

Council Economic Development Committee



December 4, 2023

How to Provide Public Comments

The Council Economic Development Committee is accepting public comments prior to the meeting via email or during the meeting via the Zoom link or Zoom dial-in information listed on the published agenda.

If you are making your comments during the meeting please note:

- Click the “Raise Hand” button to request to speak when the Staff Liaison calls for public comments on an eligible agenda item. You will be permitted to speak during your turn and muted after the allotted time (3 minutes).
- When joining by phone, click *9 to raise a hand to speak. Press *6 to unmute. We kindly request speakers to mute or turn down the meeting video when it is their opportunity to speak as it may cause interference with the speaker system.
- Use headphones/mic for better sound quality and less background noise
- Decorum: Please be mindful that virtual meetings are public and will be recorded. All meeting rules of procedure and decorum, including speaker time limits, will apply. The Staff Liaison, via the host, may remove individuals for persistent disruption or any conduct or statements that threaten the safety of any person(s) at the meeting.

Approval of Minutes from November 6, 2023
Regular Meeting

Development Services Department Activities Update

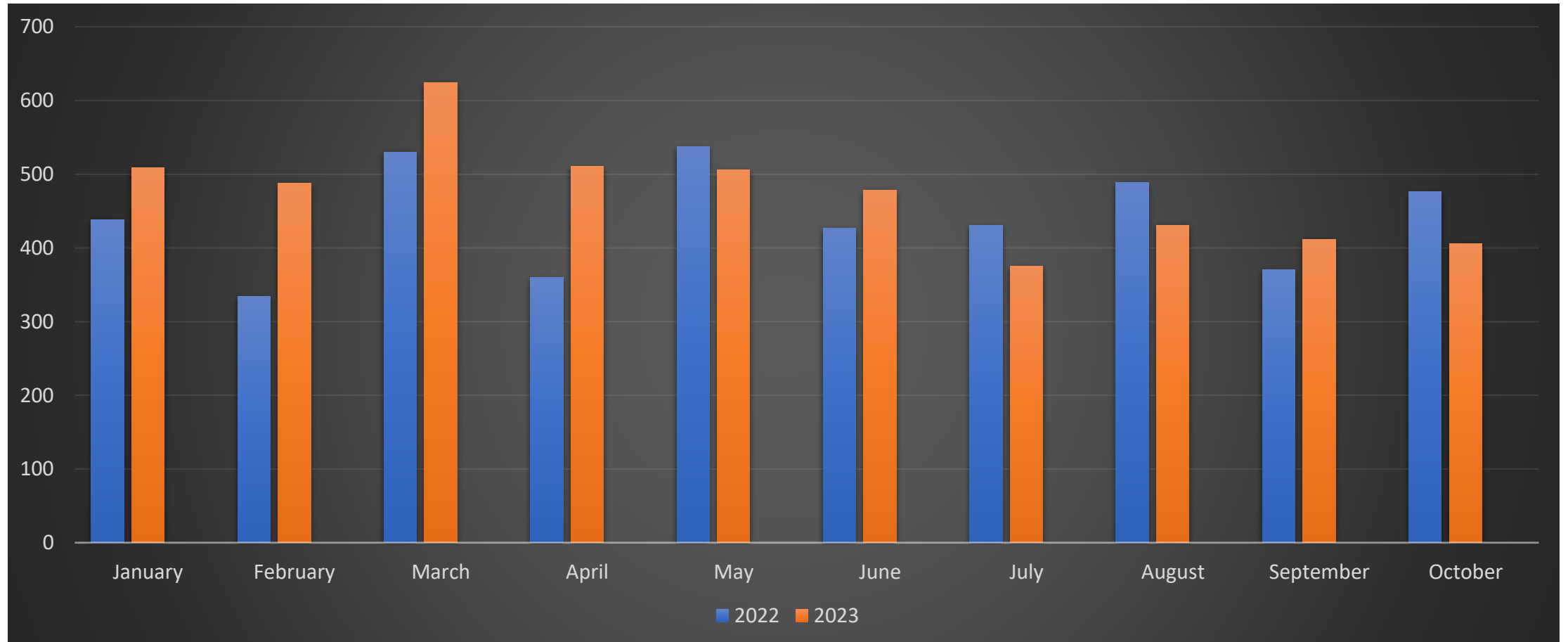
A photograph of Hayward City Hall, a modern building with a curved glass and stone facade. In the foreground, there is a circular fountain with several water jets and a central stone pillar. The sky is blue with scattered clouds. The text "Council Economic Development Committee" is overlaid in large white letters on the right side of the image.

Council Economic Development Committee

Sara Buizer, Development Services Director
December 4, 2023

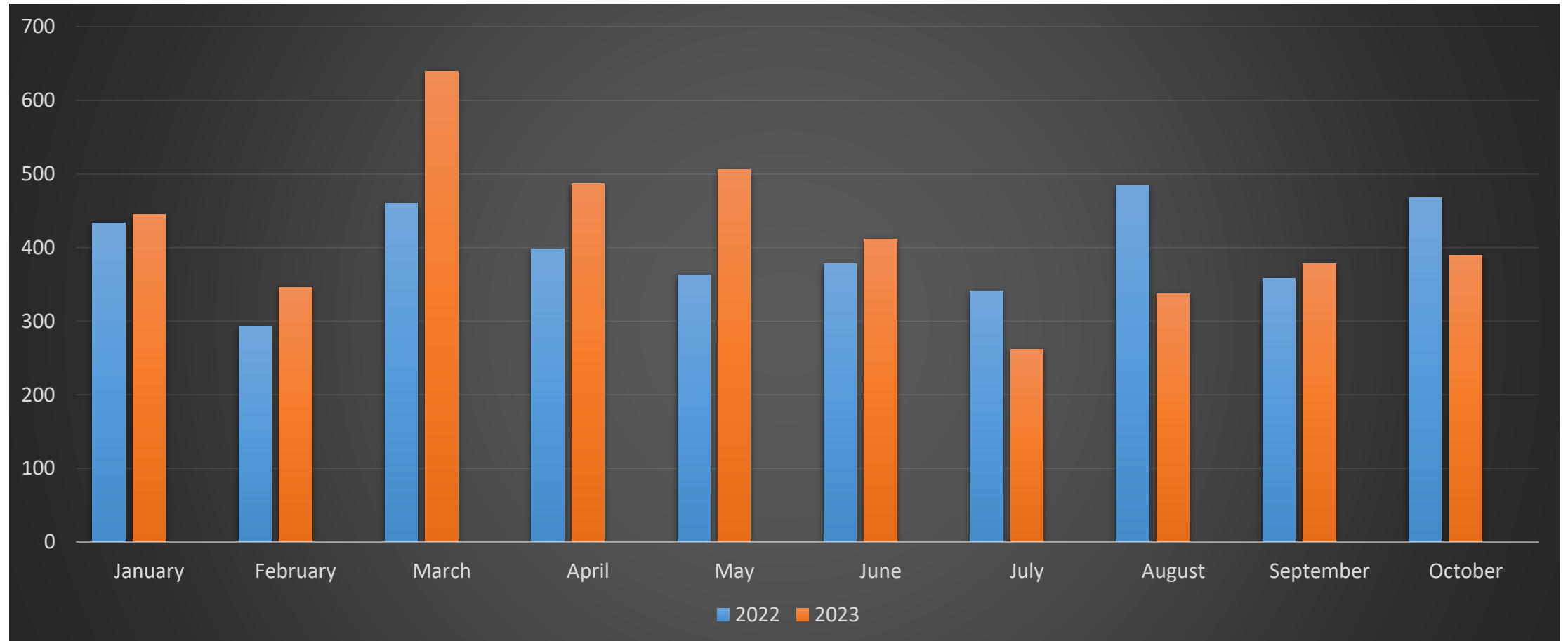
Building Permit Activity: 2022 vs. 2023

(Building Permit Applications)



Building Permit Activity: 2022 vs. 2023

(Building Permits Issued)



Active Construction Projects – Residential



Depot Community Apartments, 130 units of transitional housing



Bellara Senior Housing
157 units of assisted senior housing



SoMi (Parcel Group 2),
189 Condos and Townhomes and 10,800 sq. ft. commercial

Active Construction Projects – Commercial/Industrial



Rivian 51,472 Sq. f.t TI for Research and Development



Duke Realty, new speculative warehouse with 2 story office



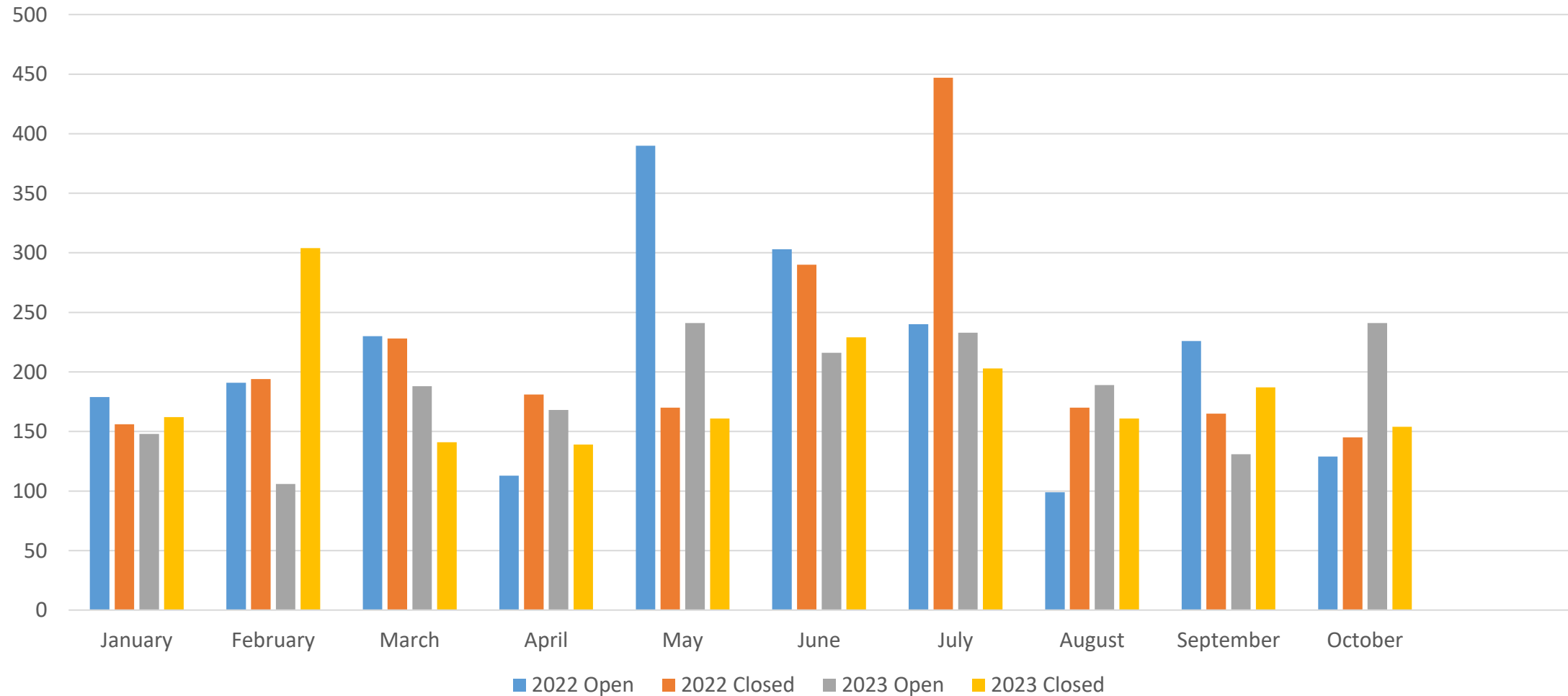
Hayward Center

Sprouts, Raising Cains, In N Out

Building Permit Activity Summary

- Overall building permit activity (permits submitted and issued) has increased in 2023 over activity in 2022
- Many big projects are under construction or nearing completion (Mission Village, Depot Rd Community Apartments, Bellara Senior Housing, SoMi, Pimentel Place).
- Additional big projects starting (Eden on PG3).
- Delays by PG&E will have an impact on projects
- Staffing shortages may also be an impact (down 4 inspector positions)

Code Enforcement Activity: 2022 vs 2023



Code Enforcement Activity Summary

- New code cases and case closures do fluctuate overtime and are dependent on complexity
- Community Preservation Ordinance Update complete
- Increased Focus on Vacant Property Ordinance Enforcement
- Staffing shortages may impact response times

Housing Division Updates – Affordable Housing Development

- Updated the City's Affordable Housing Ordinance
 - Increased requirements from 10% moderate to 12% low and moderate (50/50 split)
 - Increased in-lieu fees by 8.4%
 - Added lower density ownership housing type
- Since 2018, City has approved entitlements for over 1,000 new affordable units (931 rental/83 ownership)
- City has subsidized 5 of 8 affordable developments providing over \$26M in funding
- SoMi and La Playa projects will be marketing new units shortly

Planning Project Updates

- Arthur Mac's
- Maple and Main
- Jiva Life
- B and Main
- Preschool/Day Care (former Asian Buffet)



Planning Application Summary

- Application activity has slowed in Planning
- Focus has been on long-range projects such as Density Bonus Ordinance Updates (adopted), Housing Element (adopted and certified by HCD), Residential Design Standards (December), Sidewalk Vendor Ordinance (adopted) Tree Preservation Ordinance
- Increase in applications for ADUs, Junior ADU's, SB9 applications

Hayward Upward Economic Recovery Plan Update:
Together for Hayward e-Gift Card Program



TOGETHER FOR HAYWARD GIFT CARD PROGRAM

PAUL NGUYEN

Chief Economic Development Officer

CATHERINE RALSTON

Economic Development Consultant

TOGETHER FOR HAYWARD GIFT CARDS

- Point of Sale Grants to assist businesses with accepting credit card payments
- Rewards Patrons for supporting Hayward small businesses
- Customers receive reward incentives to encourage gift card purchases

Point of Sale Grant Program - \$50,000

Initial Gift Card Allocated Budget - \$200,000

Additional Gift Card Allocation - \$250,000



SECOND ANNIVERSARY



YEAR 1 OF SUPPORTING OUR LOCAL BUSINESSES NOVEMBER 2021 — NOVEMBER 2022

- Launched November 1, 2021 — 35 participating businesses
- Over 2075 gift cards were distributed totaling over \$135,000
- Gift cards were used at 63+ businesses

YEAR 2 — NOVEMBER 2022 — NOVEMBER 2023

Focused on commercial areas not currently represented by other participating businesses

Outreach to businesses to sign-up

Currently 125 Businesses are participating!

NEW BONUS CARD PROMOTION FOR THE HOLIDAYS

Your dollar goes further and stays local with a 

TOGETHER FOR HAYWARD GIFT CARD

Get up to 2x the spending power at your favorite local businesses with the Together for Hayward gift card!

BUY:	GET:
\$100 gift card	another \$100 bonus card!
\$75 gift card	a \$40 bonus card!
\$50 gift card	a \$25 bonus card!



Learn more and buy your gift card: 

Limit three per purchaser. Offer good while supplies last. Bonus card must be used within 90 days of purchase.

BUY:	GET:
\$100 gift card	another \$100 bonus card!
\$75 gift card	a \$40 bonus card!
\$50 gift card	a \$25 bonus card!

SMALL BUSINESS SATURDAY PROMOTION

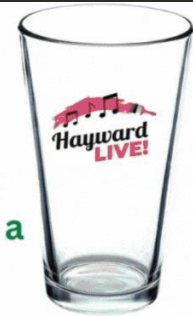
Five participating restaurants were given Hayward pint glasses to give out to customers making qualified purchases.

Program was advertised on the gift card page as well as City social sites.

Restaurant owners indicated they loved the promotion and wished to participate in future events

**Support our local restaurants
and get rewarded!**

**Make a qualifying purchase on
Small Business Saturday, November 25, at a
participating business and get a
free pint glass*.**



- Country Waffles - 30182 Industrial Pkwy SW
- El Taquito - 22354 Mission Blvd
- El Taquito #2 - 215 W Winton Ave
- Sushi Ichimoto - 888 W A Street
- The Gurkha Kitchen - 855 B Street

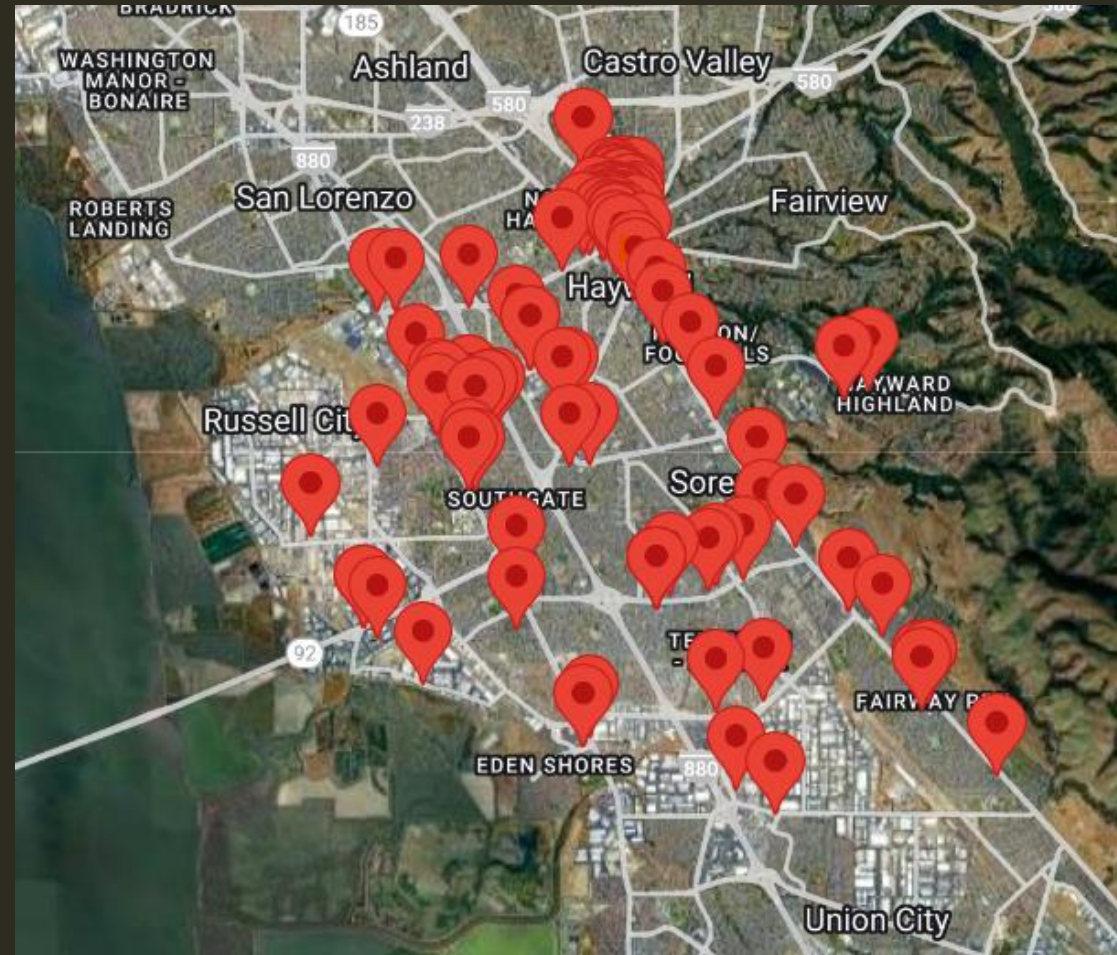
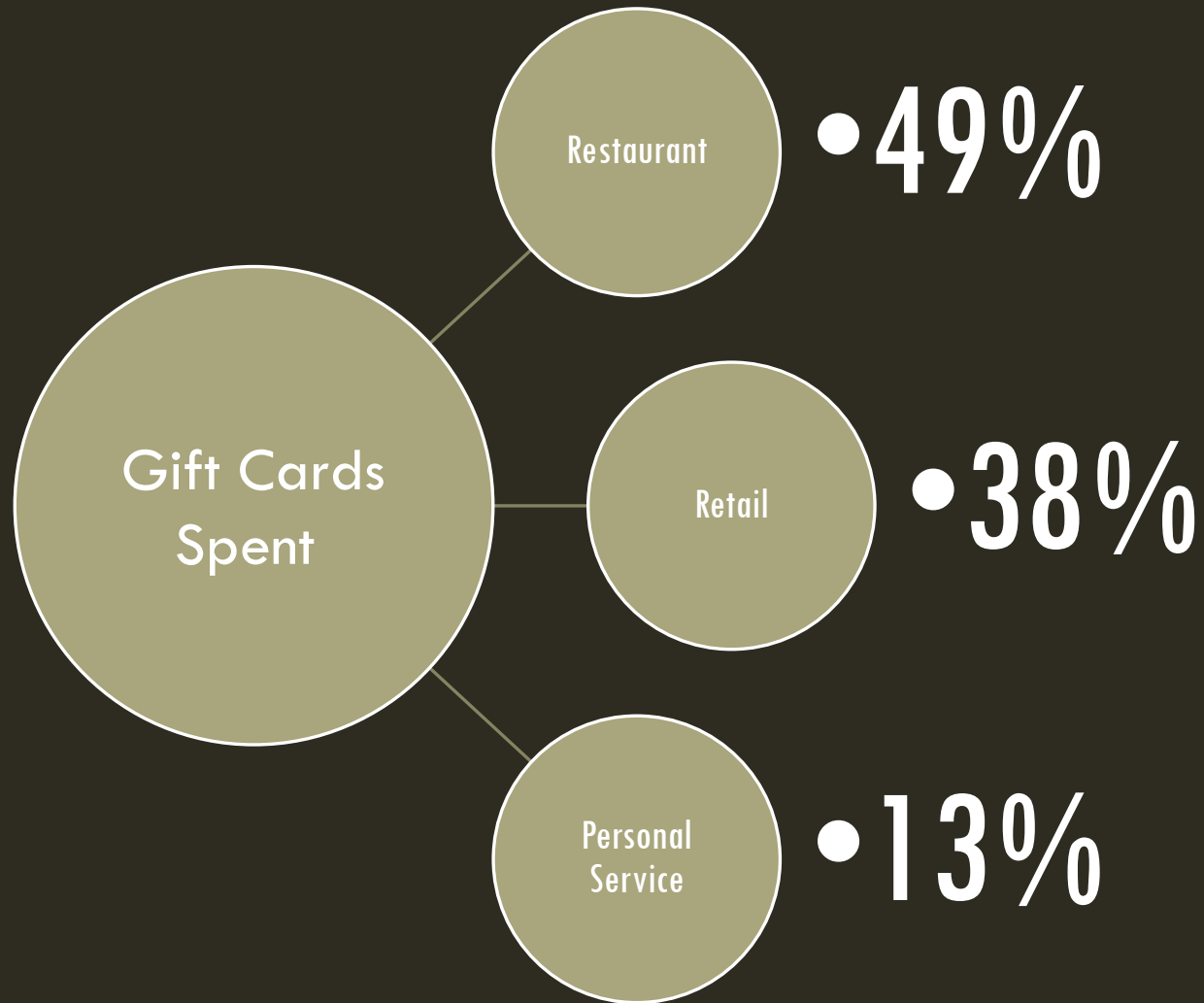


*While supplies last, Limit 1 per person

THE PROGRAM IS A MASSIVE SUCCESS!

- ❑ The most recent promotion launch began Monday November 20, with **\$125,000** available for bonus cards.
- ❑ All of the money was gone in less than **48 hours!**
- ❑ Since the inception of the program, **\$950,000** in gift cards have entered the Hayward business economy.
- ❑ The City infused \$450,000 in ARPA dollars, while customers added **\$500,000** of their own dollars to purchase gift cards.

WHERE THE MONEY HAS BEEN SPENT: 111 BUSINESSES



THOUGHTS FROM BUSINESSES

- Survey sent to participating businesses for feedback
- 55% of participating businesses indicated program boosted their sales 5 – 25%
- 80% indicated the program brought new customers each month
- Some Comments Shared by Businesses
 - "This was my first year in business, but I saw a very large increase in revenue when the \$100 bonus gift card was offered. Over 100% increase."
 - "Customers loved the program and came from all over to spend money in Hayward that they would not have spent otherwise. They were impressed with the support the city was offering to it's small businesses and many of them were hoping that the program would come back this year."





THOUGHTS FROM THE CUSTOMERS

- 75% of purchasers tried a new business
- 60% of purchasers were very likely to return to those new businesses
- Some comments shared by customers:
 - "I think this is an amazing thing the city of Hayward is doing. I love supporting local restaurants and trying new food and it's a great way to do that."
 - "I felt everything was very professionally done and it really helped my family in need to be able to get out and enjoy a breakfast or lunch or dinner. I would definitely buy them again if you ever do this program again. I would like to buy some more."

Future Meeting Topics as of December 4, 2023



**Council Economic Development Committee
Future Meeting Topics as of December 4, 2023**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Hayward Upward Economic Recovery Program Updates	Standing Item
Hayward Police Department	Update on Hayward Police Department Crime Prevention Services for Businesses	To be scheduled
Public Works/ Information Technology	Update on City Fiber/Broadband Initiatives (Following update to CIC)	To be scheduled
Economic Development/ Development Services Housing Division	Update on Hayward Housing Market Trends	To be scheduled

*Subject to change

Committee Member/ Staff Announcements and Referrals

Adjournment