

# **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**



**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.

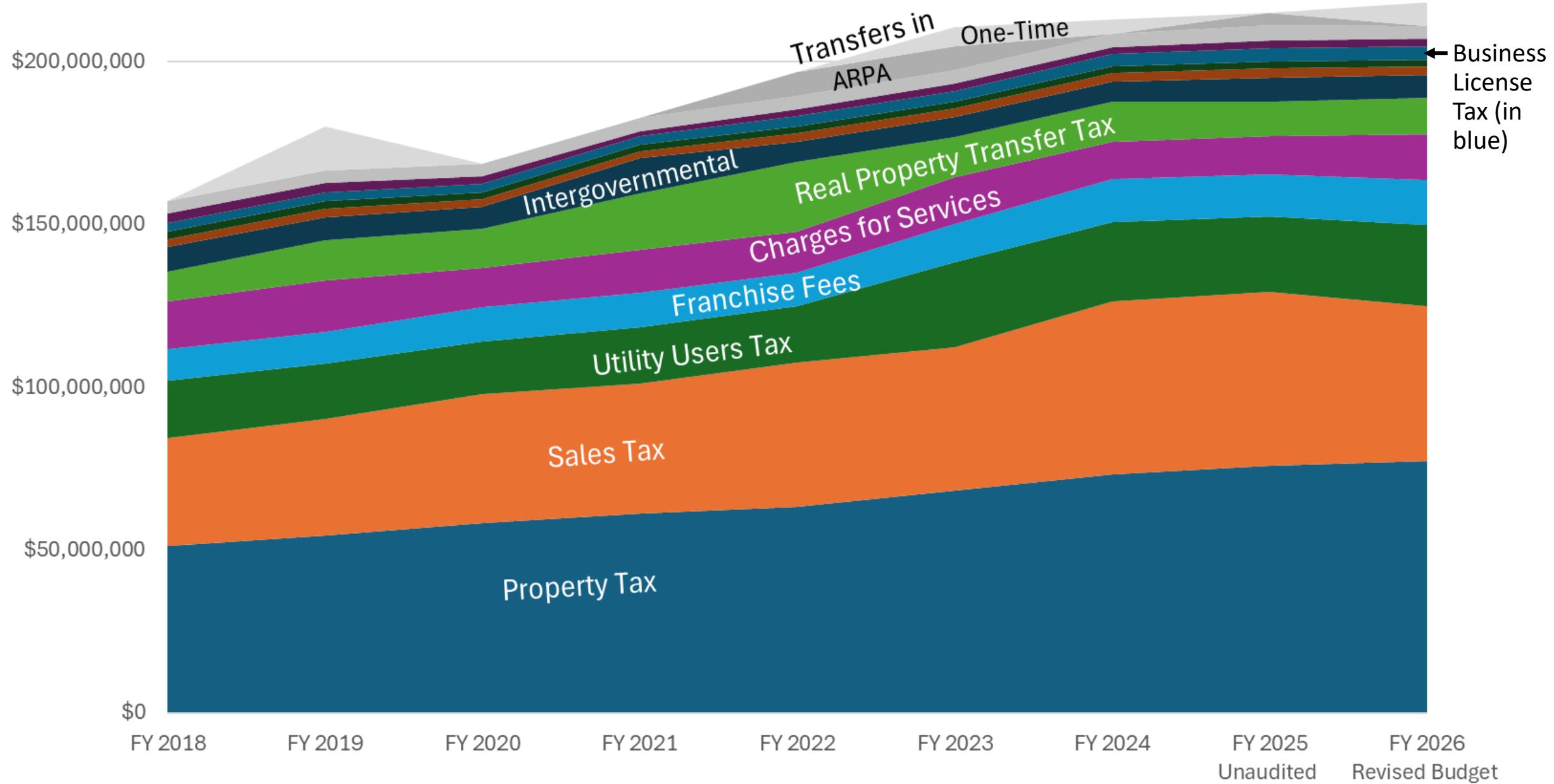
- Once these steps are completed, staff will be monitoring biweekly to track the targeted savings

## 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             |
| <b>Subtotal</b>                | <b>208,865,003</b>     | <b>208,382,349</b> | <b>208,205,889</b> | <b>193,537,940</b> | <b>184,977,489</b> | <b>180,611,104</b> | <b>166,040,292</b> | <b>164,345,860</b> | <b>154,259,538</b> |
| 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         |                    |
| <b>Total with Transfers In</b> | <b>219,852,108</b>     | <b>217,082,364</b> | <b>216,922,123</b> | <b>210,661,358</b> | <b>196,548,035</b> | <b>184,578,150</b> | <b>170,004,338</b> | <b>181,702,695</b> | <b>158,304,584</b> |