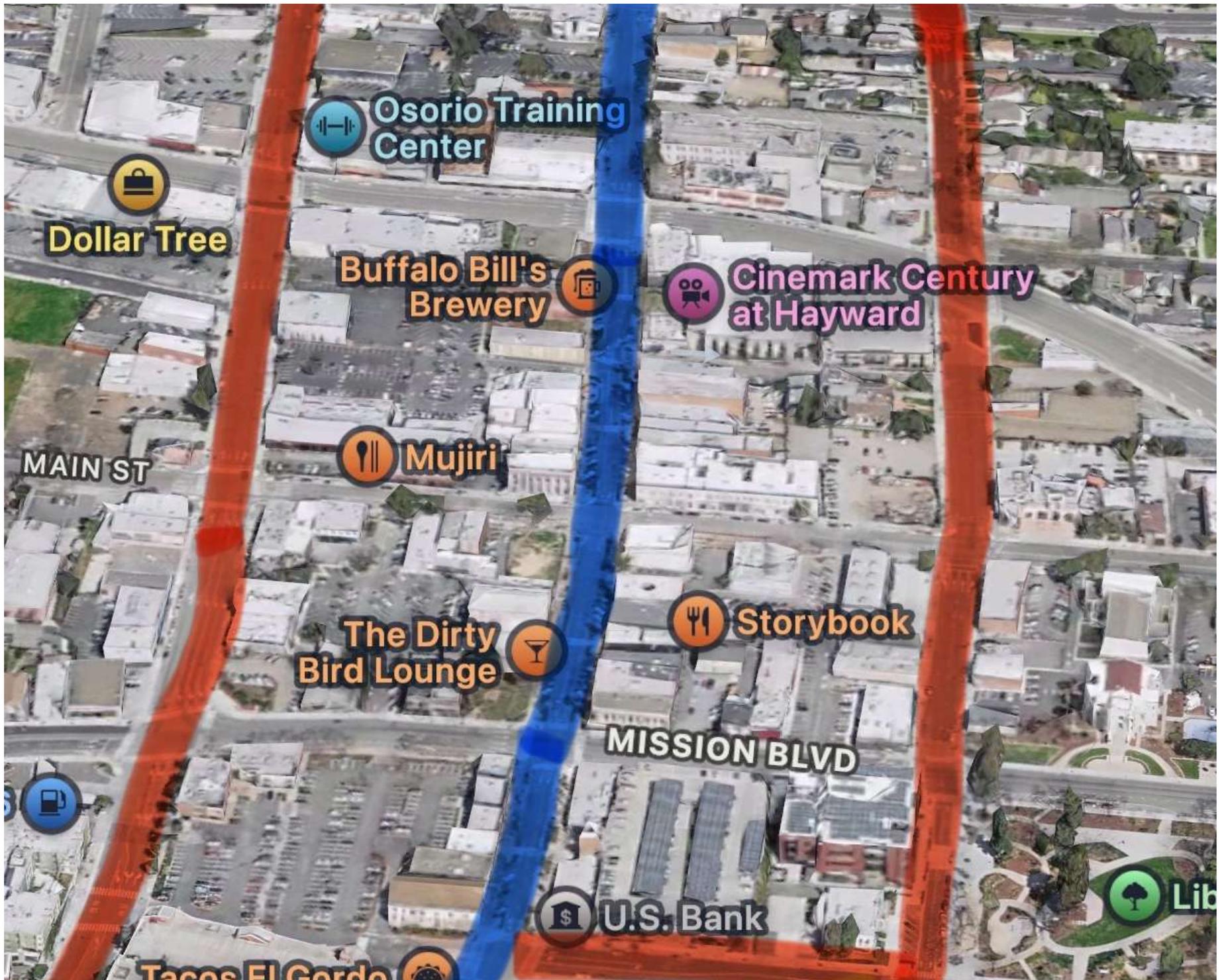


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2D





 **Osorio Training Center**

 **Dollar Tree**

Buffalo Bill's Brewery 

 **Cinemark Century at Hayward**

MAIN ST

 **Mujiri**

The Dirty Bird Lounge 

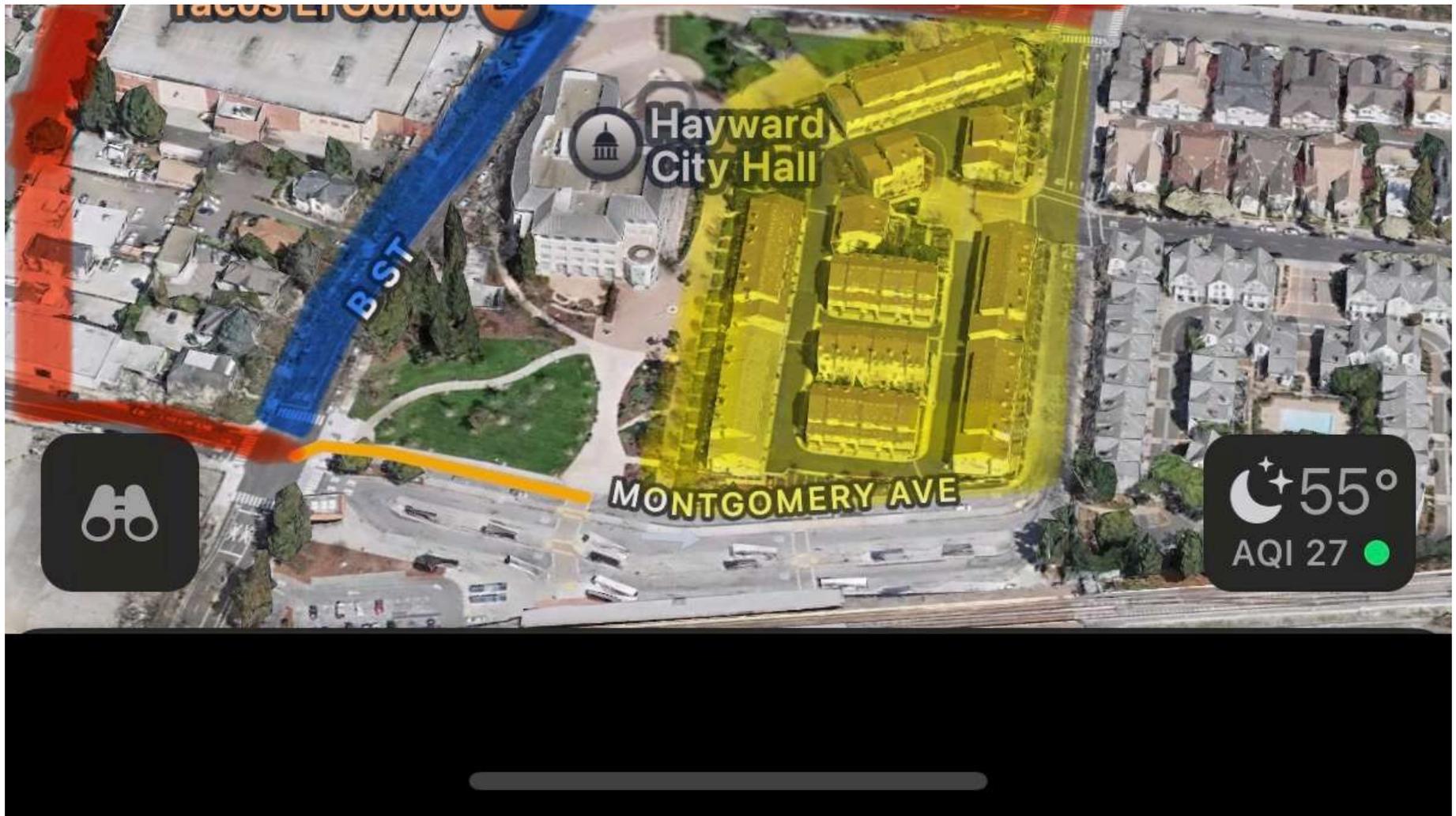
 **Storybook**

MISSION BLVD

 **U.S. Bank**

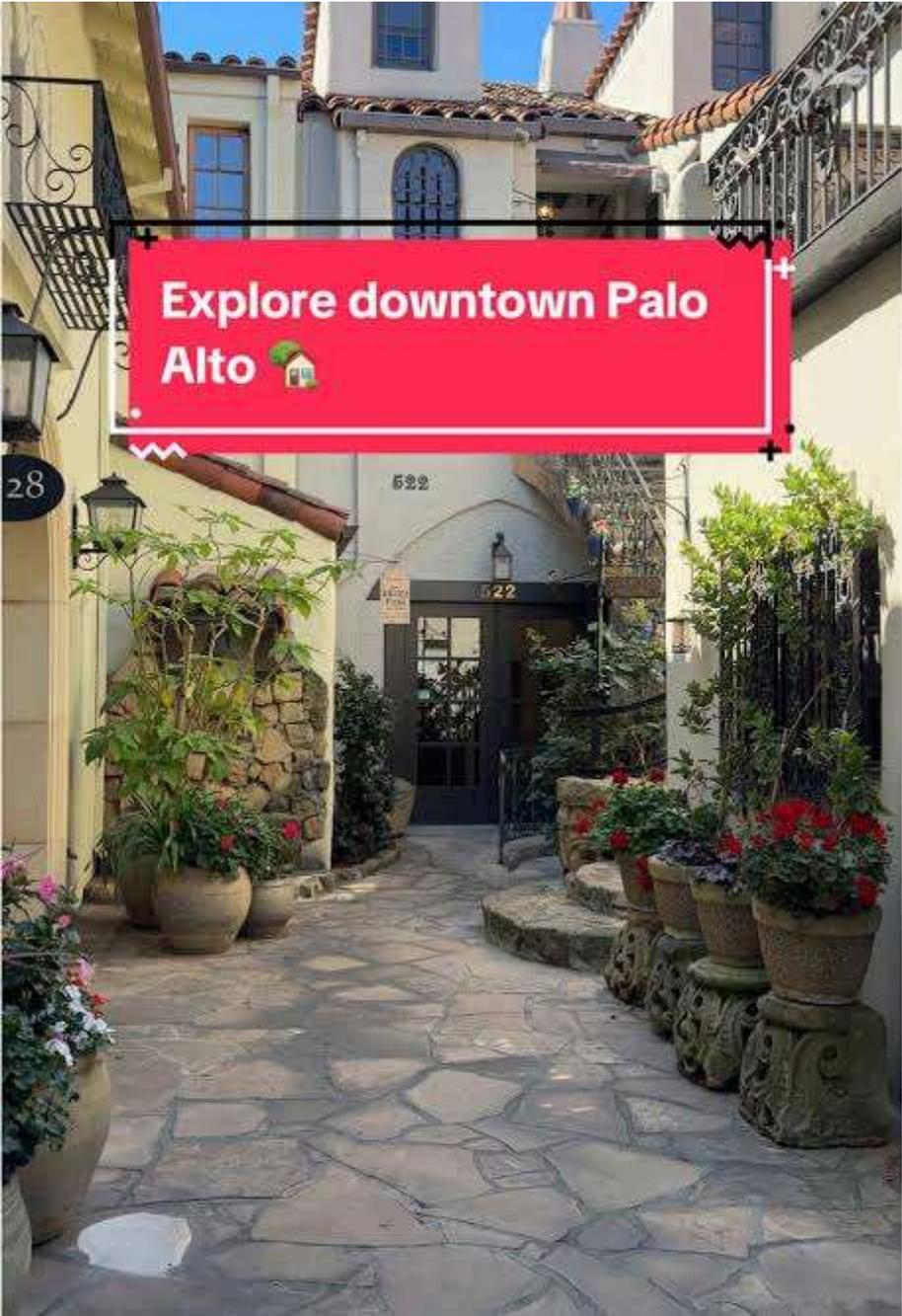
 **Lib**

Tacos El Gerdo 



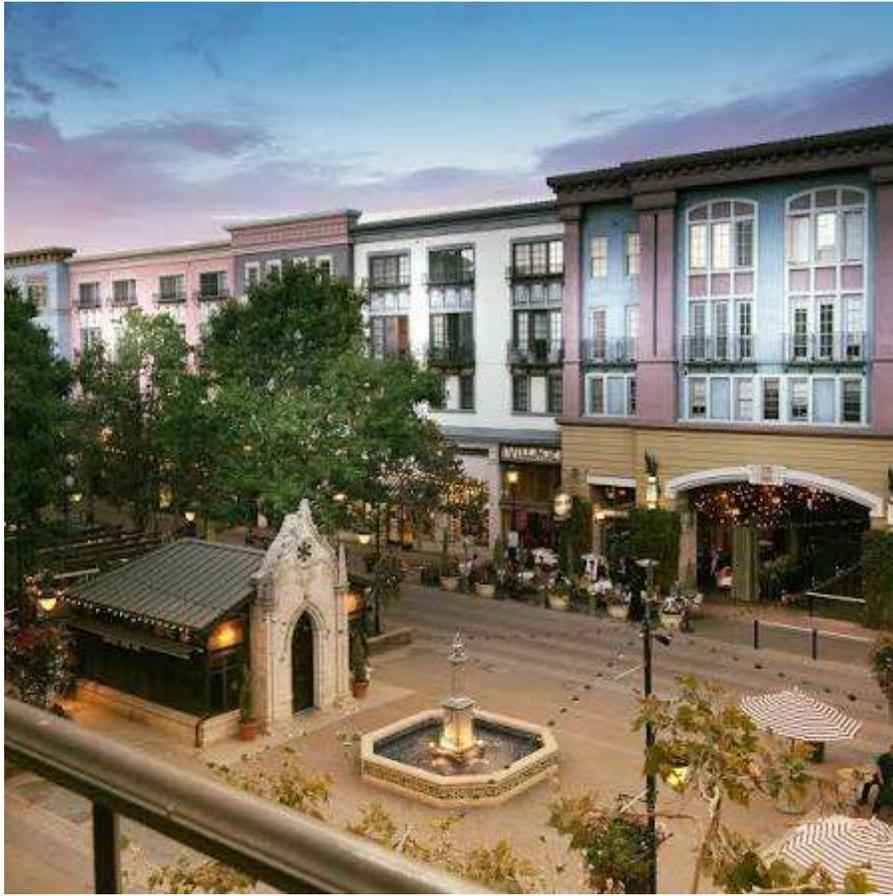
The blue line could be the extended walkable downtown, the red perimeter the ideal redevelopment area & the yellow square I mean it is unfortunate that city hall looks so squeezed & out of place. Did we sell off that land to make way for those homes? It would've been more functional & cohesive to have a public square. Such a shame & heartbreaking.

People in my circle, friends, family, neighbors, group members, I've probably asked 60 people and, all say the reasons they travel to Pleasanton, Dublin, and Palo Alto, is that they have beautiful surroundings & thoughtful designs that makes everything feel coherent & cozy. They also feel much safer, & overall it looks clean.









Best,
John