



DATE: July 9, 2019
TO: Mayor and City Council
FROM: Fire Chief
SUBJECT: Update on the South Hayward Youth and Family Center Project

RECOMMENDATION

That Council accepts this report and provides comments.

SUMMARY

Since 2013, the City of Hayward, Alameda County (County), and Hayward Area Recreation and Parks District (HARD) have worked towards a shared vision of constructing and operating a new center at the corner of Tennyson and Ruus Roads. In 2015, the City, County, and HARD formed a Governance Group to guide the project. On February 5, 2019, the City Council authorized the City Manager to execute a contract with RossDrulisCusenbery, Inc. (RDC) to complete master planning and preliminary design for the site.

Since February, the multi-agency staff team has met with RDC regularly to conduct master planning for programming and site use. The staff team last reported to the Governance Group in May and will be updating the Group next at the end of this month. To prepare for that update, staff is seeking Council feedback on the following topics: 1) Proposed Project Goals, Branding, and Programming; 2) Parking Options; 3) Funding Strategies; 4) Tennyson Corridor Complete Streets Feasibility Study Route; and 5) HARD/City Land Swap and Use of the Matt Jimenez Community Center.

BACKGROUND

Since 2013, the City of Hayward, Alameda County, and Hayward Area Recreation and Parks District (HARD) have worked towards a shared vision of constructing and operating a new center at the corner of Tennyson and Ruus Roads, referred to as the South Hayward Youth and Family Center (SHYFC). In 2015, the City, County, and HARD formed a Governance Group to guide the project and ensure that the project successfully serves the South Hayward community in conjunction with the existing Matt Jimenez Community Center (MJCC), Tennyson Park, and Firehouse Clinic.

In July 2014, the County Board of Supervisors allocated \$9.6 million from District 2's share of one-time residual property tax funds for the SHYFC. In June 2015, the County Board of

Supervisors approved the acceptance of a \$5 million grant from the Kaiser Regional Foundation. This total funding amount of \$14.6 million was reduced by approximately \$600,000 to help fund Mia's Dream Park, located at Tennyson Park.

In September 2016, the SHYFC Governance Group issued a Request for Qualifications for Facility Operator and Administrator Services in September. On August 7, 2017, the Governance Group identified La Familia Counseling Services and Eden Youth and Family Center, jointly, as the recommended facility operators. On March 27, 2018, City Council passed a resolution authorizing the City Manager to negotiate and execute a facility operator agreement with La Familia and Eden Youth and Family Center.

In June 2018, the City issued a Request for Proposals for architectural services for phases I and II of the SHYFC project. Phase I includes a community analysis and the creation of a building program. Phase II is the preliminary design. The SHYFC Governance Group evaluated eight proposals and ranked RossDrulisCusenbery, Inc. (RDC) as the top proposal. On February 5, 2019, Council authorized the City Manager to execute a contract with RDC and accept \$500,000 from Alameda County to cover the cost of the contract.

DISCUSSION

Since February, the multi-agency staff team has met with RDC regularly to conduct master planning for programming and site use. A draft site plan is shown below and in Attachment II (the Pediatric and Behavior Health Clinics are on the second floor, and thus not shown). In addition, HARD is conducting a parallel master planning effort for Tennyson Park, which HARD staff will present to their Board on July 15 in preparation for an August grant deadline. The multi-agency staff team last reported to the SHYFC Governance Group in May 2019 and will be updating the Group again on July 29th. To prepare for that update, staff is seeking Council feedback on the topics in this section of this report.

Draft Site Master Plan (see Attachment II for larger image)



Project Goals and Branding

This project is listed as a catalyst site in the Tennyson Corridor Strategic Initiative, due to its central location and the fact that the City owns the site. The site is part of a larger campus that includes the Youth and Family Center, the Firehouse Clinic and Fire Station 7, Mia's Dream Playground, and the larger Tennyson Park, which is in the process of being redesigned by HARD. This campus is 0.5 miles from South Hayward BART and 0.7 miles from Weekes Library. Taken as a whole, this campus has the potential to anchor the neighborhood and spark economic development and civic activity.

The multi-agency staff team has identified five overarching goals for the campus: 1) A city center south, where civic meetings and community events can take place; 2) a catalyst/beacon for the neighborhood; 3) a hub for social innovation; 4) a wrap-around service center for local youth and families; and 5) a hub for new recreation opportunities. These goals were reviewed and approved by the SHYFC Governance Group in May 2019.

Staff is working with a consultant to release a video by July 29th that will give an overview of the project. The audience for the video is both the community and potential donors. For branding purposes, staff is recommending naming the campus "South Hayward Center," and renaming the Youth and Family Center "The Stack." Staff has tested these names with various audiences and has received positive feedback.

Programming at the Center

Part of the master planning effort to date, has been to confirm the types of programming that will occur at the Center and to identify providers. The staff team interviewed 16 providers in March to assess their offerings and space needs. Staff is recommending the uses and spaces in the table below. These were approved by the Governance Group in May 2019. In addition to the programs listed below, HARD will provide recreational programming in the Matt Jimenez Community Center (MJCC) Gymnasium and Tennyson Park. Staff is also in the process of identifying an agency to program the existing commercial kitchen at MJCC.

PROGRAM/USE	PROVIDER	FOOTAGE²
Childcare Center	Kidango	6,250
Behavioral Health Center	La Familia	5,500
Pediatric Clinic	Tiburcio Vasquez Health Center	5,120
Classrooms	County Office of Education + Others	2,890
Café and Lounge	TBD	2,440
Multipurpose Room	Shared	1,340
Technology Lab	Eden Youth & Family Center	1,970
Literacy Lab	TBD	1,070
Maker Space	Shared + ACOE + Arts Council	940
Meeting/Legal Clinic Rooms	Shared + Centro Legal	900
Administration & Building	La Familia + EYFC	10,630
	TOTAL	39,100

Parking Options

The current draft site master plan includes 94 parking spaces. The estimated minimum parking demand for the Center is 140 spots, including roughly 70 spots for staff and 70 spots for customers. This leaves a gap of 46 spots.

Staff is looking for Council feedback on three options to create additional parking. Staff recommends that Council directs staff to conduct further research on all three options and return to Council in the fall with an analysis.

1. Share parking demand with Tennyson Park through a parking variance. The Center will mostly be used during weekdays. In contrast, the park will mostly be used in the evenings and on weekends. Thus, parking for the park could be used by the Center's customers and vice versa. HARD staff is favorable towards this option because it allows for greater open space at the park.
2. Explore the possibility of sharing parking with the retail along Tennyson Road. In this case, the fencing between the park and the retail would be removed to provide flow from Tennyson Road through to the park. This would also increase visibility and park access.
3. Explore possible property acquisition around the campus.

Funding Strategies

The total project cost is estimated at \$39 million. The multi-agency staff team has created several categories of costs with targeted funding strategies for each category. These are listed in the table on the next page. Alameda County has set aside \$9 million dollars for the project, with an additional \$5 million in grant funding from Kaiser. Also, the staff team is pursuing specific private and grant funding for the healthcare, recreation, and childcare spaces, which total \$19 million.

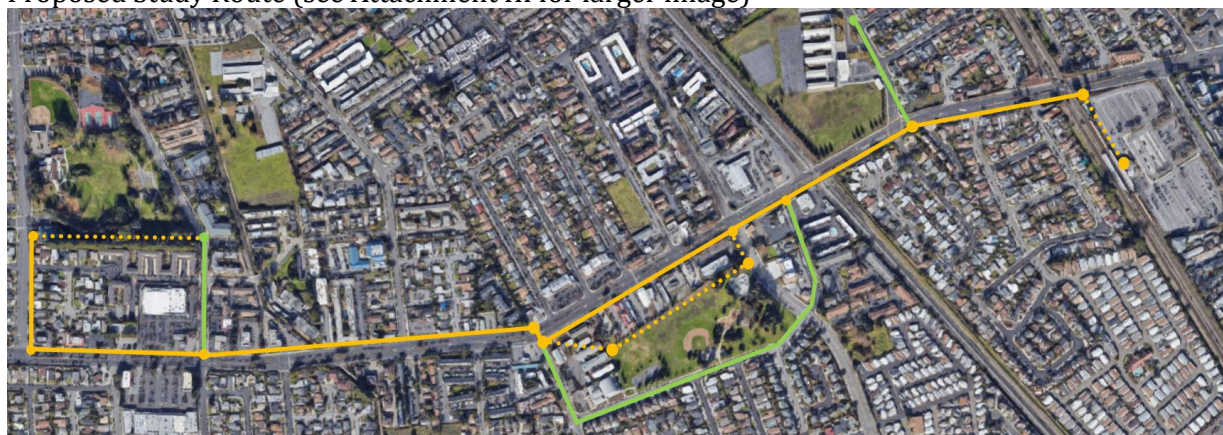
The fifth category of costs includes the literacy lab, technology lab, meeting rooms, the makerspace, and demolition and site prep. The rough estimate for these costs is \$6 million. Council has previously considered funding approximately \$1-2 million for demolition and site prep, which would be needed in FY 2022. Staff will conduct an analysis over the next few months of possible revenue sources and funding options for this remaining project gap.

SPACE/PROGRAM	RECOMMENDED FUNDING STRATEGY	ROUGH COST ESTIMATE
<ul style="list-style-type: none"> ▪ Design ▪ Administration Spaces ▪ Lounge & Café ▪ Multipurpose Room ▪ Classrooms ▪ Parking 	County/Kaiser – Existing Funding	\$14 Mil
<ul style="list-style-type: none"> ▪ Pediatric Clinic ▪ Behavior Health Center 	Health Care Grants, Private Donors	\$13 Mil
<ul style="list-style-type: none"> ▪ Literacy Lab ▪ Technology Lab ▪ Meeting/Legal Rooms ▪ Makerspace ▪ Demolition & Rehab 	TBD; possible City commitment of \$1-2 million for demo	\$6 Mil
<ul style="list-style-type: none"> ▪ Outdoor Spaces 	Recreation Grants, Private Donors	\$4 Mil
<ul style="list-style-type: none"> ▪ Childcare Center 	Childcare Grants, Private Donors	\$2 Mil
TOTAL		\$39 Mil

Tennyson Corridor Complete Streets Feasibility Study Route

As part of the Tennyson Corridor Strategic Initiative, \$90,000 is included in the City’s Capital Improvement Program for a Tennyson Corridor Complete Streets Feasibility Study. Due to staff vacancies and competing priorities, staff has not yet begun this study. In addition, Transportation staff had paused until the scope of the study area became more defined. Staff is now recommending focusing the study on a 1.5-mile route from South Hayward BART, through the South Hayward Center, to Weekes Library. To increase pedestrian access, the recommended route also includes the side streets of Whitman Street to the entrance of Cesar Chavez Middle School, Panjon Street, and Tampa Ave to the entrance of Weekes Park. This route is shown in the map below and in Attachment III.

Proposed Study Route (see Attachment III for larger image)

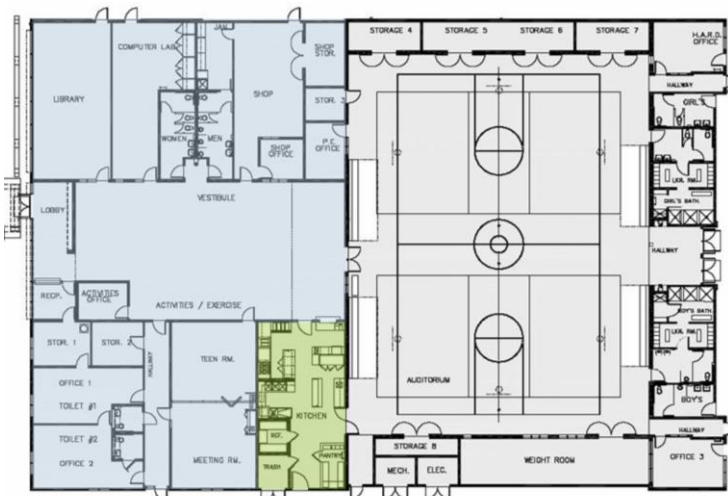


HARD/City Land Swap and Use of the Matt Jimenez Community Center

The City owns sections of Tennyson Park and has an agreement with HARD to operate recreation services on these parcels. Currently, the parcels are on the eastern edge of the park. Staff is recommending proceeding with a land swap to consolidate the City-owned land on the west side of the park next to the Center, as shown by the yellow line below.



In addition, the City has an agreement with HARD to operate the MJCC, which is owned by the City. As part of this agreement, the City gives HARD \$178,620 per year to help maintain afterschool and summer programming. HARD is planning to vacate the front of MJCC once the new Center is operational, while maintaining use of the gymnasium. The blue section below is planned to be the future site of the childcare center and the green is the existing commercial kitchen. Staff is recommending that the City extend HARD's lease of the full MJCC through August 2020, then revise the lease agreement to reflect the new uses.



FISCAL IMPACT

The total budget for the design and construction for this project is estimated to be \$39 million. The County Board of Supervisors allocated \$9.6 million from District 2's share of one-time residual property tax funds for the SHYFC and approved the acceptance of a \$5 million grant from the Kaiser Regional Foundation. This total funding amount of \$14.6 million was reduced by approximately \$600,000 to help fund Mia's Dream Park, located at Tennyson Park, leaving a funding gap of \$23.8 million for the project. A phased construction approach can be pursued to move the project forward with current funding available until the funding gap is closed.

The City's contribution to this project is the land, as all lands associated with the Center are owned or controlled by the City. The costs associated with phases I and II of the project, master planning and preliminary design, are being covered by a transfer of funds from Alameda County. Staff will return to Council during the FY 2021 budget discussion with a more refined cost estimate for the project and other funding options.

STRATEGIC INITIATIVES

This agenda item supports Council's Tennyson Corridor Strategic Initiative. The overarching purpose of the Tennyson Corridor Strategic Initiative is to develop an attractive, cohesive, thriving Tennyson Corridor through thoughtful engagement of residents, businesses, and community partnerships. This agenda item directly supports the following goals and objectives:

Goal 1: Create a community vision plan for the Tennyson Corridor and catalyst sites to serve as a foundation for long-term planning and policies.

Objective 3: Lead the development and construction of a new South Hayward Family Center in coordination with community stakeholders.

SUSTAINABILITY FEATURES

The design phase of the project will address and incorporate all City green building ordinances, including the zero-net-energy requirement for new construction.

NEXT STEPS

Staff will take Council feedback on these topics and continue to work with the multi-agency staff team to implement the design phase and identify project funding. Staff will return to Council in late fall with an update. In addition, there are two notable upcoming meetings:

- The HARD Board is reviewing the master plan for Tennyson Park on July 15, 2019.
- The next SHYFC Governance Group meeting is July 29, 2019.

Prepared by: Mary Thomas, Management Analyst

Recommended by: Garrett Contreras, Fire Chief

Approved by:

A handwritten signature in black ink, appearing to read 'K McAadoo', written in a cursive style.

Kelly McAadoo, City Manager