

**JOINT MEETING OF
CITY COUNCIL AND HAYWARD AREA
RECREATION AND PARK DISTRICT
BOARD OF DIRECTORS**

TUESDAY, JANUARY 30, 2018

Presentations

ITEM 2—WS 18-002

**South Hayward Youth and Family Center Project Update
and
City Manager's Design Academy Presentation**



CITY OF
HAYWARD
HEART OF THE BAY





WORK SESSION

HAYWARD CITY COUNCIL and
H.A.R.D. BOARD OF DIRECTORS

SOUTH HAYWARD YOUTH & FAMILY CENTER UPDATE
JANUARY 30, 2018

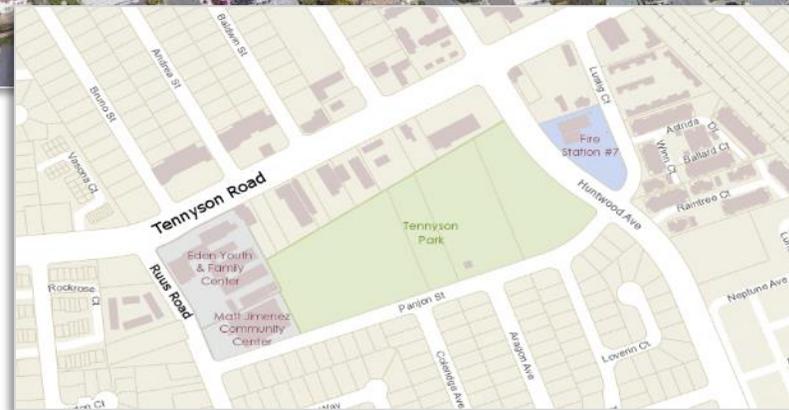


ILLUSTRATION



SITE MAP

PARCEL MAP





BACKGROUND

- City of Hayward property at 680 W. Tennyson Road / Ruus Road
- Multiservice youth & family center since 1979
- Facility is deteriorating; new physical facility is needed
- Extensive past community engagement and visioning efforts
- Revitalized fundraising efforts led by Supervisor Richard Valle
- City, County, HARD formed Governance Group partnership
- Commissioned a pre-conceptual design and cost estimate
- Issued a Facility Operator/Administrator RFQ



BACKGROUND

- Governance Group partnership and M.O.U. (City, County and HARD)
- City- and HARD-owned land and facilities in and near project site:
 - Matt Jimenez Community Center (Owned by City, operated by HARD)
 - Tennyson Park (Part-owned by City, part-owned by HARD, operated by HARD)
 - Firehouse Clinic (Owned by City, clinic operated by Tiburcio Vasquez Health Center)
- Planned new asset: South Hayward Youth & Family Center facility
- Capital funding for new asset construction to date: Approx. \$14.2M +/-
- **Est. new asset construction cost (35,000 SF): Approx. \$28M-\$31M**



PROJECT UPDATES/ QUESTIONS FOR COUNCIL & H.A.R.D. DIRECTORS

1. Recommended Facility Operator
2. Phase II Governance MOU
3. Architectural Services RFP
4. Status of Funding Efforts
5. City Manager's Design Academy Presentation



CITY MANAGERS' DESIGN ACADEMY

City of Hayward :

City Manager's Design Academy Presentation





Positioned at the epicenter of a metropolitan area synonymous with innovation, bold thinking and entrepreneurship.



25 miles southeast of San Francisco, 14 miles south of Oakland, 26 miles north of San Jose, and 10 miles west of the Livermore Valley.



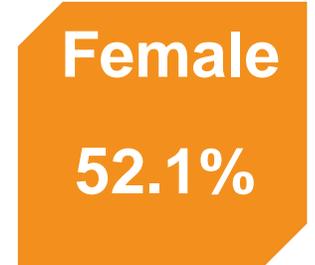
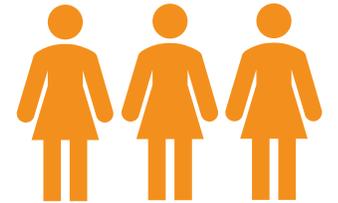
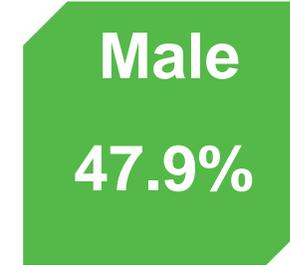
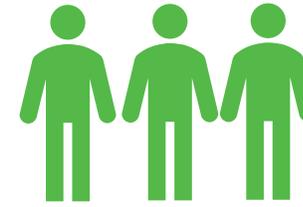
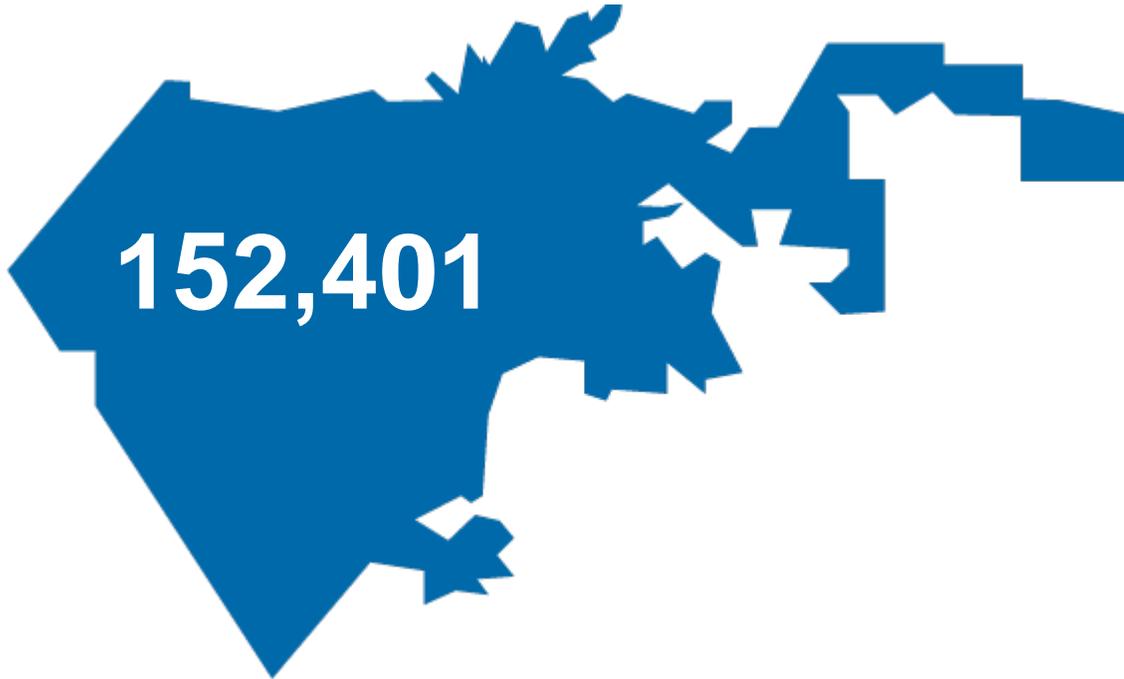
Three major freeways, two Bay Area Rapid Transit (BART) stations, Amtrak Capitol Corridor trains, local and commuter buses routes operated by multiple transit agencies, Union Pacific freight rail and Port of Oakland facilities.



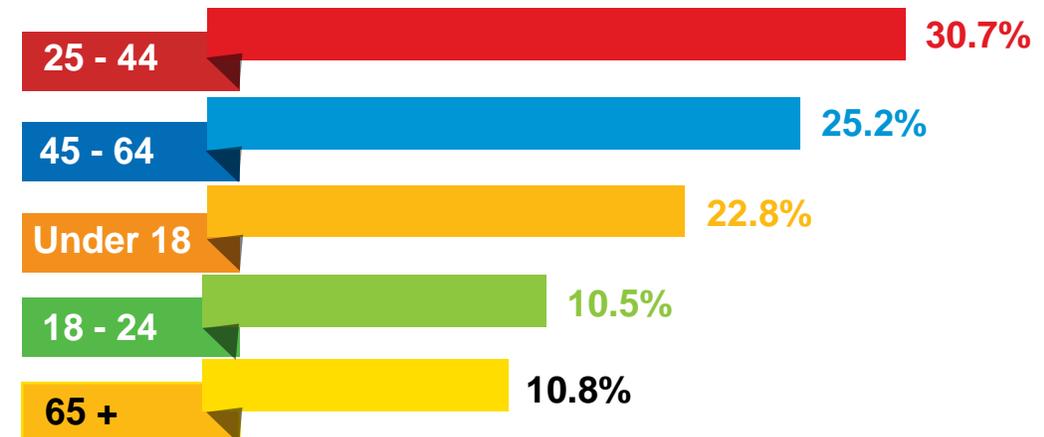
A thriving executive airport and easy access to three international airports, Oakland, San Francisco and San Jose.

Community Profile

Hayward Population:

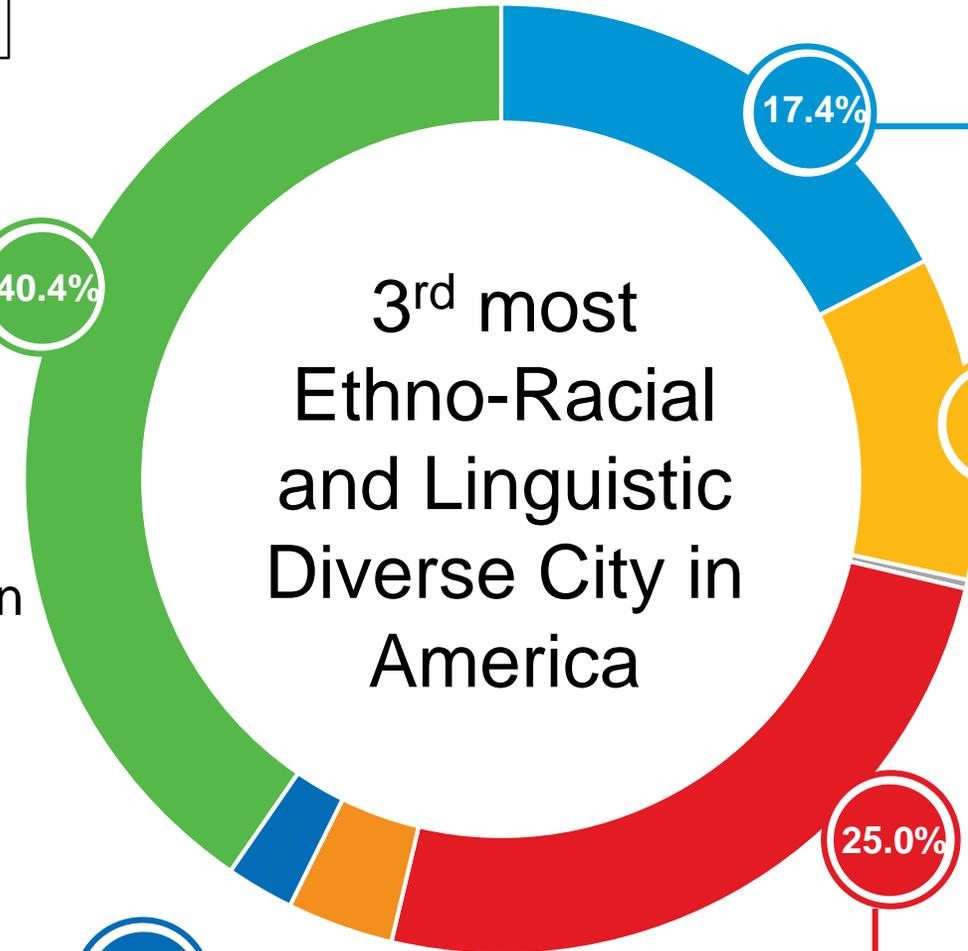


Median Age: 34.6 Years



With a median age of just **34.6** year, the City of Hayward is younger than the United States as a whole by **3.9** years.

Community Profile



3rd most
Ethno-Racial
and Linguistic
Diverse City in
America

Hispanic or Latino
(of any race)

White

Black or African
American

American Indian
and Alaska Native

Asian

Other

Native Hawaiian and
Other Pacific Islander



37% of all Hayward residents are foreign born

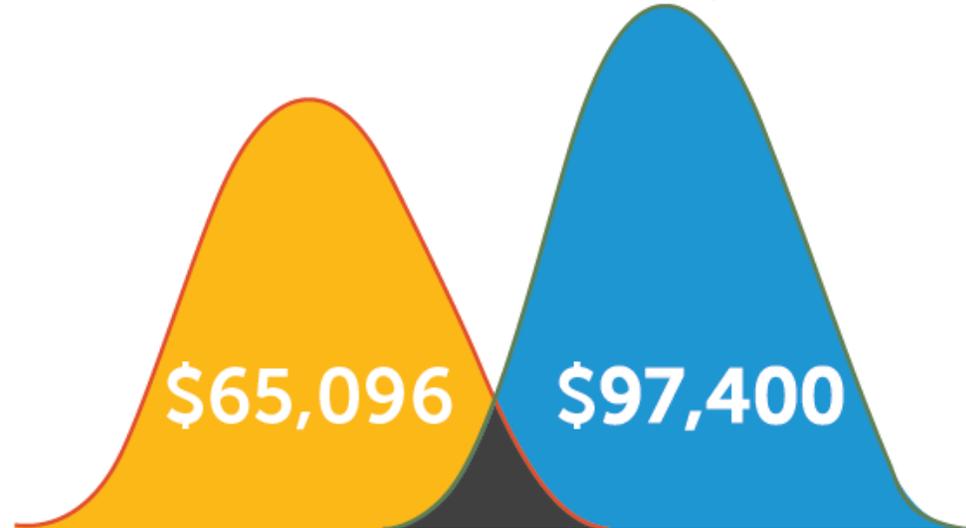
Community Profile



- 21 Elementary Schools
- 5 Middle Schools
- 3 High Schools
- 1 Alternate High School
- 1 English Language Center
- 1 Adult School

* California State University East Bay, Chabot Community College, Technical & Business Colleges

■ Median Household Income City of Hayward
■ Median Household Income Alameda County



\$630,000

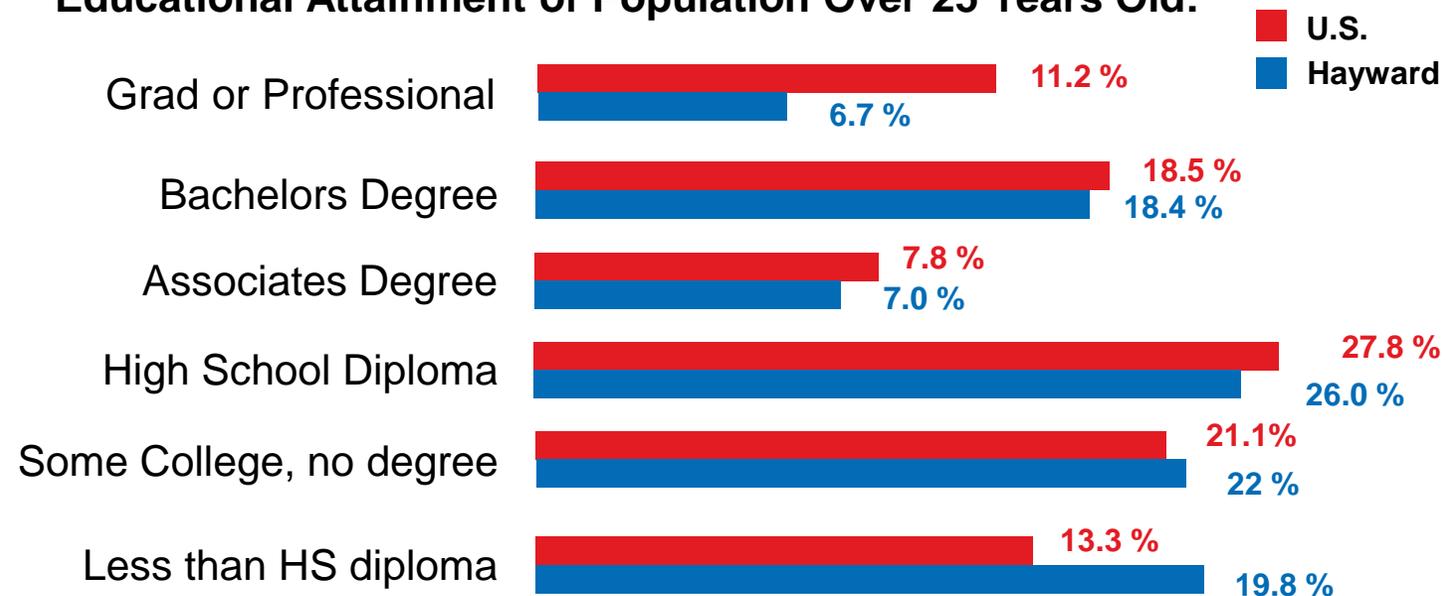
Median sale price of a new and existing detached, single family homes in Hayward.

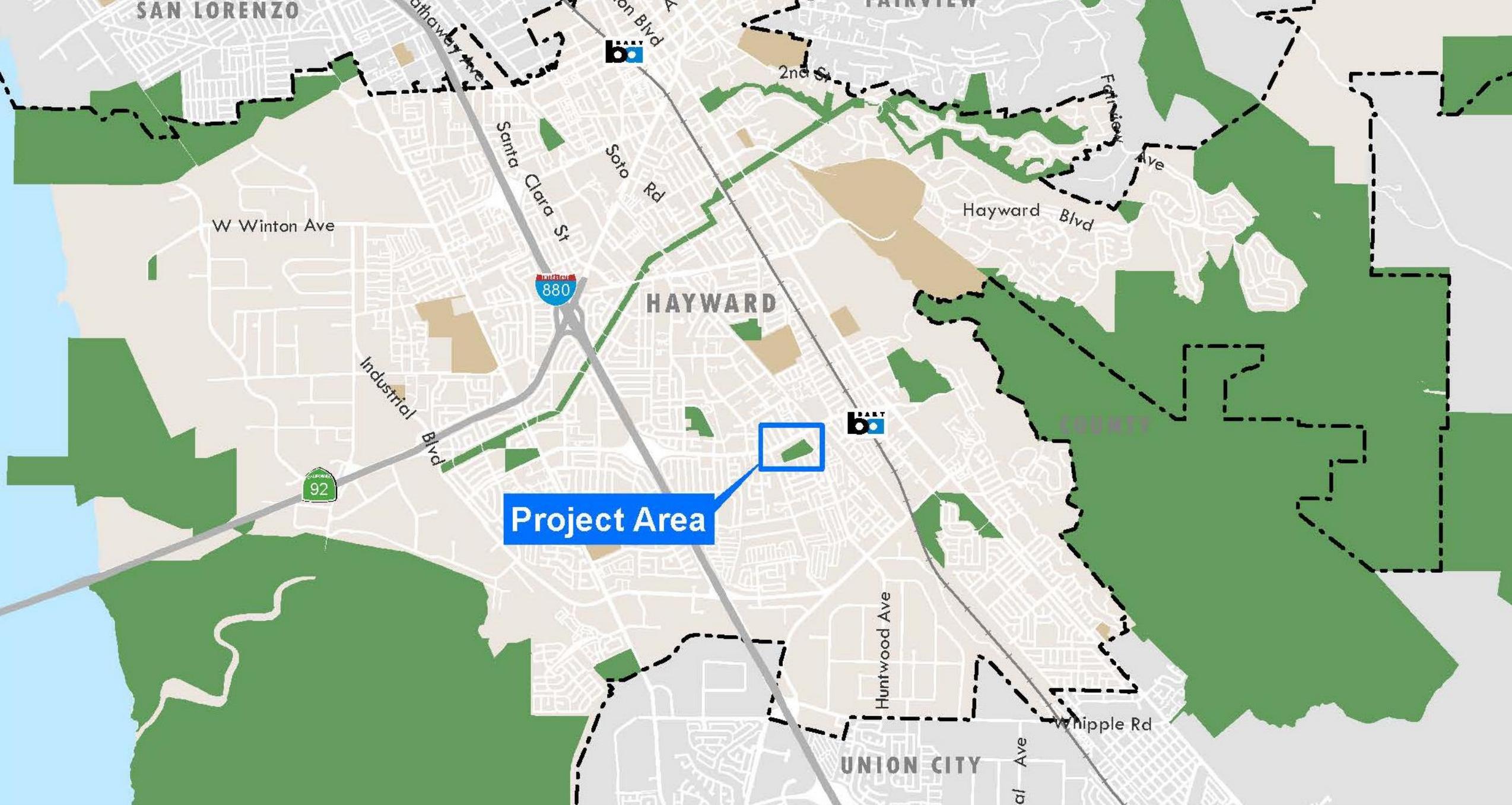


\$497,373

Median sale price of new and existing condominiums in Hayward.

Educational Attainment of Population Over 25 Years Old:





Project Area





1 STORY BUILDING — 30,000-50,000 SF
STAND ALONE RETAIL OPTION
PARKING — 100-120 SPACES

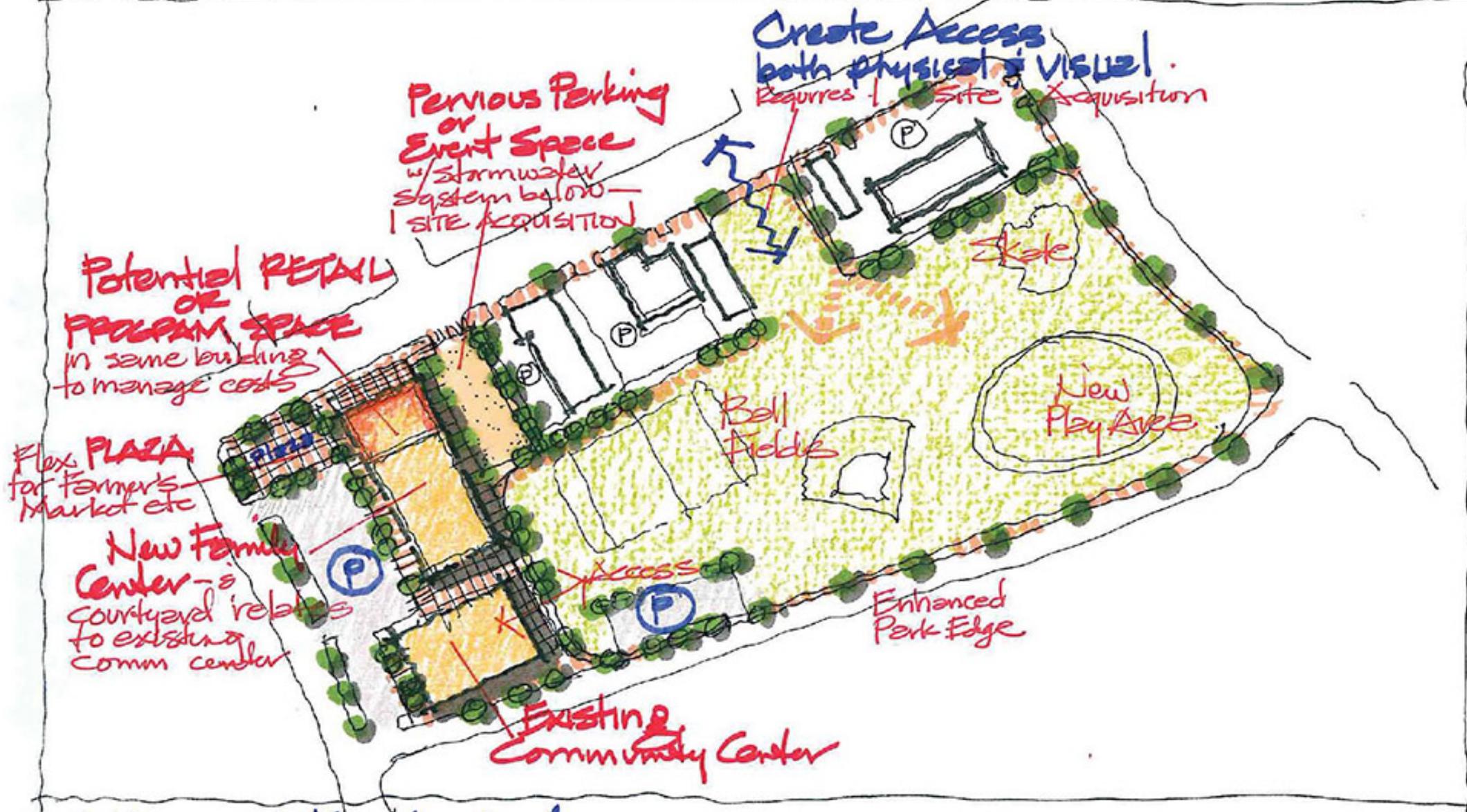
Challenges and Opportunities

- 1 What do you think the highest and best use of the former Eden Youth and Family Center site might be? How might we leverage development on this site to create an income stream for the operations of the new South Hayward Family center or capital dollars to fund the Center's construction?
- 2 What financing strategies might we consider for the project area in California's post-redevelopment era?
- 3 Do you have transportation and circulation suggestions to make the area more conducive to pedestrians, cyclists and public transit as well as automobiles? How can we encourage pedestrian access to the BART station?
- 4 How do we "open up" Tennyson Park to create better view corridors and a stronger sense of safety for park patrons?



S. Hayward Family Center
 & Tennysun Park

SCHEME A
 PUBLIC PARK



S Hayward Family Center
 • Tennysom Park

2 Site Acquisitions Req'd

SCHEME B
 RETAIL SCHEME



S. Hayward Family Center
 S. Tennis Park

"BIG PARK"
 Approach
 Multiple Acquisitions

SCHEME - C

Concept -
Expand PARK to
become MORE VISIBLE
& Allow for more
Programming

COMMUNITY
CENTERS

Visual Access
on all sides
to enhance
SAFETY &
PROMOTE USE

Concept Diagram

SCHEME C



NEXT STEPS FOR COUNCIL & H.A.R.D. DIRECTORS

1. CMDA report- next steps
2. Phase II Governance MOU
3. Architectural Services RFP
4. Recommended Facility Operator

**CITY COUNCIL
WORK SESSION**

ITEM 3 – WS 18-004

**Update on Council Strategic Initiatives
Two-Year Action Plans**

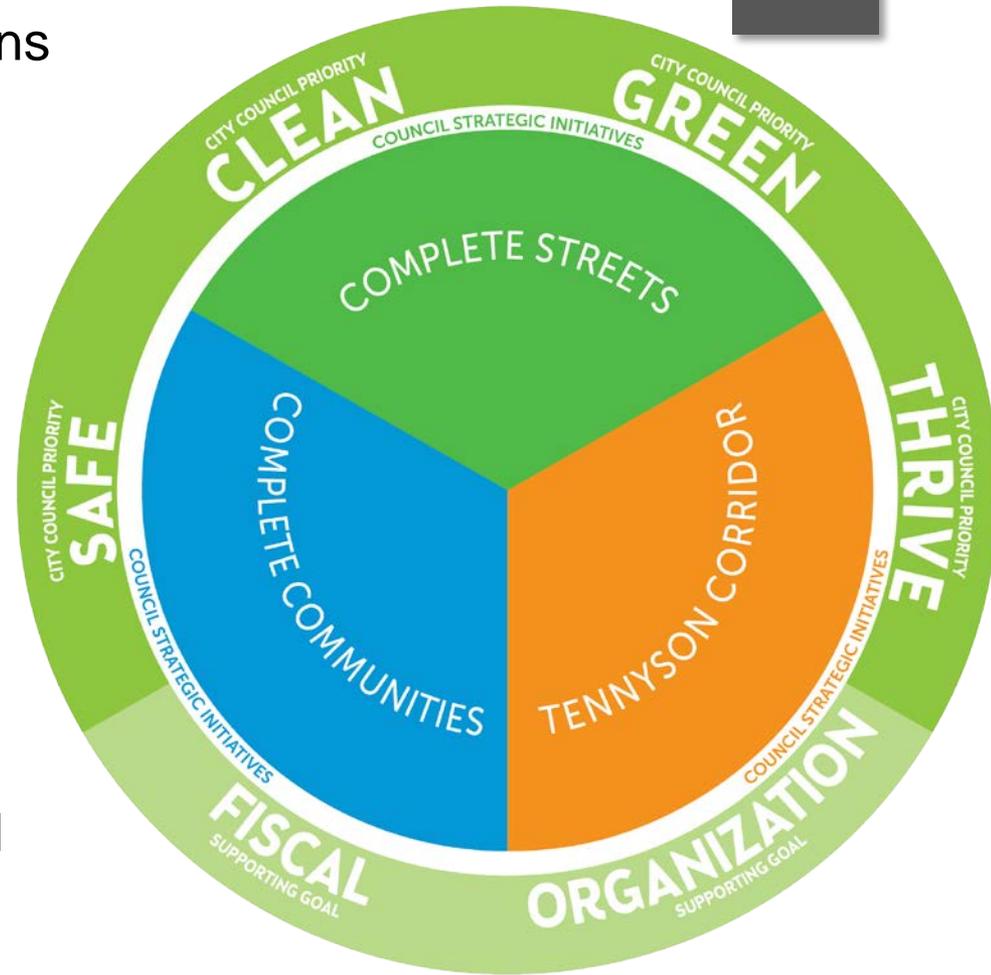
Council Strategic Initiatives

TENNYSON CORRIDOR | **COMPLETE COMMUNITIES** | **COMPLETE STREETS**
BIANNUAL UPDATE TO CITY COUNCIL | JANUARY 30, 2018



Background

- ▶ Adoption of Two-Year Action Plans on June 20, 2017
- ▶ Action Plans identified clear actions to accomplish Council's Priorities
- ▶ Strategic Initiative includes:
 - ▶ Goals, objectives, and performance measures
- ▶ Biannual updates to Council and quarterly updates to the City's management team.



Tonight's Presentation

- ▶ First biannual update since the adoption of the strategic initiatives in June 2017
- ▶ Review accomplishments and recommended changes to the timeline
- ▶ Highlight lean innovation projects related to strategic initiatives
- ▶ Next Steps

Complete Streets

STRATEGIC INITIATIVE TWO-YEAR WORK PLAN UPDATE



Strategy Team Members

Fred Kelley	Transportation Manager	Public Works, Engineering, & Transportation
Bryan Matthews	Captain	Hayward Police Department
John Stefanski	Management Analyst	City Manager's Office
Allen Baquilar*	Senior Civil Engineer	Development Services
Kathy Garcia	Deputy Director	Public Works, Engineering, & Transportation
Erik Pearson	Environmental Services Manager	Utilities & Environmental Services
Leigha Schmidt	Senior Planner	Development Services
Rod Affonso*	Streets Manager	Maintenance Services
Alimah Ahmad	Fire Technician II	Hayward Fire Department
Dennis Zafiratos	Senior Building Inspector	Development Services
Robert Goldassio	Senior Secretary	Development Services

Executive Coach: Alex Ameri

Co-chairs in bold / *Incoming co-chairs



Complete Streets

PURPOSE

To Build streets that are safe, comfortable, and convenient for travel for everyone, regardless of age or ability, including motorists, pedestrians, bicyclists, and public transportation riders.



GOAL 1

Prioritize safety for all modes of travel

OBJECTIVES

- ⇒ Reduce number of fatal and non-fatal traffic accidents in the City through engineering evaluation of major intersections and corridors
- ⇒ Reduce speeding and aggressive driving behavior through 4 E's i.e. Education, Enforcement, Empowerment and Engineering
- ⇒ Ensure that roadway construction and retrofit programs and projects include complete streets elements.

PERFORMANCE MEASURES

- Reduction in average speed at specific locations measured annually
- Completion of Tennyson Road Feasibility Study
- Completion of Hayward Blvd Traffic Calming and Safety Concept Plan
- Completion of a Complete Streets Inventory Base-line

GOAL 2

Provide Complete Streets that balance the diverse needs of users of the public right-of-way

OBJECTIVES

- ⇒ Increase walking, biking, transit usage, carpooling and other sustainable modes of transportation by designing and retrofitting streets to accommodate all modes.

PERFORMANCE MEASURES

- (All measures report on the number of complete streets improvements)
- Miles of new or replaced sidewalk
 - Miles of new bike lanes
 - Number of new or enhanced crosswalks
 - Number of new curb ramps
 - Number of new or upgraded streetlights
 - Miles of repaired or repaved roadways

GOAL 3

Maintain sufficient funding to provide for existing and future transportation facility and service needs, including the operation and maintenance of the transportation system

OBJECTIVES

- ⇒ Establish a sustainable funding mechanism and dedicated funding source to build complete streets network.
- ⇒ Establish a maintenance plan for complete streets projects

PERFORMANCE MEASURES

- Percentage of funding provided by grants

Accomplishments

- ▶ Continued implementation of existing street repair and rehabilitation programs
 - ▶ Sidewalk Repair Program – repaired sidewalks in 125 locations, totaling 1,872 feet of sidewalks
 - ▶ Pavement Rehabilitation Program – rehabilitated 18.35 lane miles of pavement
 - ▶ Wheelchair Ramp Program – installed 105 curb ramps
- ▶ Completed the Shuttle Feasibility Study



Recommended Changes

- ▶ Complete Neighborhood Traffic Calming Study
 - ▶ Change due date to Fall 2018



Lean Innovation Team

- ▶ How do we help mitigate the impact of necessary street closures on local businesses?



Complete Communities

STRATEGIC INITIATIVE TWO-YEAR WORK PLAN UPDATE



COMPLETE COMMUNITIES



Strategy Team Members

Dana Bailey	Community Services Manager	Library and Community Services
Sara Buizer	Planning Manager	Development Services
Paul Nguyen	Economic Development Specialist	City Manager's Office
Phil Nichols	Senior Code Enforcement Inspector	Development Services
Monica Davis	Management Analyst	Finance
Omar Cortez	Housing Specialist	Library and Community Services
Gary Nordahl	Building Official	Development Services
Lucky Narain*	Senior Management Analyst	Public Works, Engineering, and Transportation
Sandi Wong*	IT Analyst/Project Manager	Information Technology
Laurel James	Management Analyst	City Manager's Office
Tara Reyes	Fire Services Supervisor	Hayward Fire Department

Executive Coach: Stacey Bristow

Co-chairs in bold / *Incoming co-chairs





Complete Communities

PURPOSE

The purpose of the Complete Communities strategy is to create and support structures, services and amenities to provide inclusive and equitable access with the goal of becoming a thriving and promising place to live, work and play for all.



GOAL 1

Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods.

OBJECTIVES

- ⇒ 1 Increase neighborhood safety and cohesion
- ⇒ 2 Foster a sense of place and support neighborhood pride
- ⇒ 3 Increase collaboration with businesses, non-profits and neighborhood groups on placemaking projects
- ⇒ 4 Create resilient and sustainable neighborhoods
- ⇒ 5 Actively value diversity and promote inclusive activities

PERFORMANCE MEASURES

- Percentage change in concentration & distribution of neighborhood/business participation (GIS Heat Mapped)
- Percentage change in Homework Support Centers and Literacy Program participation/improvement
- Percentage change in clients served through Community Agency Funding process
- Percentage change of employees employee engagement survey question "My workplace prioritizes equitable and socially just principals and policies"

GOAL 2

Provide a mix of housing stock for all Hayward residents and community members, including the expansion of affordable housing opportunities and resources.

OBJECTIVES

- ⇒ 1 Centralize and expand housing services
- ⇒ 2 Facilitate the development of diverse housing types that serve the needs of all populations
- ⇒ 3 Conserve and improve the existing housing stock
- ⇒ 4 Increase supply of affordable, safe and resilient housing in Hayward

PERFORMANCE MEASURES

- Annual increase in affordable housing units created in conformance with RHNA
- Percentage change in eligible housing units assisted through Housing Division programs
- Percentage change of new housing developments with inclusionary units

GOAL 3

Develop a Regulatory Toolkit for Policy Makers.

OBJECTIVES

- ⇒ 1 Update, streamline, and modernize zoning & codes
- ⇒ 2 Identify and design appropriate in-lieu fees to provide community amenities
- ⇒ 3 Develop and refine other regulatory tools

PERFORMANCE MEASURES

- Percentage change of eligible projects that implement the Complete Communities checklist
- Percentage change of eligible properties submitting ADU permit applications
- Percentage change of Investment/tenancy resulting from new allowable land uses
- Percentage change improvement in permit turnaround times

Accomplishments

- ▶ Adopted, finalized, and implemented Business Incentive Program
- ▶ Adopted an Accessory Dwelling Unit (ADU) ordinance
- ▶ Identified development projects eligible to receive first round A1 funding
- ▶ Reviewed/updated affordable housing ordinance, including fee assessment
- ▶ Introduced and adopted cannabis ordinance to put forth standards aligned with state requirements



Recommended Changes

- ▶ Create a Housing Division to address and promote equal housing opportunities for all people
 - ▶ Change due date to March 2018
- ▶ Conduct research and compile a comprehensive list of items to be revised in preparation for updating the Form-Based Code
 - ▶ Task begun; strategically rescheduled as part of larger effort
- ▶ Explore expansion of a second farmer's market location
 - ▶ Change due date to June 2018



Lean Innovation Teams

- ▶ How do we help interested residents convert their accessory dwelling units through our updated regulations?
- ▶ How can we improve our service delivery by ensuring we connect residents with housing problems with the appropriate resources?



Tennyson Corridor

STRATEGIC INITIATIVE TWO-YEAR WORK PLAN UPDATE



Strategy Team Members

Rachael McNamara	Management Analyst	Library and Community Services
Alexandrea Sepulveda	Supervising Permit Technician	Development Services
Brianne Elizarrey	Graphics and Media Technician	City Manager's Office
Jeremy Lochirco	Principal Planner	Development Services
Richard Nield*	Landscape Maintenance Manager	Maintenance Services
Jose Banuelos	Police Sergeant	Hayward Police Department
Ramona Portillo-Bienemann	Code Enforcement Inspector	Development Services
Mary Thomas*	Management Analyst	Hayward Fire Department
Lindsey Polanco	Education Services Manager	Library and Community Services
Ramona Thomas	Economic Development Specialist	City Manager's Office
Sai Midididdi	Associate Transportation Engineer	Public Works, Engineering, and Transportation

Executive Coaches: Garrett Contreras, Sean Reinhart & Todd Rullman

Co-chairs in bold / *Incoming co-chairs



Tennyson Corridor

PURPOSE

To develop an attractive, **cohesive**, thriving Tennyson Corridor through thoughtful engagement of residents, businesses and community partnerships.



GOAL 1

Work with the community to create a vision plan for the Corridor & catalyst sites to serve as a foundation for long-term planning and policies

OBJECTIVES

- ⇒ Work to understand community needs and desires for the Corridor
- ⇒ Identify funding options for future Corridor planning, improvements & infrastructure
- ⇒ Lead development & construction of South Hayward Family Center

PERFORMANCE MEASURES

- Depth & breadth of community stakeholder participation in visioning process.
- Percent of Councilmembers who vote to

GOAL 2

Increase Pedestrian and Cyclist Safety

OBJECTIVES

- ⇒ Enhance bike and pedestrian ways
- ⇒ Increase bicycle safety education
- ⇒ Collaborate with community members to improve public safety
- ⇒ Improve safety through increased lighting

PERFORMANCE MEASURES

- Annual survey of community to understand changing attitude about Corridor
- Change in number of accidents involving pedestrians or cyclists
- Quantitative and qualitative performance results of pilot project

GOAL 3

Improve Community Appearance

OBJECTIVES

- ⇒ Enhance landscaping
- ⇒ Decrease dumping and litter
- ⇒ Decrease blight

PERFORMANCE MEASURES

- Quantitative and qualitative performance results of pilot project
- Annual survey of community to understand changes in attitude regarding appearance of Corridor

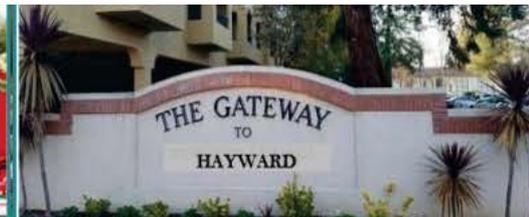
Accomplishments

- ▶ Work to understand community needs and desires for the corridor
 - ▶ Davenport Institute for Public Engagement and Civic Leadership Grant
 - ▶ Department of Water Resources grant
 - ▶ UC Berkeley Urban Planning Master's students asset mapping
 - ▶ CSUEB students' outreach to businesses



Accomplishments

- ▶ Collaborating with HARD on using F1 funding in the corridor
- ▶ Leading development/construction of South Hayward Family Center
- ▶ Collaborating with CalTrans and Amtrak/UPRR to update crossings for safety
- ▶ Added green paint on bike paths in conflict areas
- ▶ Expanded Downtown Streets Team to Tennyson Corridor
- ▶ Held KHCG events in Palma Ceia and Leidig Court



Recommended Changes

- ▶ Identify pedestrian and bike path improvements with Complete Streets Feasibility Plan
 - ▶ Change due date to December 2018
- ▶ Partner with Bike East Bay and HUSD to provide classes and safety equipment
 - ▶ Change due date to June 2018
- ▶ Partner with Stopwaste and KHCG on Pavement-to-Garden event
 - ▶ Change due date to June 2019



Recommended Changes

- ▶ Expand Firehouse Clinic services to include dental clinic
 - ▶ Change due date to June 2018
- ▶ Expand advertisement of Firehouse Clinic resources for residents
 - ▶ Change due date to June 2018
- ▶ Install GPS based signal preemption for AC Transit buses
 - ▶ System installed for HFD; working with AC Transit to explore opportunity



Lean Innovation Teams

- ▶ What resources will be most helpful to improve the safety of bicyclists and pedestrians who travel along the corridor?



Next Steps

- ▶ Continue to implement two-year action plans
- ▶ Review resources needed for upcoming tasks as part of the mid-year budget conversation
- ▶ Will return to Council for second biannual update in June/July with updates on 2nd six months of implementation and performance metrics

Questions & Discussion

