

**CITY COUNCIL MEETING  
TUESDAY, JULY 11, 2017**

**PRESENTATIONS**

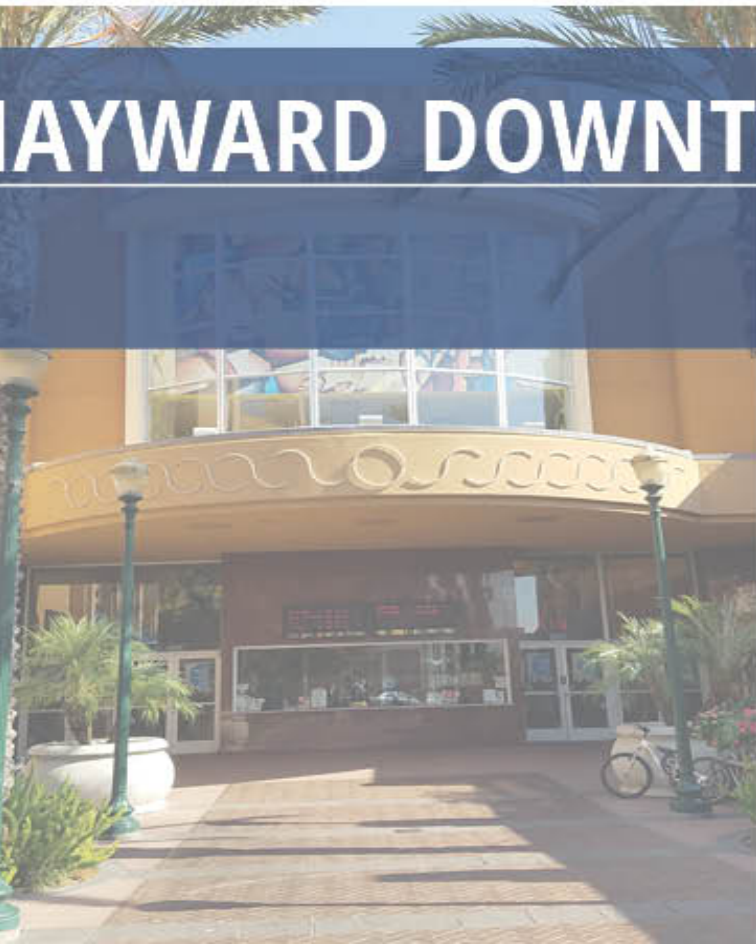
**ITEM #6 WS 17-018**

**DOWNTOWN SPECIFIC PLAN**



# CITY OF HAYWARD DOWNTOWN SPECIFIC PLAN & EIR

City Council/Planning Commission Meeting  
July 11, 2017



# INTRODUCTION

## City of Hayward

Damon Golubics, Senior Planner

## Lisa Wise Consulting, Inc.

Lisa Wise, AICP, President

Kathryn Slama, Senior Associate

## Nelson\Nygaard

Patrick Siegman, Principal

## Opticos Design, Inc.

Arti Harchekar, AICP, Associate



# AGENDA

- 1 Project Overview & Outreach
- 2 Long Term Vision
- 3 Online Survey Results
- 4 Next Steps
- 5 Discussion

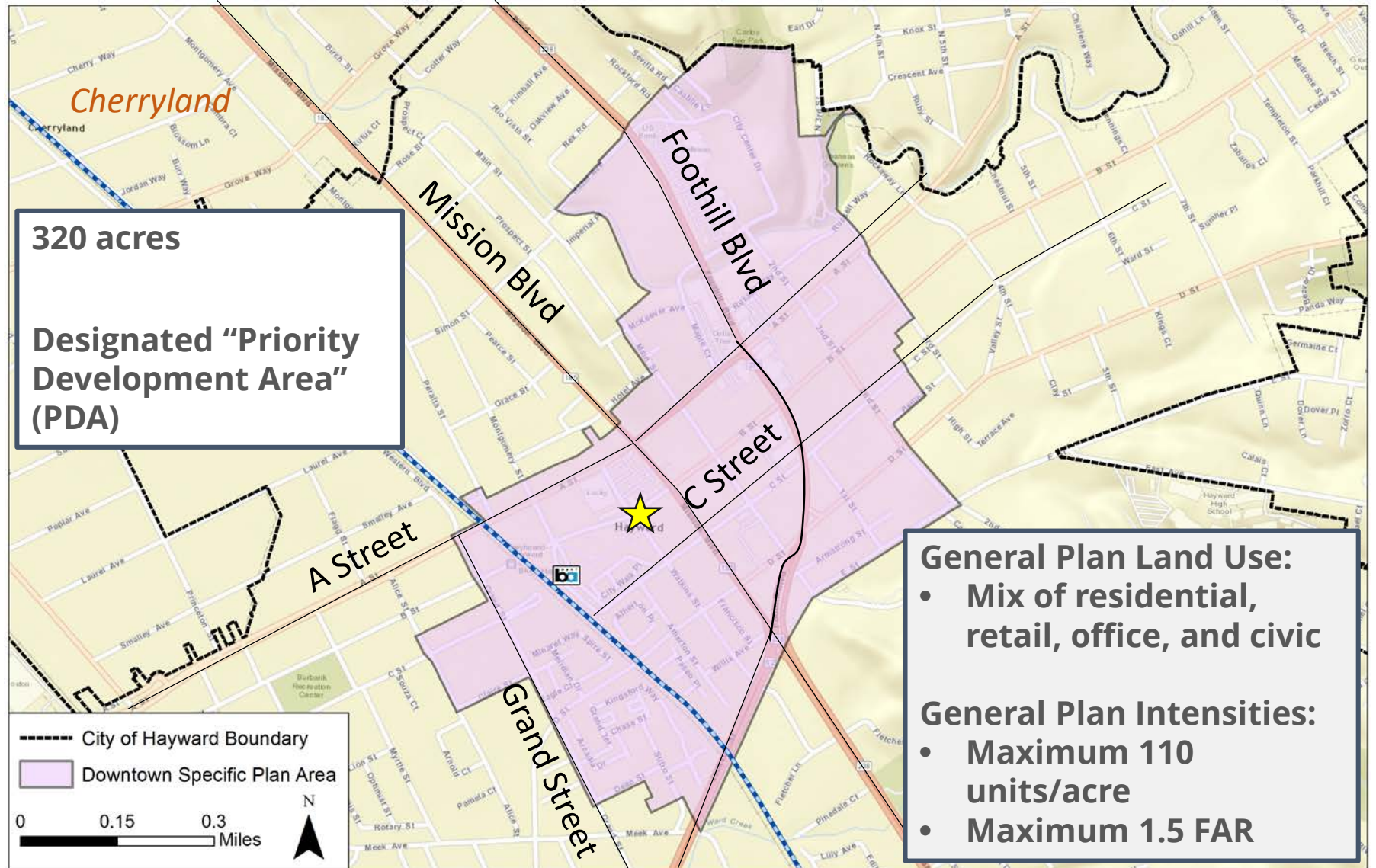
# Project Overview



# PROJECT OVERVIEW

## SPECIFIC PLAN PROJECT AREA

★ = We are Here



# Project Overview



## Kickoff & Research

- What is Downtown like today?



## Vision & Alternatives

- What do we want Downtown to become?



## Draft Specific Plan & Code

- Strategies to achieve the vision



## Review Specific Plan & Code

- Evaluate and prioritize



## Adoption





# Community Outreach

- ACTC Sustainable Communities Grant
- 4 Task Force Meetings
- 20+ hours Stakeholder Interviews
- CC/PC Study Session
- 53 attendees Public Workshop #1
- 90+ attendees 5-day Design Charrette
- Staff/Agency Meetings
- Online Media





# Five Day Charrette



# COMMUNITY PRIORITIES



Establish downtown as a regional destination



Build on and enhance natural features and open spaces



Improve the circulation network to better serve downtown businesses, residents, and visitors



Promote downtown as safe, lively, and business friendly



Preserve the history, arts, culture of downtown

# VISION

**“ Downtown Hayward is a regional *destination*, celebrated for its distinct **history, culture, and diversity**; providing shopping, entertainment, and housing options for residents and visitors of all ages and backgrounds; that is accessible by bike, foot, car, and public transit. ”**

# Vision Framework







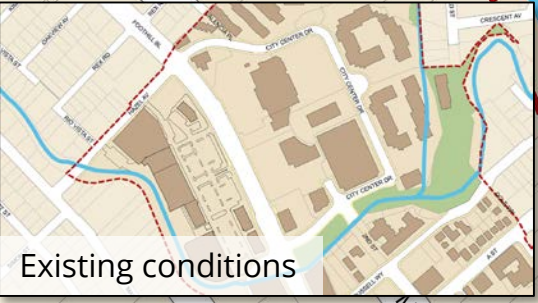


# CITY CENTER (Opp Site 1)

1 A new center of activity.

2 Transform Foothill into walkable urban gateway into Downtown.

3 5-7 story development appropriate on large opportunity sites in this area.





# DOWNTOWN BLOCK (Opp Site 2)

1 Transform underutilized city-owned parking into public space or structured parking.

2 Storefronts that open to the street and to the center of the block expand “eyes on the street” and expand the network of open spaces.

3 Public realm improvements along Foothill Boulevard encourage businesses to open doors on to the street.





# BART TRANSIT ORIENTED DEVELOPMENT (Opp Site 3)

- 1 BART is interested in constructing an **office building**.
- 2 Relocate bus stops to improve the **pedestrian space**.
- 3 New retail and residential buildings near BART with **no net new parking**



- 4 **Unique open spaces** and active frontages **draw people into Downtown**.
- 5 Consider **moving some bus stops** to Mission Blvd and A Street.
- 6 **New pedestrian plaza**.
- 7 Redevelop existing BART parking structure into a **mixed-use block**.



# FOOTHILL & MISSION GATEWAY (Opp Site 4)

Proposed Improvements include:

- **Improving** vehicular, pedestrian and bicycle circulation
- Creating a new gateway into Downtown Hayward
- **Two-way roads** provide access to homes and businesses on both sides of the street.
- Reclaiming right-of-way for **new development.**



Existing conditions



# FOOTHILL & MISSION GATEWAY (Opp Site 4)

**1** Make the intersection more bicycle and pedestrian friendly

**2** Alquist-Priolo Fault Zone along Hayward Fault becomes a **linear open space**.

**3** D Street and Mission Boulevard are re-aligned to **focus on the new library plaza**.



**4** Land previously occupied by the intersection can be made available for **new infill development**.

- 22,525 square feet of **net new developable land** from vacated right-of-way.
- 65,340 square feet **open space** within roundabout.



# Mobility

# MOBILITY– APPROACH

- **Circulation Network Improvements** - Modify street network to improve connectivity and access
- **Bikes/Ped Network Improvements**- Improve and complete bicycle and pedestrian connections
- **Transit Network Improvements**- Pending close coordination with AC Transit and BART, illustrate potential improvements to bus and rail network.

*The long term vision sets the stage to guide creation of Specific Plan goals, polices, and action items related to mobility network improvements. With a community supported vision in place, next steps include evaluating Specific Plan alternatives and considering tradeoffs.*



# SELECTING PERFORMANCE METRICS

- Defining 'success'
- Reporting on achievement of goals
- Improving efficiency for all modes
- Managing roadway corridors
- Prioritizing funding
- Measuring effect of new development

**What gets measured gets done**





# CIRCULATION NETWORK IMPROVEMENTS

Proposed one-way to two-way conversions:

A Street

B Street

C Street

Mission Boulevard

Foothill Boulevard

Helps remove out of direction travel.

\*Long-term scenario is shown

Legend



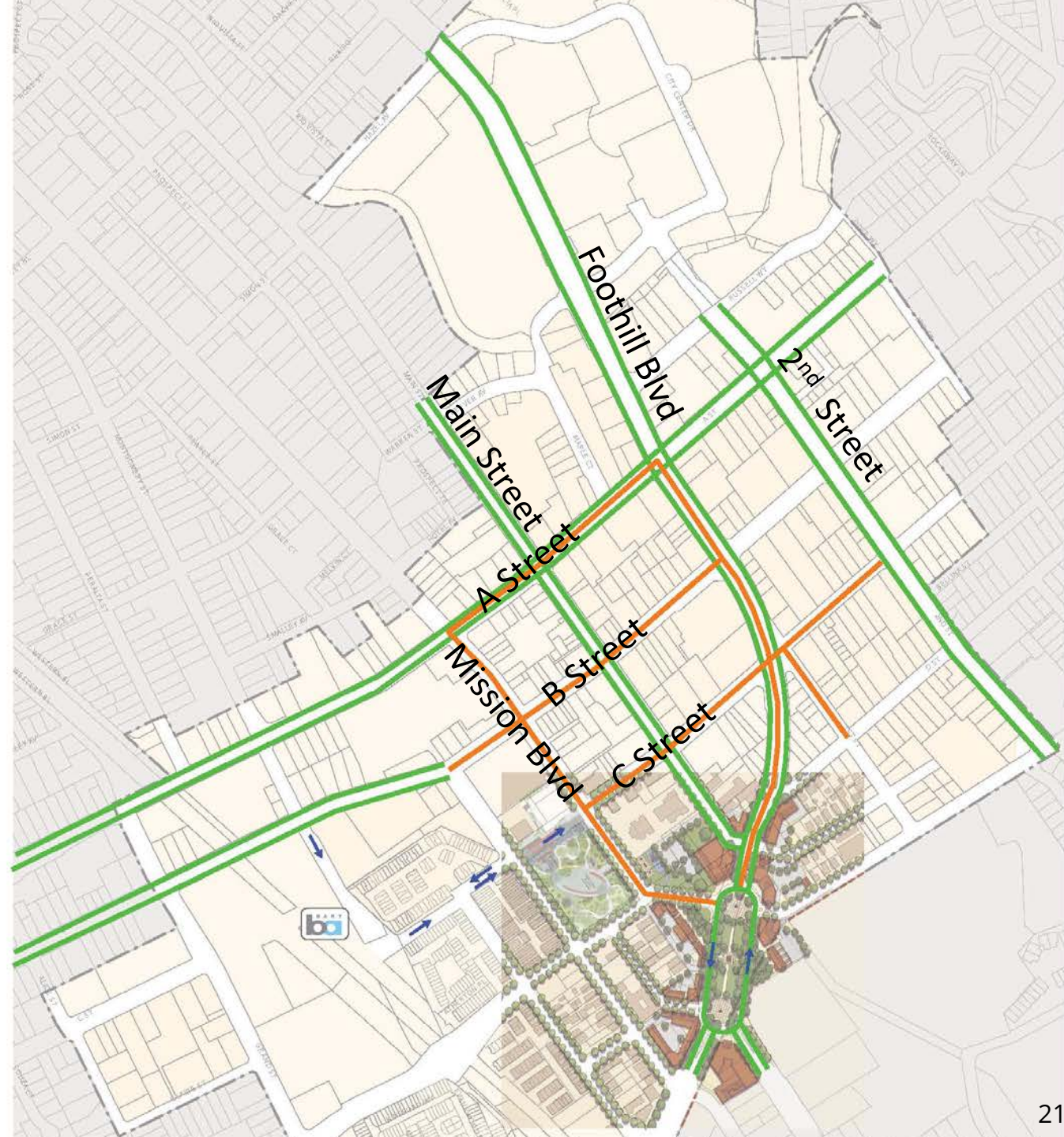
One-Way to Two-Way Conversion



Road Diet



Direction of Travel



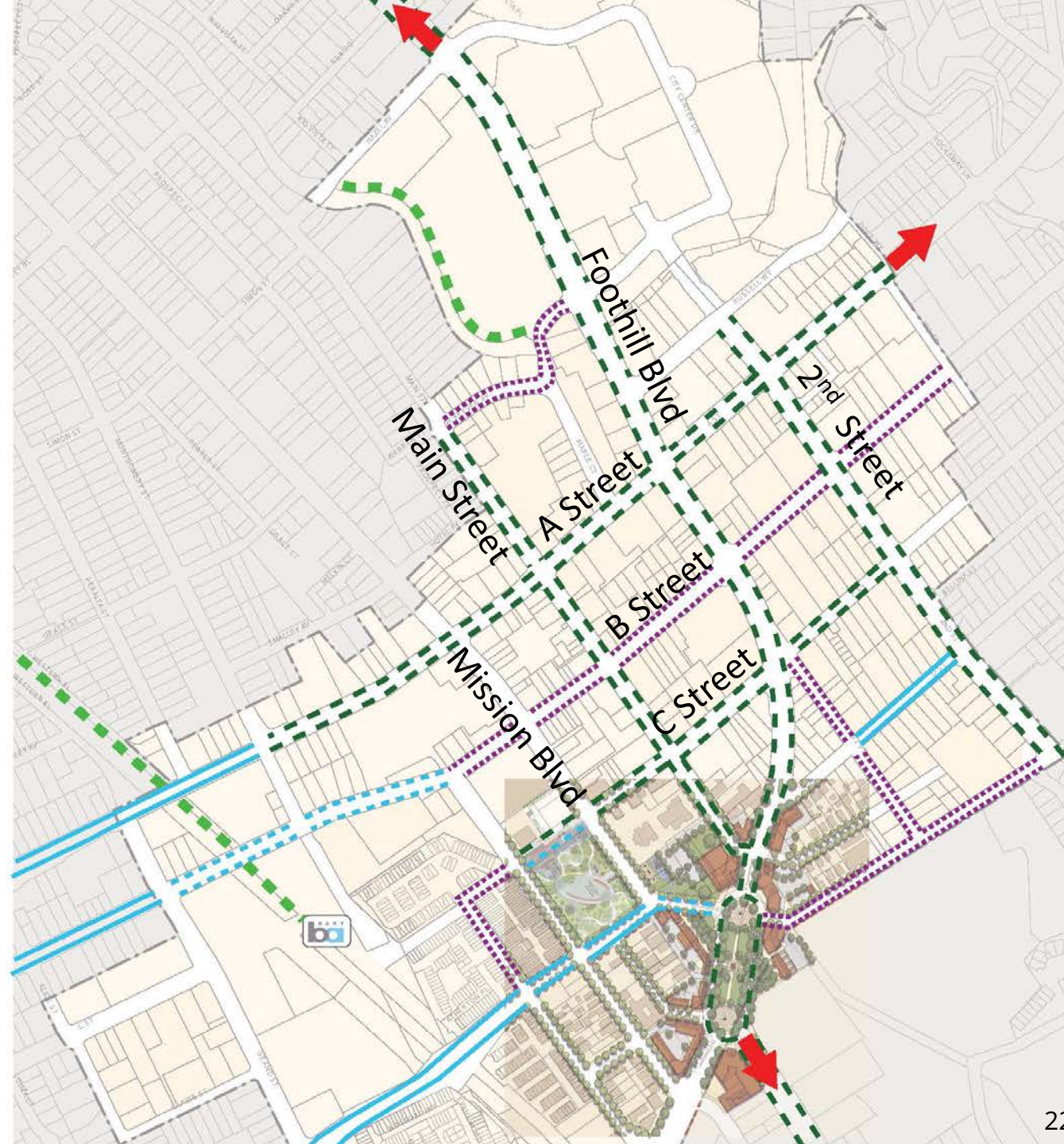
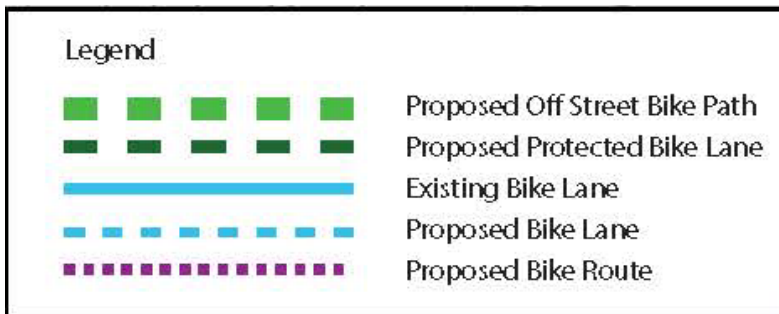


# PROPOSED BIKE/PEDESTRIAN NETWORK IMPROVEMENTS

By removing some of the travel lanes Hayward could add protected bike lanes.

Addition of bike lanes may improve connectivity for all users, including pedestrians.

A 10 minute walk from BART to the edge of downtown, becomes a 3 minute bike ride that's safe for an 8 year old or an 80 year.

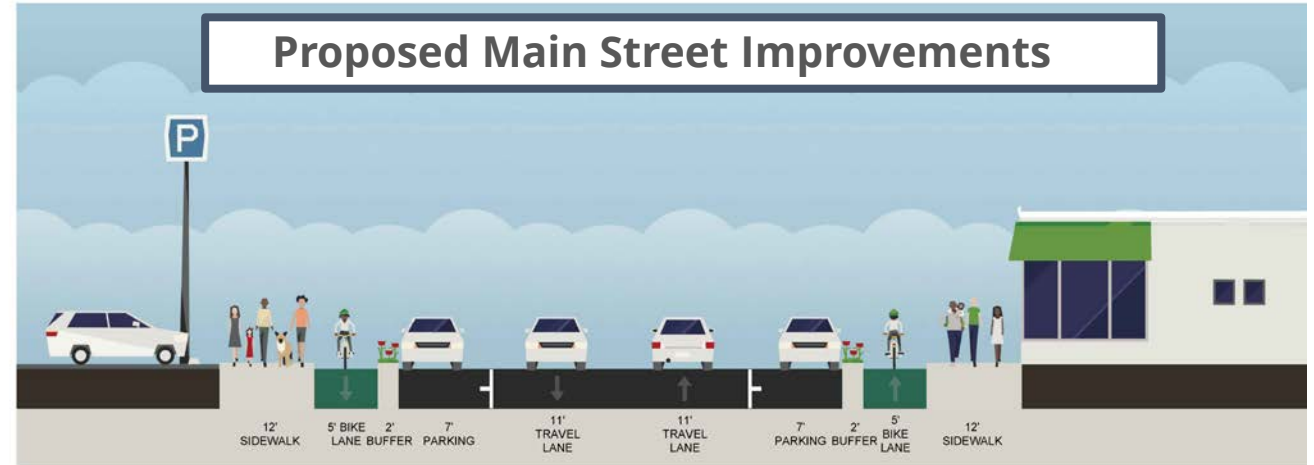




# POTENTIAL TRANSPORTATION PHASING STRATEGIES

- **Phase I (<5 years):** - Main Street Complete Streets project, Bike lanes on Foothill & Mission Boulevards
- **Phase II (5-10 years):** B and/or C Streets back to 2-way operation, pedestrian improvements
- **Phase III (10- 20+ years):** Full restoration of A Street, Mission Boulevard and Foothill Boulevard to 2-way operation.

\*All phases require further engineering analysis and availability of funding



Protected bike lanes on Telegraph Ave in Oakland

Source: Oakland DOT, 2017

# PRELIMINARY TRAFFIC MODELING- Key Takeaways

In 2035, the Vision could result in the following changes to automobile travel through Downtown during rush hour (depending on route):

- 1) Potential reduction in regional traffic volumes by up to 30%  
(assumed changes to the roadway network results in drivers choosing alternative routes)
- 2) Potential reduction in auto speeds by up to 20 mph  
(currently 30+ mph)
- 3) Potential increase in auto travel time up to 20 minutes

# Online Survey Results

# LONG TERM VISION SURVEY RESULTS

## Online Survey Overview:

- 158 Visits, 36 respondents
- Respondent relation to Downtown:
  - Residents (21)
  - Property Owners (11)
  - Task Force (8)
  - Business Owners (2)
  - Students (3)
  - Visitors (4)

**How well does the Vision Statement capture your vision for Downtown Hayward? (Rank of 1-5)**

- Respondents:  Average 3.8/5.0



# LONG TERM VISION SURVEY RESULTS

## What uses do you want to see more of in Downtown?

- 1. Mixed-Use (mix of retail, offices, and apartments in one building)



- 2. Retail (entertainment, shopping, restaurants)



### Top Priority for Respondents:



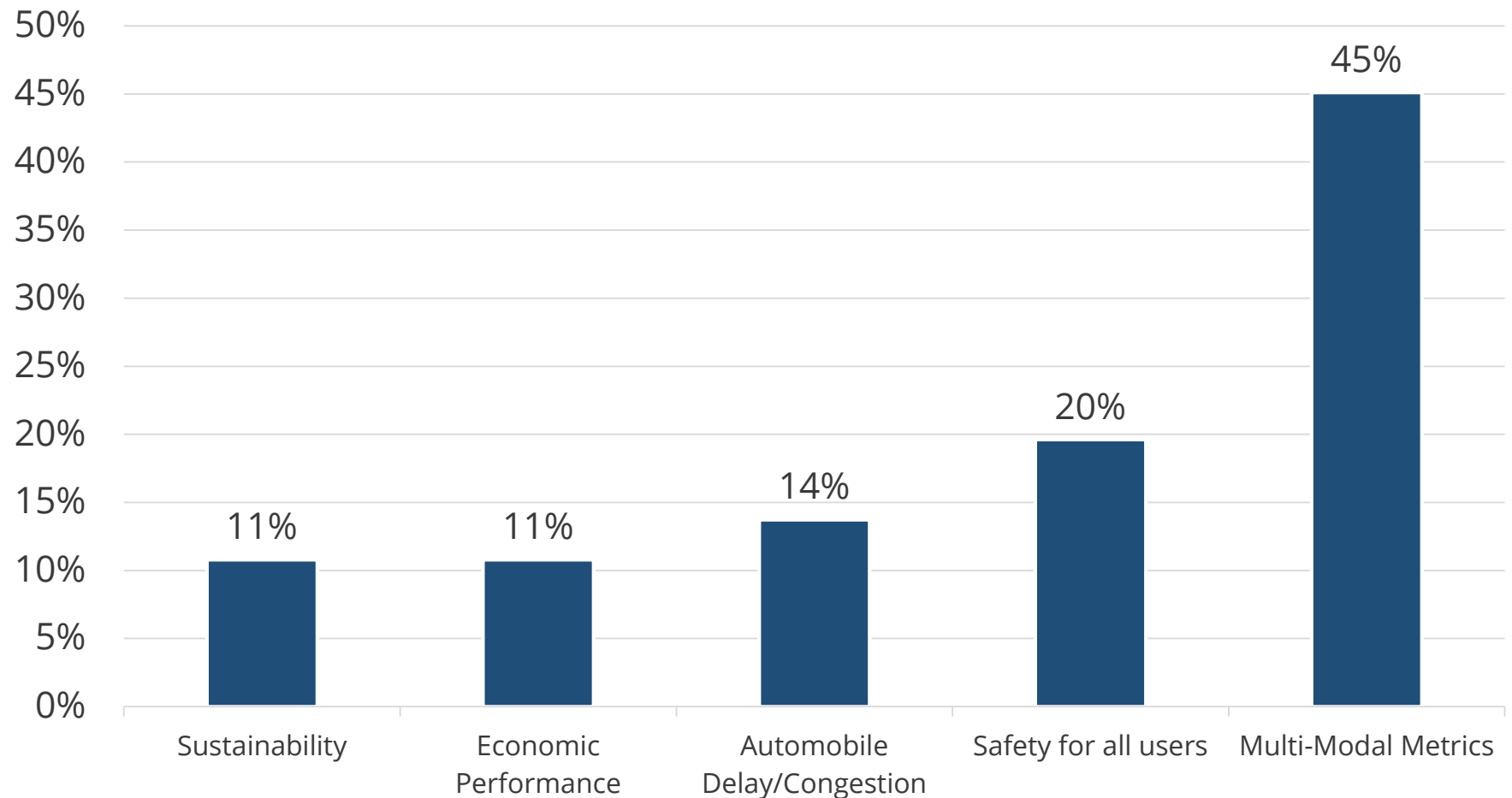
**Promote downtown as safe, lively, and business friendly.**

# LONG TERM VISION SURVEY RESULTS

How acceptable is to reduce number of lanes, if it means slower travel speeds/increased travel times?

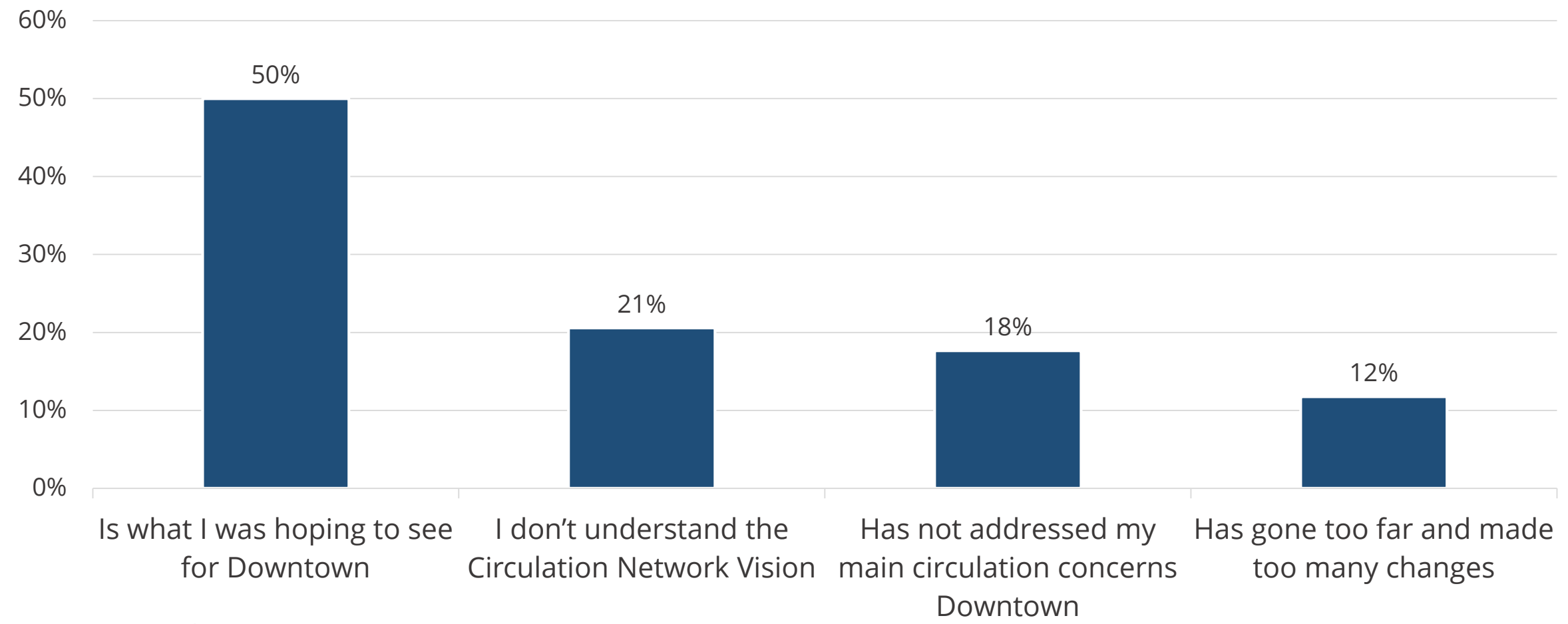
- **46%** answered "Acceptable"
- **28%** answered "Somewhat Acceptable"
- **26%** answered "Not Acceptable"

What should be the transportation performance metrics for a successful Downtown?



# LONG TERM VISION SURVEY RESULTS

What Circulation Network Vision statement do you agree with the most?

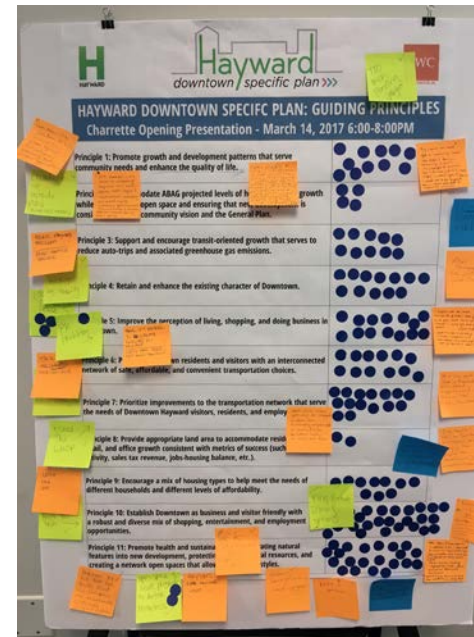




# Next Steps

# SCHEDULE & NEXT STEPS

Event	Date
<b>Task Force Meeting #5</b> <i>Draft Table of Contents</i>	Late Summer/Fall 2017
<b>Task Force Meeting #6</b> <i>Draft Goals, Policies, Programs</i>	Fall 2017
<b>Task Force Meeting #7</b> <i>Miscellaneous Topics- TBD</i>	Winter 2017
<b>Public Review Draft Specific Plan</b>	Early 2018





# Discussion

***For More Information***

*Damon Golubics*

*Email- [damon.golubics@hayward-ca.gov](mailto:damon.golubics@hayward-ca.gov)*

*Phone- (510) 583-4210*

*or visit*

*<http://www.hayward-ca.gov/your-government/boards-commissions/downtown-specific-plan-task-force>*

**ITEM #7 WS 17-035**

**BIENNIAL REVIEW OF CDBG PROGRAM**





# Biennial Review of the CDBG Program

---

City Council work session  
July 11, 2017

## Biennial Review – Policy Background

---

- ▶ FY 2015 comprehensive reconciliation of CDBG program
- ▶ CDBG Compliance Policy Manual
- ▶ Process for reconciling and reallocating one-time funds
- ▶ 2017 Biennial Review
- ▶ Requirements for Council reallocations



# CDBG Compliance Policy Manual

---

- ▶ Codifies federal rules and local policies used to administer the CDBG program in the City of Hayward
- ▶ Created by HUD and City staff in response to the FY 2015 comprehensive CDBG program reconciliation
- ▶ Adopted by City Council in September 2014
- ▶ Reviewed by the CSC in October 2014
- ▶ Confirmed by HUD in November 2014





# Policy for Reallocating One-Time Funds

---

- ▶ CDBG Compliance manual authorizes City Manager to make one-time fund reallocation recommendations to Council through Annual Plan process
- ▶ CSC is advised via informational presentation prior to Council review, and to provide an extra opportunity for public review and comment before Council authorization
- ▶ City Manager reviews and recommends reallocations directly to Council for inclusion in HUD required Annual Plan
- ▶ Council reviews and authorizes reallocations
- ▶ HUD reviews reallocations for eligibility and compliance prior to approval of Annual Plan

## 2017 Biennial Review

---

- ▶ Efficient and effective project management and monitoring of the CDBG program
- ▶ Substantial influx of higher-than-expected program income received from loan payoffs
- ▶ Past construction-related projects that were completed under budget (contingencies, materials costs, etc.)
- ▶ Underspent or discontinued projects due to unforeseen organizational changes or eligibility issues
- ▶ Salary savings resulting in lower-than-usual expenditures





# 2017 Biennial Review: One-Time Funds Available for Council Reallocation

---

- ▶ Program Year (PY) 2014 - Promise Neighborhood Street Improvement Project: \$451,000
- ▶ PY 2015 and PY 2016 – Higher-than-expected Revolving Loan Program income: \$200,000
- ▶ PY 2015 – Lower-than-usual staff costs and projects completed under budget: \$341,000
- ▶ PY 2016 – Projects completed under budget: \$297,000
- ▶ Estimated total one-time CDBG funds available for Council reallocation to eligible community infrastructure and economic development projects in FY 2018: \$1,289,000





# Recommended Council Reallocations

---

All recommended Council reallocations address one or more Council priorities, and have received prior review and approval by HUD for meeting CDBG eligibility and regulatory requirements.

# 2017 Biennial Review: Reallocation Requirements

---

- ▶ Funds may only be reallocated to “Community Infrastructure, Jobs and Economic Development” category projects and activities (not Public Services)
- ▶ Projects must be initiated in FY 2018 and completed within 24 months (FY 2019) to meet HUD spending requirements
- ▶ Projects must meet HUD National Objectives and directly benefit low-income Hayward residents and neighborhoods
- ▶ Provides Council flexibility and capability to rapidly respond to trending issues and critical community needs





## “Tier 1” Recommended Council Reallocations

### Homeless Employment Program Expansion: Tennyson Corridor

- ▶ Expansion of the Downtown Streets Team Homeless Work Experience Program into the Tennyson Corridor. Council previously allocated \$90,000 toward program activities in downtown Hayward.
- ▶ Recommended reallocation for program expansion start-up and operating costs: FY 2018 - \$150,000; FY 2019 - \$50,000



## "Tier 1" Recommended Council Reallocations

### Permanent Supportive Housing: "Tiny Homes" Development

- ▶ Site acquisition and development of permanent supportive housing including shared housing and "tiny homes" for chronically homeless individuals. Council previously allocated \$80,000 toward pre-development costs.
- ▶ Recommended reallocation for property acquisition and additional pre-development costs: FY 2018 - \$100,000; FY 2019 - \$100,000

## “Tier 1” Recommended Council Reallocations

### Housing Rehabilitation: Accessory Dwelling Units

- ▶ Expand Housing Rehabilitation program to include loans to eligible senior or disabled residents to convert their existing non-conforming garage conversions into code compliant accessory dwelling units.
- ▶ Recommended reallocation to expand the program, help alleviate the shortage of affordable housing, and comply with state law: FY 2018 - \$75,000; FY 2019 - \$75,000



## "Tier 1" Recommended Council Reallocations

### **Blight Abatement / Commercial Façade Improvement: Tennyson Corridor**

- ▶ Implement a Façade Improvement Program targeted to commercial properties fronting Tennyson Rd; encourage private investment in the visual improvement of storefronts, signs and awnings; enhance streetscapes.
- ▶ Recommended reallocation to identify and implement blight abatement and façade improvements: FY 2018 - \$100,000; FY 2019 - \$100,000



## “Tier 1” Recommended Council Reallocations

### **Economic Development: Micro- Enterprise Business Incubators**

- ▶ Rehab commercial sites in Tennyson Corridor and downtown to support micro-enterprise business incubators. Low-income small business operators receive training in starting, financing and managing local small businesses in coordination with the Small Business Administration.
- ▶ Recommended reallocation for start-up and operating costs of business incubators: FY 2018 - \$100,000; FY 2019 - \$75,000

## “Tier 1” Recommended Council Reallocations

### Affordable Housing Rehabilitation and Administration

- ▶ Support critically important and necessary housing-related administrative activities including: affordable housing development, fair housing monitoring, housing rehabilitation, inclusionary housing administration and housing financing source management.
- ▶ Recommended reallocation to support increased affordable housing development capacity: FY 2018 - \$100,000; FY 2019 - \$100,000



## “Tier 1” Recommended Council Reallocations

### Emergency Care and Shelter Facility Rehabilitation

- ▶ Rehabilitate mass care and shelter locations that require rehabilitation to meet accessibility and building safety code requirements and improve community resiliency and preparedness to respond to immediate health and welfare threats, including disaster events, in coordination with American Red Cross.
- ▶ Recommended reallocation to rehabilitate \$100,000; FY 2019 - \$89,000

TIER 1	Project / Activity	Estimated One-Time Fund Balance	
		FY 2018	FY 2019
	<b>Recommended Reallocations</b>		
	Homeless Employment Program: Tennyson Corridor Expansion	\$150,000	\$50,000
	Permanent Supportive Housing: "Tiny Homes" Development	\$100,000	\$100,000
	Housing Rehabilitation: Targeted code corrections for income-eligible senior homeowners	\$75,000	\$75,000
	Targeted blight abatement / commercial façade improvement in Tennyson Corridor	\$100,000	\$75,000
	Micro-Enterprise: Small Business Incubators	\$100,000	\$75,000
	Affordable housing rehabilitation administration	\$100,000	\$100,000
	Emergency Care and Shelter Facility Rehabilitation	\$50,000	\$50,000
	<b>Subtotals</b>	<b>\$814,000</b>	<b>\$475,000</b>
	<b>Estimated total use of one-time fund balance</b>		<b>\$1,289,000</b>





## “Tier 2” alternative options

---

Other possible alternatives for Council consideration. These options may not meet the two-year HUD deadline and may also require additional resources.

- ▶ CBDO for econ. development and revitalization in Tennyson Corridor:  
FY 2018 - \$100,000; FY 2019 - \$75,000
- ▶ Pioneers for Hope housing navigation services for students:  
FY 2018 - \$75,000; FY 2019 - \$75,000
- ▶ Additional job placement services in Tennyson Corridor:  
FY 2018- \$100,000; FY 2019 - \$75,000

## Benefits & Impacts

---

Should Council authorize the “Tier 1” Recommended Reallocations, the following benefits and impacts will be achieved:

- ▶ a) Create permanent supportive housing units for homeless persons;
- ▶ b) Create affordable housing for low-income Hayward residents;
- ▶ c) Abate blight and support façade improvements to commercial properties in the Tennyson Corridor;
- ▶ d) Stimulate small business development and create new jobs;
- ▶ e) Improve community resiliency and accessibility.



## Next Steps

---

- ▶ Council's input and direction is sought regarding the program options outlined in this report.
- ▶ Staff will integrate Council's feedback into a final Reallocation Plan for Council review and authorization in a Public Hearing on July 18, 2017.



# Questions & Discussion

---

City Council work session  
July 11, 2017



**ITEM #8 PH 17-067**

**RECOMMENDED FY 2018 AND FY 2019**

**WATER AND SEWER SERVICE RATES**



---

# Recommended FY 2018 and FY 2019 Water and Sewer Service Rates

July 11, 2017

UTILITIES & ENVIRONMENTAL SERVICES

Alex Ameri  
Director of Utilities & Environmental Services





# Introduction

- Council held a worksession on May 16
- Proposed rate information distributed to property owners and bill payers on May 23 (54,000 notices mailed)
- This public hearing is to consider proposed FY 2018 and FY 2019 water and sewer rates

# Water Usage Rates



- Pay for purchase and distribution of water
- Variable, based on consumption
- No increase recommended for water usage charges in the next two years



# Fixed Service Fees



- Pay for costs that do not vary with water purchases, including:
  - Meter reading
  - Billing
  - Customer service
  - Repairs
  - Debt service
- Based on meter size
- Low income discount for qualified single-family customers
- Recommendation:
  - \$4 bimonthly increase (\$2 per month) proposed in each year

# Fixed Service Fees



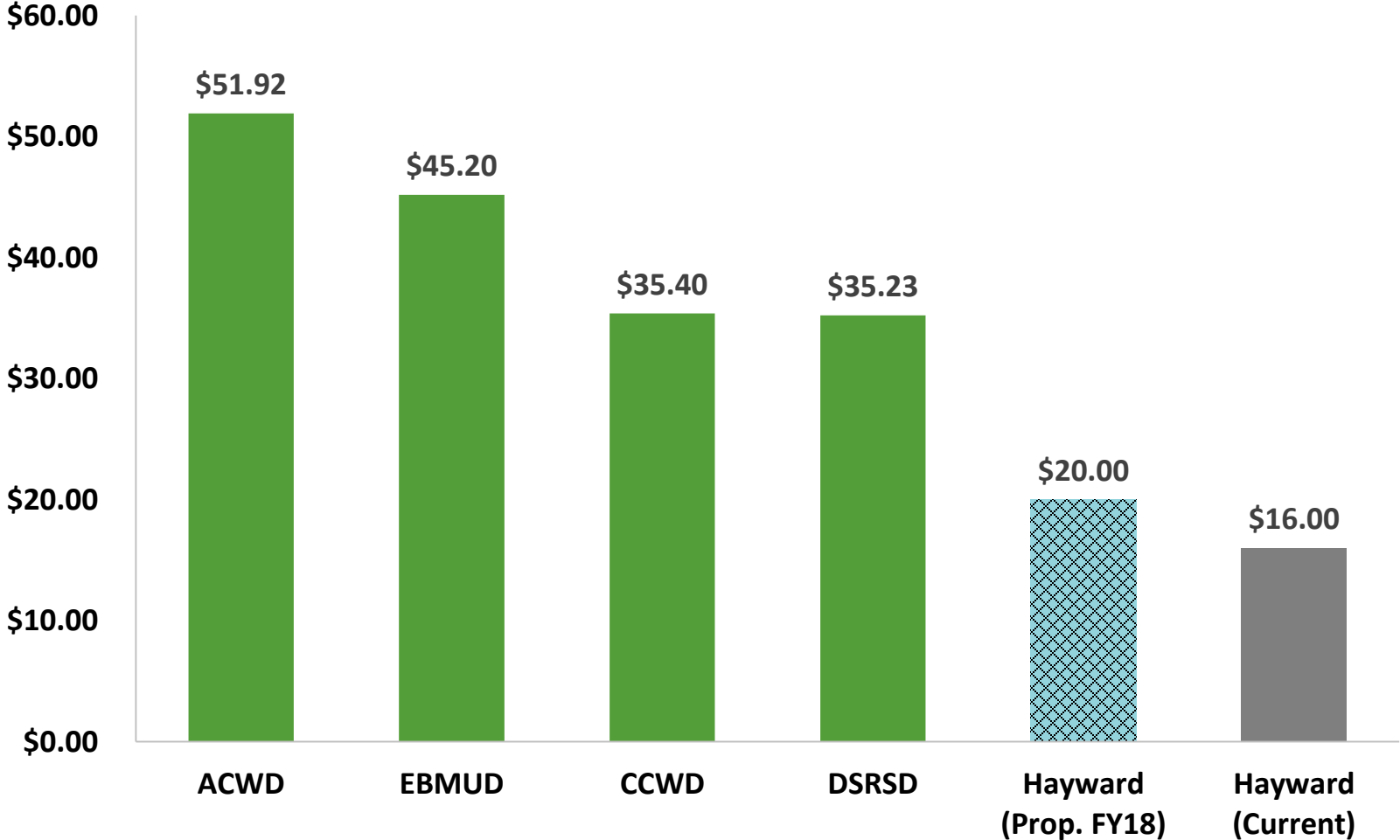
Meter Size	Current	Proposed FY 2018	Proposed FY 2019
Low Income - 5/8"	\$5.60	\$7.00	\$8.40
5/8"	<b>\$16.00</b>	<b>\$20.00</b>	<b>\$24.00</b>
3/4"	\$21.75	\$27.19	\$32.63
1"	\$32.95	\$41.19	\$49.43
1.5"	\$72.15	\$90.19	\$108.23
2"	\$127.00	\$158.75	\$190.50
3"	\$320.50	\$400.63	\$480.75
4"	\$634.90	\$793.63	\$952.35
6"	\$1,120.00	\$1,400.00	\$1,680.00
8"	\$1,550.50	\$1,938.13	\$2,325.75



# Fixed Service Fees



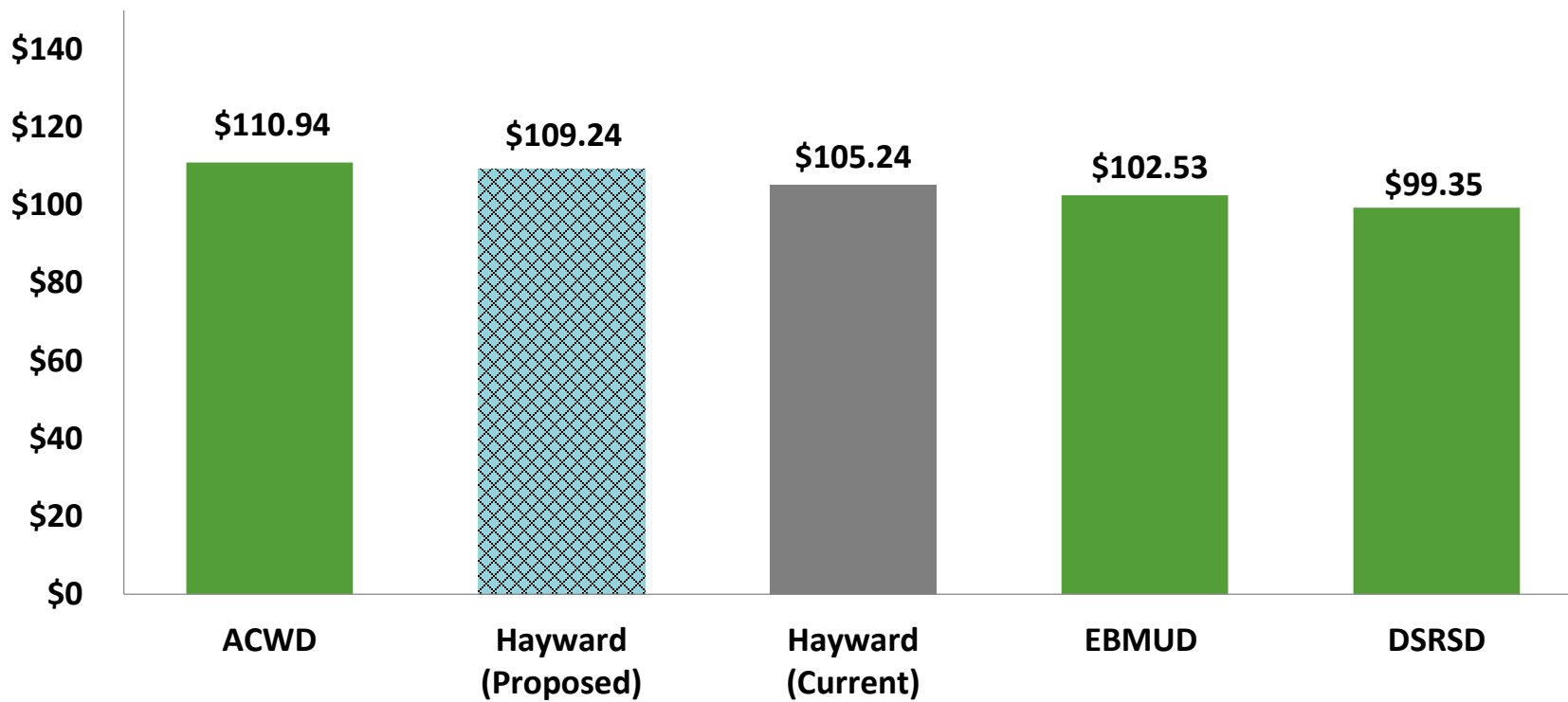
Bimonthly Service Fee (5/8")





# Water Bill Comparison

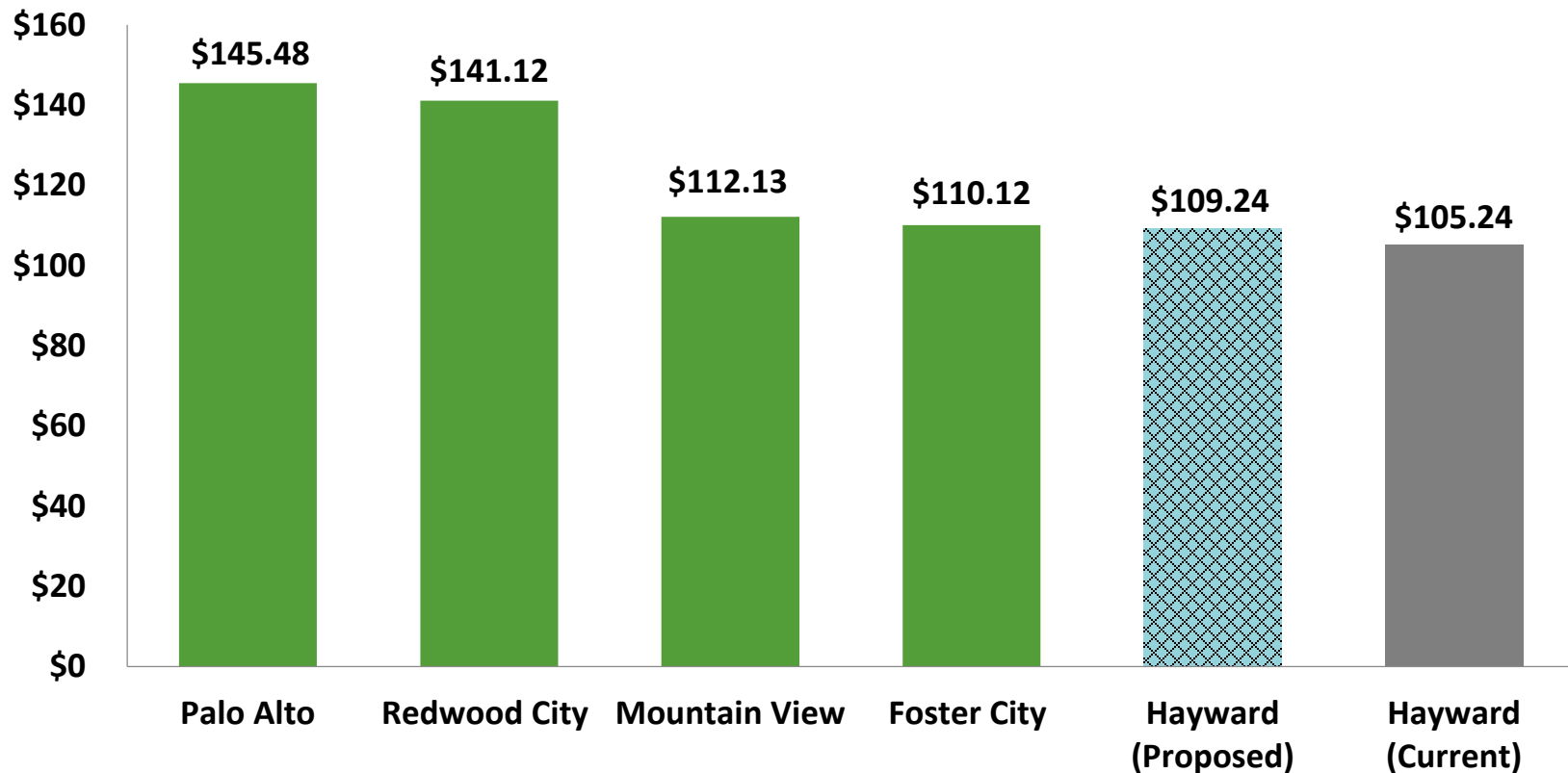
Single-Family Residential Bill for 14 ccf (175 gpd)  
(Local Agencies w/ little or no SFPUC water)





# Water Bill Comparison

Single-Family Residential Bill for 14 ccf (175 gpd)  
(SFPUC Wholesale Agencies)

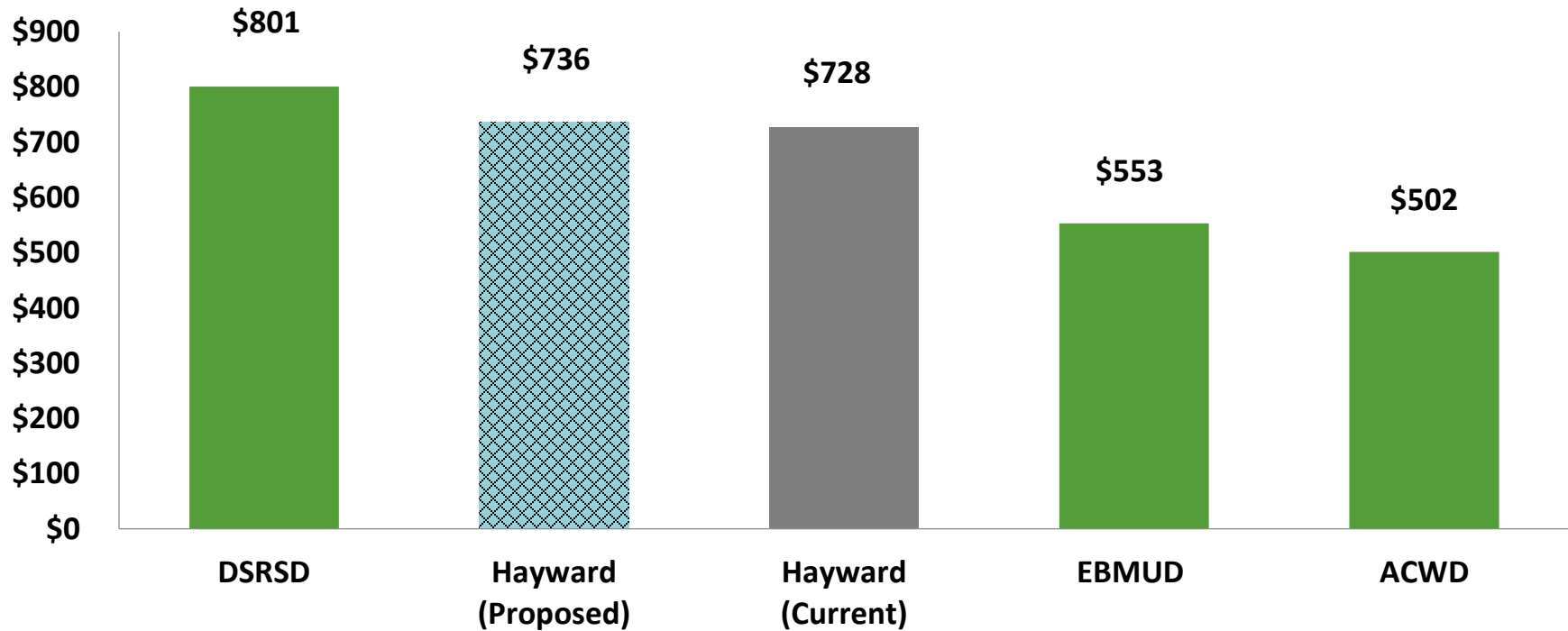






# Water Bill Comparison

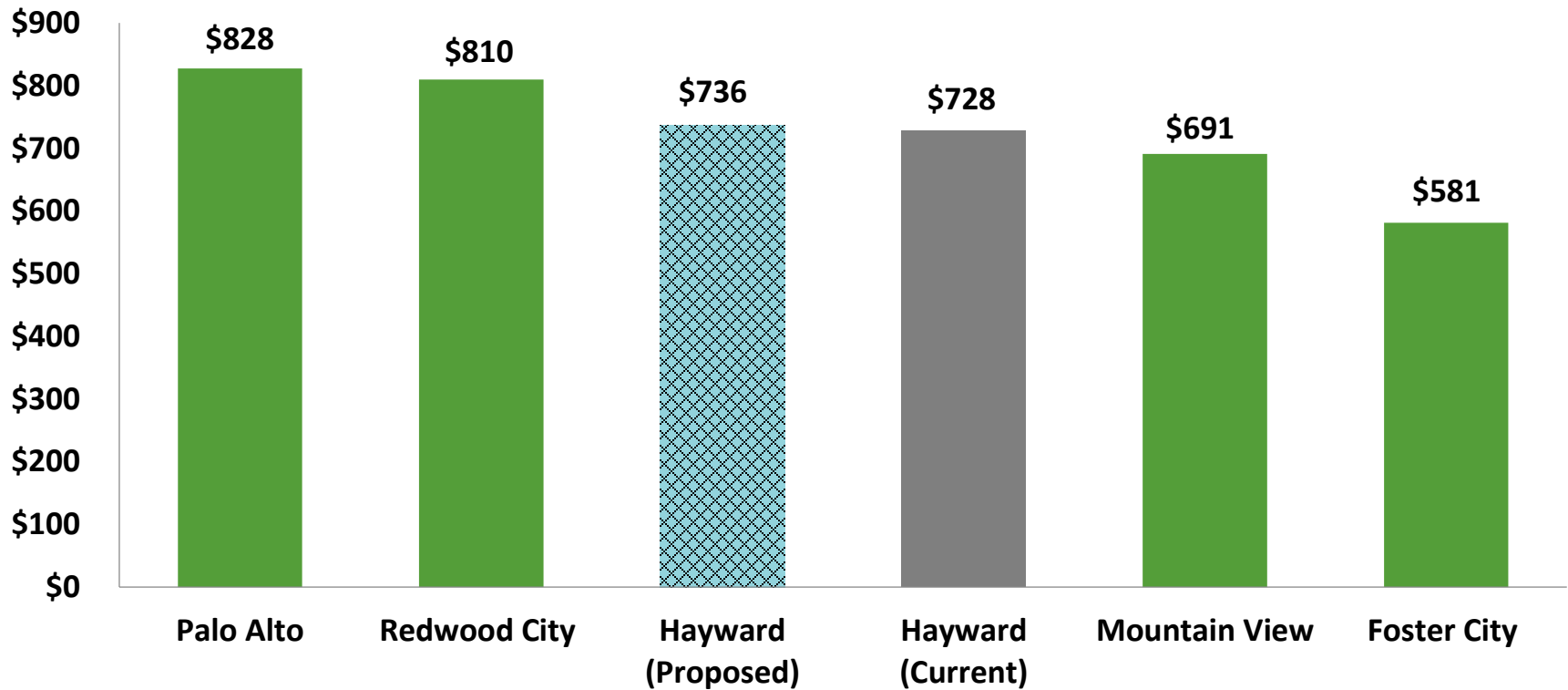
**Commercial Bill for 100 ccf (1250 gpd)  
(Local Agencies w/ little or no SFPUC water)**





# Water Bill Comparison

Commercial Bill for 100 ccf (1250 gpd)  
(SFPUC Wholesale Agencies)





# Water Cost for Everyday Activities

- 10 minutes of irrigation: 28¢
- 8 minute shower: 15¢
- 1 toilet flush: <2¢
- 1 load of laundry: 21¢







# Sewer Rate Overview

- Pay for collection, treatment, and disposal of wastewater
  - Residential – three tiers (Standard, Economy, Lifeline)
  - Non-residential – based on water consumption and wastewater strength
- Factors Affecting Sewer Rates:
  - Operating, maintenance, and replacement costs
  - Changes in industrial wastewater discharge that results in revenue impact

# Sewer Service Fees



- Recommended 5% increase in FY 2018 and FY 2019
  - Standard Single Family Residential
  - Multifamily Residential
  - Mobile Homes
- Recommended 2.5% increase in FY 2018 and FY 2019, and changes to consumption thresholds
  - Economy Single Family
  - Lifeline Single Family
- Recommended up to 7% increase in FY 2018 and FY 2019
  - Non-residential
  - Depending on discharge volume and waste strength

# Residential Sewer Service Fees



Customer	Current	Proposed FY 2018	% Change	Proposed FY 2019	% Change
Single Family	\$29.80	\$31.29	5%	\$32.85	5%
Multi-Family	\$26.52	\$27.85	5%	\$29.24	5%
Mobile Home	\$20.86	\$21.90	5%	\$22.99	5%
Economy <sup>1</sup>	\$17.45	\$17.88	2.5%	\$18.77	2.5%
Lifeline <sup>2</sup>	\$8.72	\$8.94	2.5%	\$9.39	2.5%

1. Qualifying water usage between 5 – 8 ccf per bi-monthly bill period
2. Qualifying water usage up to 4 ccf per bi-monthly bill period



# Non-Residential Sewer Service Fees



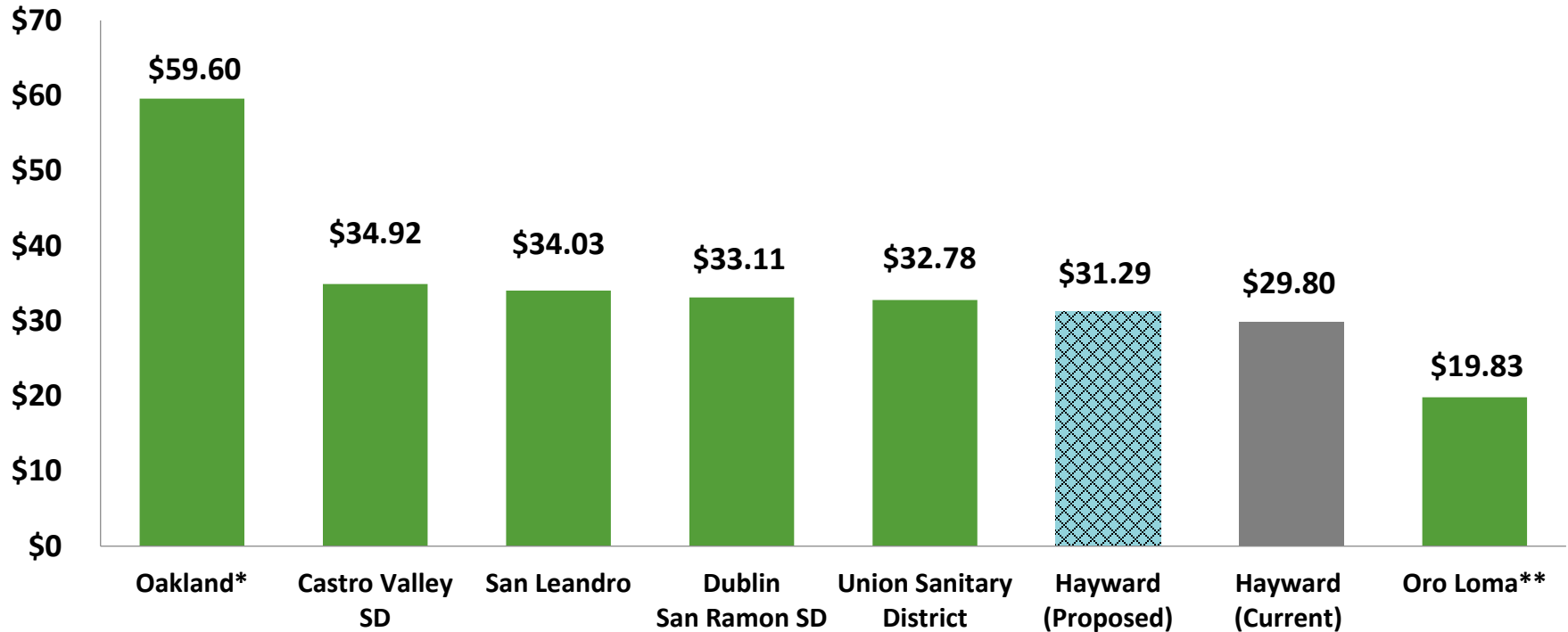
Customer	Current	Proposed FY 2018	% Change	Proposed FY 2019	% Change
Volume (per ccf)	\$2.53178	\$2.61182	3.2%	\$2.69187	3.2%
CBOD <sup>1</sup> (per pound)	\$0.61383	\$0.66570	8.5%	\$0.71758	8.5%
SS <sup>2</sup> (per pound)	\$0.75254	\$0.79276	5.4%	\$0.83300	5.4%

1. *CBOD = carbonaceous biochemical oxygen demand*
2. *SS = suspended solids*

# Sewer Bill Comparison



## Single-Family Residential Sewer Service Bill



\* Includes updated EBMUD treatment charges (\$22.03) & City of Oakland collection charges (\$37.57)

\*\* Receives lump sum payment from CVSD

# Water and Sewer Connection Fees



- Pay for infrastructure needed to serve new development
- No fee increases recommended





# Outside City Surcharge

- 200+ customers outside of City limits receive Hayward water, most in the Castle Homes area
- A surcharge is applied to these customers' bills to recover additional service costs
  - Currently 15%
  - Revised from 50% in 2013
- Staff met with Castle Home representatives
- Staff will re-evaluate the current surcharge rate with updated costs
- Results of analysis will be presented for review

# Public Outreach and Response



- Public hearing notices sent to all property owners and bill payers of record (Proposition 218 only requires notification of owners)
- Proposed rates published twice in newspaper
- 15 written protest notices received up until this meeting
  - 9 cited economic conditions (2 businesses)
  - 2 cited current water supply/end of drought
  - Others provided no specific reason
  - Approximately 25 phone calls received (mostly for translation services)
- Council cannot adopt rates if protests are received from a majority of property owners (about 19,000 protests)

# Schedule



- Public Hearing and Council action on rates: July 11
- Bill insert notification: August and September
- Effective dates: October 1, 2017 & October 1, 2018



# Questions & Discussion

