

**CITY COUNCIL
MEETING**

JANUARY 20, 2026

PRESENTATIONS

**California League
of Cities Helen
Putnam Award for
Excellence:**

**Learn to Earn and
Hire Hayward**



Samantha Brightman

Regional Public Affairs Manager,

East Bay Division for the League of California Cities



- Represents **480+ cities statewide**, advocating on behalf of local governments at the state and federal levels
- Serves as the **primary voice for California cities** on policy, legislation, and local governance issues
- Provides **leadership development, legal guidance, and best-practice resources** for elected officials and city staff
- Champions **local control, innovation, and equitable community outcomes** across California
- Hosts the **Helen Putnam Award for Excellence**, recognizing cities for impactful, community-driven programs



In response, the city
launched Learn to Earn and Hire Hayward.

Learn to Earn & Hire Hayward

A Comprehensive Workforce Development Solution

- 600+ Hayward residents supported with tuition assistance to access short-term, career-focused training aligned with local employer demand, reducing financial barriers to upskilling and credential attainment
- Four career fairs hosted to date (program funded through 2027), intentionally designed to connect residents, students, and adult learners directly with local employers in high-growth sectors, strengthening regional talent pipelines
- 20+ residents placed into quality local jobs, earning an average of \$30/hour with full benefits, demonstrating clear training-to-employment pathways and measurable wage gains for participants



Item #4

WS 26-004

**City of
Hayward
Budget**

Budget Update

Hayward City Council

January 20, 2026

Actions and Next Steps

Phase I: FY 2026

Staff are on track to take the steps needed to update the FY 2025-26 budget in the system to reflect that the budget is balanced, incorporating changes shared on January 6, 2026. This will be completed by January 31.

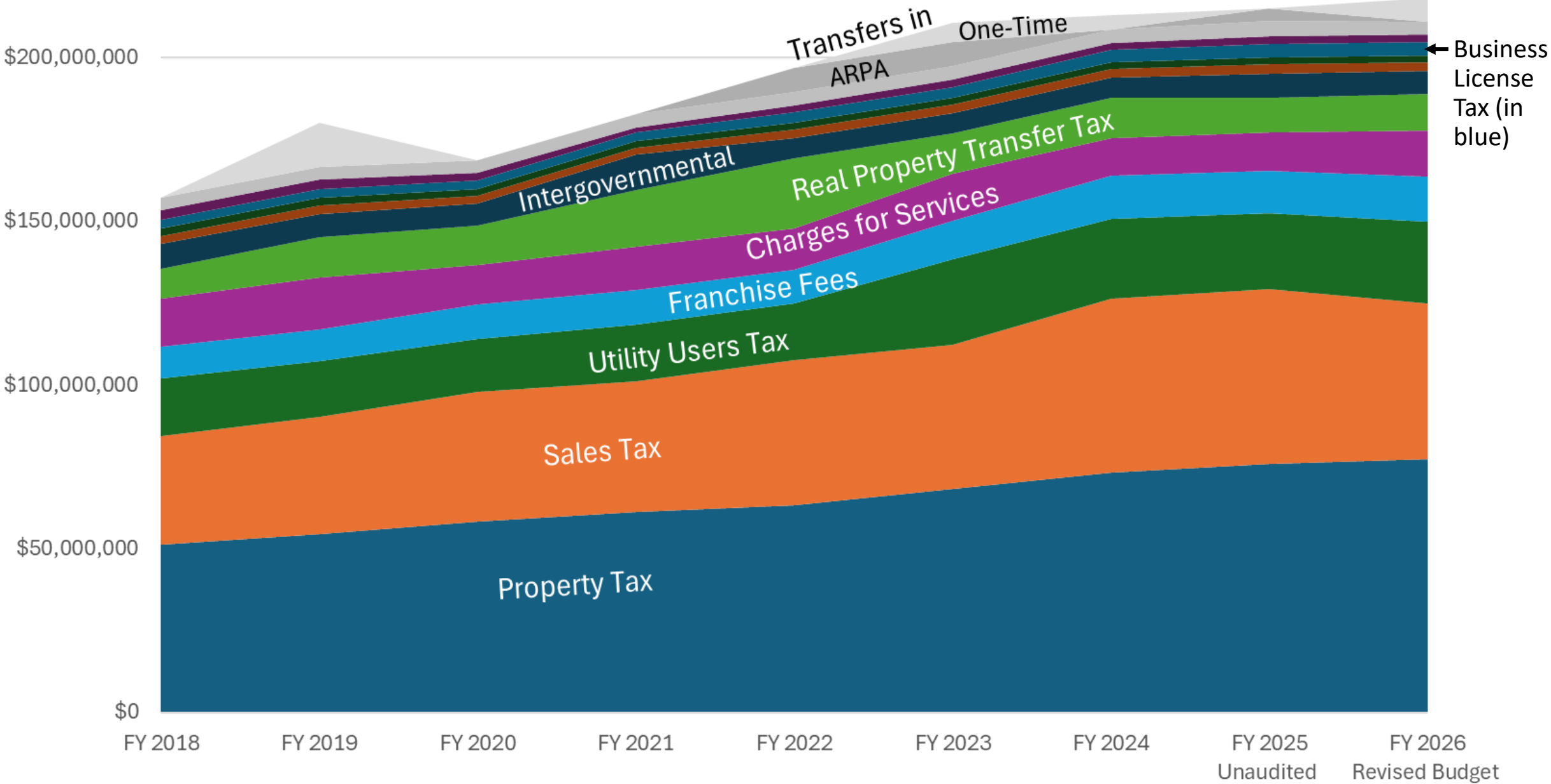
- Once these steps are completed, staff will be monitoring biweekly to track the targeted savings

Phase II: FY 2027 and Beyond

Staff are preparing for the February 28 Saturday Council Budget Work Session

- Five-year model
- Fiscal sustainability plan

General Fund Revenue Sources



Exploration of Business License Tax Measure

Tentative Timeline

January & February 2026:

- Analysis: Comparison to neighboring jurisdictions and evaluation of existing structure
- Initial stakeholder outreach
- Present findings on February 28, 2026

March & April 2026: If desired, polling & further stakeholder outreach

May 2026: Present poll results and evaluate a potential measure

June 23, 2026: Deadline for the City Council to pass a resolution to place a measure on the November ballot

Fiscal and Economic Analysis Support Business License Tax Exploration

Matthew Newman

Principal and Co-Founder, Blue Sky Consulting Group

Sales Tax Consultant

Tom Adams

Neumo Consulting Group

Questions?

General Fund Revenue Sources – Pending final updates from actions discussed on January 6, 2026

General Fund Revenue Actuals	FY 2026 Revised Budget		FY 2025 Unaudited	FY 2024	FY 2023	FY 2022	FY 2021	FY 2020	FY 2019	FY 2018
Property Tax	77,458,791		75,906,531	73,406,275	68,458,486	63,524,226	61,196,409	58,431,803	54,467,978	51,235,946
Sales Tax	47,559,300		53,476,339	53,034,329	44,051,047	44,027,645	40,074,819	39,679,957	36,010,642	33,388,718
Utility Users Tax	25,000,000		23,101,342	24,453,592	25,944,798	17,308,117	17,267,592	16,065,943	16,935,327	17,487,828
Franchise Fees	13,630,000		13,031,111	13,161,911	11,906,944	10,515,951	10,624,234	10,581,959	9,730,174	9,647,903
Fees and Charges for Service	14,198,995		11,668,867	11,285,639	14,202,735	12,635,730	13,208,123	11,977,513	15,865,842	14,675,977
Real Property Transfer Tax	11,000,000		10,597,871	12,540,552	12,356,957	21,226,290	17,120,032	12,150,286	12,256,155	9,168,329
Inter-Governmental	7,098,366		7,232,682	5,906,061	6,275,057	6,303,497	10,881,724	6,699,241	7,075,380	7,449,812
Fines & Forfeitures	2,822,948		2,977,452	2,703,563	2,504,636	2,687,658	2,194,569	2,210,385	2,537,537	2,462,449
Other Taxes	2,000,000		2,105,981	2,062,576	2,174,116	1,967,587	1,937,518	2,144,072	2,285,339	2,301,295
Business Tax	4,000,000		3,982,438	3,745,626	3,252,938	3,134,175	2,662,731	2,736,823	2,834,015	2,682,439
Transient Occupancy Tax	2,426,500		2,341,487	2,045,297	2,358,670	1,978,906	1,552,148	2,186,927	2,822,564	2,808,158
Cannabis Revenue	806,933		740,910	875,437	804,451	842,860	441,877	2,984	-	-
Other Revenues	863,170		1,188,666	2,167,384	(1,179,849)	(440,257)	1,456,853	706,926	1,000,275	874,013
Interest	-		30,670	817,648	426,955	(734,896)	(7,526)	465,472	524,633	76,672
Subtotal	208,865,003		208,382,349	208,205,889	193,537,940	184,977,489	180,611,104	166,040,292	164,345,860	154,259,538
Transfers In: Ongoing	4,418,587		4,681,103	4,192,051	3,971,046	3,969,046	3,967,046	3,964,046	3,962,046	4,045,046
Transfers In: One-Time	6,568,518		4,018,912	4,524,183	13,152,372	7,601,500			13,394,789	
Total with Transfers In	219,852,108		217,082,364	216,922,123	210,661,358	196,548,035	184,578,150	170,004,338	181,702,695	158,304,584