



City of Hayward
Economic Development Management Services
Project Management Plan and Schedule
For Review with Council Economic Development Committee
October 16, 2017

Scope of Work

Project management services for the entitlement and disposition process of several former Route 238 corridor Caltrans properties.

The project approach is two-phased.

- *Phase one* will involve coordinating with staff to develop a report that prioritizes the 238 parcel groups for disposition; preparing a disposition schedule for each parcel grouping; and coordinating third-party contractors for environmental and site reviews.
- *Phase two* will include coordinating the selection of developers for each parcel group; coordinating the negotiation and approval of acquisition agreements for each parcel with Caltrans; and assisting with development entitlements and close-of-escrow for site disposition.

About the Disposition Project

The City of Hayward has need for project management services for the entitlement and disposition process of several former Route 238 corridor Caltrans properties. These properties were initially acquired by Caltrans for the purpose of constructing a new freeway alignment bypass to Route 238 in Hayward that ultimately did not move forward. The City entered into a purchase and sale agreement with Caltrans, which allowed the City to purchase the properties following an appraisal process.

The properties have been placed into 10 separate groupings by the City. The situation is different for all the properties. Some have been the subject of discussions about use, others are designated for specific projects, and others are in the process of being sold. The City's goal is to ensure the properties are tied to projects and/or development proposals that align with their priorities to the extent possible.

Tentative Schedule

Management Partners will be coordinating activities with City staff, the third-party consultant, the Council Economic Development Committee (CEDC) and community members. This schedule is dependent upon their availability and ability to engage in a timely manner as indicated in this work plan.

Phase 1: Site Analysis

Activity and Tasks	Tentative Schedule
Activity 1: Start Project and Obtain Background Information	
<ul style="list-style-type: none"> • Prepare detailed work plan • Conduct formal project kick-off meeting • Review background materials 	<p>August 28, 2017 to September 29, 2017</p>
Activity 2: Develop Project Management Plan and Timeline	
<ul style="list-style-type: none"> • Develop draft project management plan and timeline • Review draft project management plan and timeline • Finalize project management plan and timeline • Present project management plan and timeline to CEDC 	<p>September 19, 2017 to October 16, 2017</p>
Activity 3: Coordinate the Disposition of the Lyon Parcel [Parcel Group 1 and 10 – Valle Vista (Group 2 Added in the Future)]	
<ul style="list-style-type: none"> • Review purchase agreements • Coordinate close of escrow for acquisition 	<p>September 11, 2017 to October 31, 2017</p>
Activity 4: Coordinate Third Party Contractors for Parcel Groups 5, 6, 7, 8, and 9	
<ul style="list-style-type: none"> • Assist with the selection of a land use consultant and develop scope of work • Present third-party contract to Council for approval • Schedule and facilitate community engagement • Consultant prepares documents • Review recommendations; provide comments to consultant on Master Plan and Initial Study • Public review of CEQA • Prepare CEQA response to comments and finalize CEQA document • Present report and CEQA to Planning Commission for approval • Present report to Council • Finalize report 	<p>September 11, 2017 to November 1, 2018</p>
Activity 5: Coordinate Third Party Contractors for Parcel Groups 3 and 4	
<ul style="list-style-type: none"> • Prepare scope of RFP; distribute RFP • Assist with the selection of a land use consultant • Present third-party contract to Council for approval • Schedule and facilitate community engagement • Consultant prepares documents • Review recommendations; provide comments to consultant on Master Plan and Initial Study • Public review of CEQA • Prepare CEQA response to comments and finalize CEQA document • Present report and CEQA to Planning Commission for approval • Present report to Council • Finalize report 	<p>January 2, 2018 to April 1, 2019</p>
Activity 6: Prepare Disposition Schedule for Parcel Groups 5, 6, 7, 8, and 9	
<ul style="list-style-type: none"> • Review parcel groups and identify challenges • Determine schedule for each parcel group • Develop draft disposition schedule • Review draft disposition schedule • Finalize disposition schedule • Present disposition schedule to CEDC • Finalize disposition schedule • Present to disposition schedule to Planning Commission • Present disposition schedule to Council 	<p>July 2018 to December 2018</p> <p><i>Note: Deadlines in Activity 6 are dependent upon completion of analysis by third party consultant</i></p>
Activity 7: Prepare Disposition Schedule for Parcel Groups 3 and 4	
<ul style="list-style-type: none"> • Review parcel groups and identify challenges • Determine schedule for each parcel group • Develop draft disposition schedule • Review draft disposition schedule • Finalize disposition schedule • Present disposition schedule to CEDC • Finalize disposition schedule • Present to disposition schedule to Planning Commission 	<p>December 2018 to May 2019</p> <p><i>Note: Deadlines in Activity 7 are dependent upon completion of analysis by third party consultant</i></p>



Activity and Tasks	Tentative Schedule
<ul style="list-style-type: none"> Present disposition schedule to Council 	

Phase 1 Deliverable Schedule (Tentative)

Deliverable	Due Date
Work Plan for Phase 1	September 25, 2017
Project Management Plan	October 16, 2017
Land-use and Parcel Group Prioritization Report Parcel Groups 5, 6, 7, 8, and 9 (provided by third-party consultant)	November 1, 2018
Disposition Schedule Parcel Groups 5, 6, 7, 8, and 9	November 2018
Land-use and Parcel Group Prioritization Report for Parcel Groups 3 and 4 (provided by third-party consultant)	April 1, 2019
Disposition Schedule Parcel Groups 3 and 4	April 2019

Phase 2: Property Marketing and Disposition (In-brief)

Time estimate: Approximately one year upon completion of first phase for each parcel group

1. Develop strategy for order of property disposition.
2. Draft requests for proposals for individual properties or groups of properties.
3. Prepare content for and coordinate preparation of marketing materials for request for proposals (RFP) distribution.
4. Coordinate RFP distribution, and coordinate analysis of responses.
5. Coordinate selection of developers for each property and negotiate purchase and sale agreements.
6. Coordinate negotiation and approval of acquisition agreements for each parcel with potential purchasers and developers.
7. Assist developers and staff with development entitlements.
8. Assist with close of escrow for site disposition.

Deliverables

- a. Work plan for Phase 2.
- b. Updated master schedule.
- c. Strategy document for order of property disposition.
- d. Requests for proposals.
- e. Marketing materials.
- f. Monthly updates to you and the staff committee.
- g. Other written updates as requested by the City.





*Economic Development Management Services
238 Bypass Corridor Property Disposition
Tentative Project Schedule
August 2017 to May 1, 2020¹*

	Activity	Duration	Start	End	Aug. 2017	Sept. 2017	Oct. 2017	Nov. 2017	Dec. 2017	Jan. 2018	Feb. 2018	March 2018	April 2018	May 2018	June 2018	July 2018	Aug. 2018	Sept. 2018	Oct. 2018	Nov. 2018	Dec. 2018	Jan. 2019	Feb. 2019	March 2019	April 2019	May 2019	June 2019	July 2019	Aug. 2019	Sept. 2019	Oct. 2019	Nov. 2019	Dec. 2019	Jan. 2020	Feb. 2020	March 2020	April 2020	May 2020		
1	Phase 1: Start Project and Obtain Background Information	32	8/28/2017	9/29/2017																																				
2	Phase 1: Develop Project Management Plan and Timeline	27	9/19/2017	10/16/2017																																				
3	Phase 1: Coordinate the Disposition of the Lyon Parcel	51	9/11/2017	11/1/2017																																				
4	Phase 1: Coordinate Third Party Contractors for Parcel Groups 5, 6, 7, 8, and 9	416	9/11/2017	11/1/2018																																				
5	Phase 1: Coordinate Third Party Contractors for Parcel Groups 3 and 4	454	1/2/2018	4/1/2019																																				
6	Phase 1: Prepare Disposition Schedule for Parcel Groups 5, 6, 7, 8, and 9	182	7/2/2018	12/31/2018																																				
7	Phase 1: Prepare Disposition Schedule for Parcel Groups 3 and 4	151	12/1/2018	5/1/2019																																				
8	Phase 2: Property Marketing and Disposition	486	1/1/2019	5/1/2020																																				

¹Disposition and sale of all related Caltrans properties to third parties must be completed by January 20, 2022, unless the term is extended. Current schedule provides buffer to accommodate associated project delays.