

Council Economic Development Committee



March 3, 2025

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 February 3, 2025
Regular Meeting

Hayward Upward Economic Recovery Program Update: Hire Hayward (Oral Report Only)



Learn to Earn & Hire Hayward

A Comprehensive Workforce Development Solution



Daniel Mao, Economic Development Specialist





Overview

- **Workforce challenges in Hayward:** Employers need skilled workers, and residents need access to high-paying technical careers.
- **Learn to Earn & Hire Hayward as the solution:**
 - Bridges the gap between job seekers and employers.
 - Provides tuition assistance for industry-aligned training.
 - Offers hiring grants to local businesses to offset onboarding costs.
 - Organizes career fairs to connect employers and job seekers.
- **Key Partnerships:**
 - Chabot College, CSU East Bay, Eden ROP, Hayward Promise Neighborhoods, Friends of Chabot

Program Structure and Phases

By focusing on education, training, and employer recruitment, *Learn to Earn* and *Hire Hayward* complete the connection through community-building efforts like job fairs. These events connect residents who gained the necessary skills with employers actively seeking qualified workers, ensuring alignment and long-term success for both sides of the workforce equation.

Phase 1 Laying the Foundation

- Partnered with local colleges and training institutions for tuition assistance.
- Identified key industries and skills gaps through employer engagement.

Phase 2 Implementation & Workforce Placement

- Disbursed **\$300,000 (of \$400,000 budget)** in tuition assistance to over 300 Hayward residents.
- Launched career fairs, with the first event drawing 350+ attendees.
- Provided **\$300,000** of hiring grants for local businesses that onboard and retain Hayward residents in technical roles.

Phase 3 Long-Term Workforce Sustainability

- Expanding job fairs as a permanent hiring bridge.
- Strengthening employer partnerships to ensure an ongoing talent pipeline.

Hire Hayward Grant Impacts

- 20 Hayward residents hired into local technical positions with an average wage of **\$30 per hour plus benefits**, generating over **\$1,200,000** in salary creation.
- **100% of Hayward residents placed are people of color**
- **\$300,000** utilized to assist in covering training and onboarding costs. (4x ROI)

Position	Salary		Benefits	Ethnicity	Race	Other
Quality Assurance	\$	36.00	Yes	Hispanic	White	Woman
Maintenance Mechanic	\$	27.00	Yes	Hispanic		
Production Associate	\$	30.00	Yes	Hispanic		
Production Associate	\$	28.00	Yes	Hispanic		
Production Associate	\$	30.00	Yes	Hispanic		
Production Associate	\$	30.00	Yes	Hispanic		
Production Associate	\$	28.00	Yes	Hispanic		
Assembler	\$	26.00	Yes	Hispanic		
Assembler	\$	26.00	Yes	Hispanic		
Detail	\$	24.00	Yes	Hispanic		
Detail	\$	26.00	Yes	Hispanic		
Engineer	\$	40.00	Yes	Not Hispanic	Asian Indian	
Technician	\$	33.00	Yes	Not Hispanic	Asian	
Technician	\$	33.00	Yes	Not Hispanic	Filipino	
Technician	\$	33.00	Yes	Hispanic		
Assembly Technician	\$	29.50	Yes	Hispanic		
Assembly Technician	\$	28.50	Yes	Hispanic		Woman
Assembly Technician	\$	30.50	Yes	Not Hispanic	Filipino	
Assembly Technician	\$	32.50	Yes	Not Hispanic	Filipino	Woman
Average	\$	30.05				

Business Partners/Grant Recipients

Business	Employee Count	Industry & Key Role in Hayward’s Economy
Casa Sanchez	100 +	Longstanding food manufacturer (since 1924), requiring highly skilled machinists and technologists to operate its manufacturing line.
Veev	300 - 600	Leader in modular home construction , utilizing advanced manufacturing techniques to streamline housing development.
Pentagon	250 +	Provides mission-critical manufacturing support services for the semiconductor, pharmaceutical, microelectronics, and solar industries, improving equipment efficiency and life cycles.
Plastikon	100 +	Global plastics and contract manufacturer serving medical, electronics, and high-tech industries . Committed to lean manufacturing, minority supplier diversity, and sustainability .
Therm-X	350 +	Leader in advanced thermal solutions for semiconductors, biotech, aerospace, petrochemical, and food industries . Specializes in temperature control and precision manufacturing .

Key Takeaways:

- Businesses represent a **diverse range of industries** critical to **Hayward’s industrial and technological growth**.
- All companies required **skilled technical workers**, aligning with **Hire Hayward’s mission** to bridge workforce gaps.
- Employers benefit from **direct hiring grants**, ensuring sustainable workforce development.

Learn to Earn Grants

**Grantees:
Over 400 and
growing**

**Grants:
~\$300,00 (of
\$400,000)**

Strong Participation & Growing Impact

- **Over 400 Hayward residents** have received tuition assistance, with more expected as the program continues.
- The program is designed to remove **financial barriers** and **expand access to high-demand career training**.

Significant Investment in Workforce Development

- **\$300,000 in grants disbursed (from Learn to Earn)**—75% of the total \$400,000 budget—ensuring long-term sustainability.
- Funding prioritizes **technical certifications, degree programs, and hands-on training in advanced manufacturing, biotech, and other high-growth industries**.

Future Expansion & Continued Support

- **Remaining \$100,000** will continue to fund **more residents in targeted training programs**, ensuring a **skilled workforce pipeline**.
- This ongoing investment strengthens **local talent pools** and helps **Hayward businesses fill critical technical roles**.

Learn to Earn Grant Award Priority Level

The **Learn to Earn Grant** prioritizes tuition assistance based on **industry demand and workforce needs**. Grant applicants are categorized into **High, Medium, and Low priority levels**, ensuring funding is directed toward **training that aligns with Hayward’s most in-demand jobs**.

Priority Level	Percentage of Grantees
High	40%
Medium	38%
Low	18%
Other	4%

- High:** Fields directly related to biotechnology, advanced manufacturing, and industrial sectors. Critical to economic health of the City. Industries create high-skilled, well-paid positions, generate significant tax revenue, and are rapidly expanding.
- Medium:** Field that is not as critical to local economy’s immediate needs, such as healthcare support roles, professional services, and business administration. These fields require skilled workers and offer good career prospects but do not face the same level of urgency in workforce shortages.
- Low:** Fields with less direct demand in Hayward’s current labor market such as general arts or hospitality.
- Other:** Classes that do not fall under any other category, such as transfer credit classes.

Learn to Earn Grant Recipient Demographics

- The **Learn to Earn Grant** prioritizes **equitable access to career training**, ensuring that **diverse communities** in Hayward benefit from workforce development opportunities.
- By removing financial barriers to education and technical training, **Hire Hayward creates career pathways for residents from all backgrounds**, reinforcing **economic mobility and workforce inclusivity** in the community.

Race or Ethnicity	Percentage of Grantees
Hispanic/Latinx/Chicanx	21.8%
Not Hispanic/Latinx/Chicanx	53.2%
N/A	10.3%
Multiracial	33.0%
Other	21.5%
Asian/White	9.0%
Native American/Am. Indian/Alaskan Native & Black African American	1.6%
Native American/American Indian/Alaskan Native/White	0.6%
Black/African American/White	0.3%
Black/African American	21.5%
Native American/American Indian/Alaskan Native	0.6%
White	10.6%
Asian	9%
Korean	0%
Asian Indian	2%
Filipino	3%
Vietnamese	2%
Chinese	2%
Middle Eastern/Arab	2%
Additional Demographic Data	
<i>*Only available from Chabot Spring 2023</i>	
Single-Parent	51
Low-Income	109
Student with Disability	13
Foster Youth	12

Connecting Talent & Employers – The Learn to Earn and Hire Hayward Job Fairs

The **Hire Hayward Job Fair** serves as a critical bridge between **local employers and job seekers**, ensuring businesses can access **skilled talent** while providing **Hayward residents** with direct hiring opportunities in **high-demand industries** such as **advanced manufacturing, biotech, and technology**.

Key Metrics & Impact:

First Job Fair (September 2024)

- **Nearly 350 attendees**, including job seekers, students, and transitioning workers.
- **Local employers actively hiring for skilled and technical positions.**
- **Successful direct hires** made at the event, strengthening workforce connections.

Second Job Fair (February 27, 2025)

- Over **450 attendees**. Early estimates show a quarter of them were public (non-student) attendees.
- **Employers returning**, citing the fair as a valuable **recruitment tool**.

Long-Term Workforce Impact



- **Job fairs serve as a sustainable hiring solution**, reducing hiring gaps for local industries.
- **Continued employer participation strengthens Hayward's economic ecosystem.**

Learn
about careers
and find
jobs/internships.

Open to all students.

Open to
the public.

Benefits of attending

-  Food will be served
-  Students who complete in-person survey will be entered into a raffle for prizes

Brought to you by a
Collaboration of the City of
Hayward, Cal State East Bay,
Hayward Promise
Neighborhood,
& Chabot College

Career Fair

Thursday
February 27

**Learn to Earn &
Hire Hayward**

Spring
2025



For more information or
accessibility accommodations,
please contact John Salangsang at
jsalangsang@Chabotcollege.edu

All academic and career technical education
programs and student support programs and
services are open to all students without regard
to race, color, national origin, sex, or disability status.

Hayward Restaurant Month 2025

Hayward Restaurant Month 2025

Javier Castro
Community Programs Specialist



keeping it
LOCAL

JANUARY 1 - 31, 2025

Hayward Restaurant Month

FIND SPECIAL MENU ITEMS AND
DISCOUNTS AT OUR LOCAL RESTAURANTS

DON'T FORGET TO USE YOUR
TOGETHER FOR HAYWARD GIFT CARD!

[BIT.LY/HAYWARD-EGIFT](https://bit.ly/hayward-egift)



Hayward Restaurant Month Growth

- Door-to-door engagement along major corridors
- **21 Restaurants** participated in offering:
 - Special menu items
 - Pre-fixed menus
 - Discounts
 - Free items
- Created flyers and graphics for participating businesses



keeping it LOCAL

January 1 – 31, 2025

Hayward Restaurant Month

FIND SPECIAL MENU ITEMS AND DISCOUNTS AT OUR LOCAL PARTICIPATING RESTAURANTS WHEN YOU USE YOUR TOGETHER FOR HAYWARD GIFT CARD!



SCAN HERE TO SEE PARTICIPATING RESTAURANTS AND DEALS

BUY A \$100 TOGETHER FOR HAYWARD GIFT CARD JANUARY 1 - 31 AND BE ENTERED TO WIN A \$100 BONUS CARD.*

*3 WINNERS WILL BE CHOSEN EACH WEEK OF JANUARY. WINNERS WILL BE NOTIFIED VIA EMAIL USED FOR PURCHASE



SCAN HERE TO PURCHASE A TOGETHER FOR HAYWARD GIFT CARD

BIT.LY/HAYWARD-EGIFT

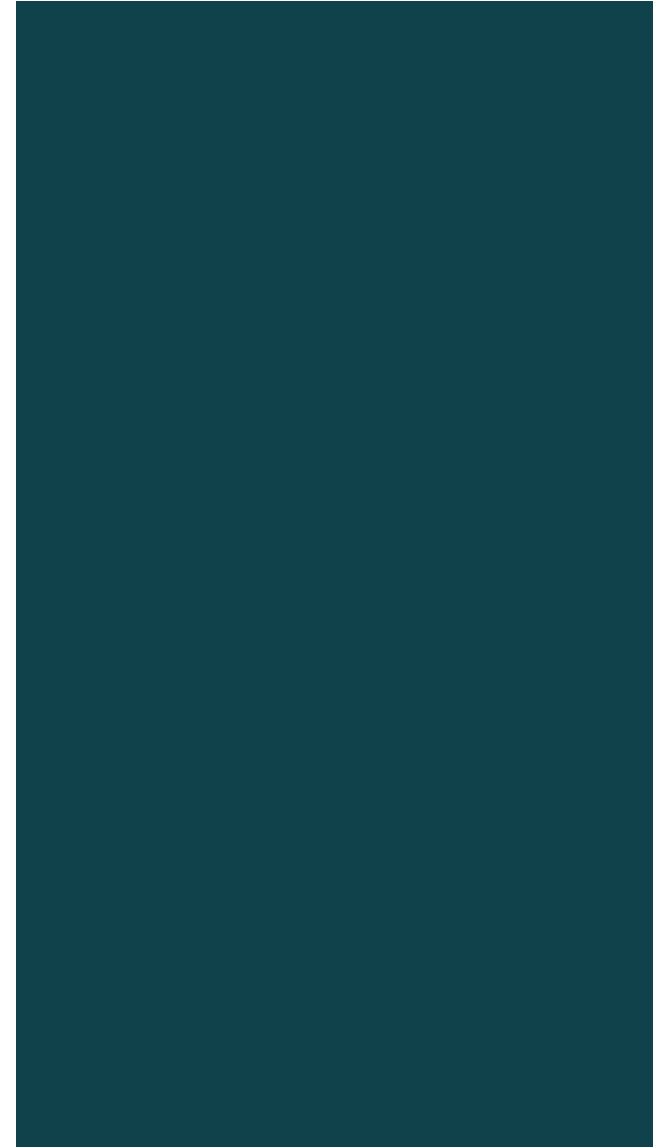




Social Media Content and Flyers



Restaurant Month Instagram Reel



Advertising and Promotion

- Billboards on 880 and 92
- Southland Mall
- The Mercury News published a story
- Social Media Posts on City Channels-
 - 27,000 impressions
- LinkedIn Posts about Restaurant Month
 - Over 5,500 impressions



Gift Card Promotion



keeping it **LOCAL** Hayward Restaurant Month

JANUARY 1 - 31, 2025

BUY A \$100 TOGETHER FOR HAYWARD GIFT CARD JANUARY 1 - 31 AND BE ENTERED TO WIN A \$100 BONUS CARD.*

***3 WINNERS WILL BE CHOSEN EACH WEEK OF JANUARY. WINNERS WILL BE NOTIFIED VIA THE EMAIL USED TO PURCHASE THE GIFT CARD.**





tacos, cheap dinner, Max's

Hayward, CA



For Businesses

Write a Review



Restaurants ▾

Home Services ▾

Auto Services ▾

More ▾



21

Discover > Hayward Restaurant Month 2025

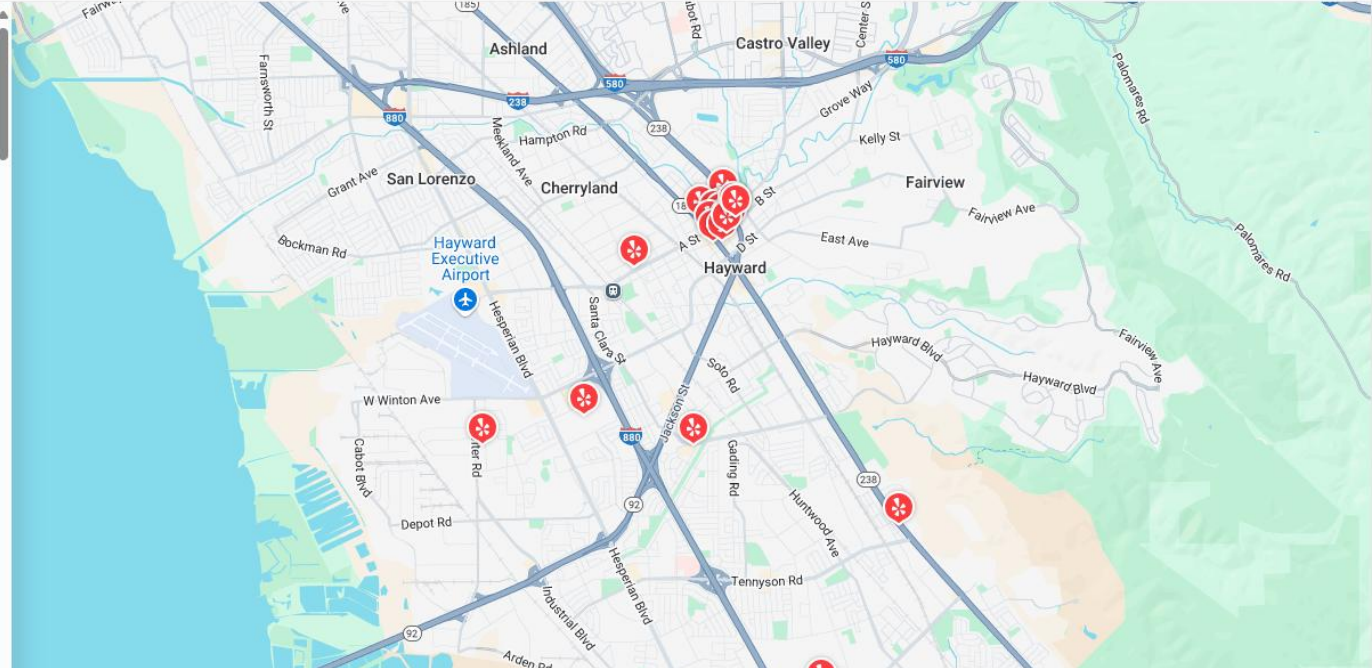
78 Followers

Last Updated 1/10/2025

Hayward Restaurant Month 2025

The 2nd Annual Hayward Restaurant Month is happening January 2025! Enjoy a full month of exclusive menu offerings and specials from 20+ Hayward restaurants and eateries.

Love supporting local businesses? Join the Yelp Elite Squad (yelp.com/elite) to discover local businesses to love in your Hayward and beyond!



- Developed an interactive map showcasing participating businesses

Business Feedback & Economic Impact

- **10% increase in foot traffic and sales** compared to a typical January.
- Businesses saw **new customers** and excitement for the featured menu items.
- Restaurants stated they would participate again next year

“We appreciate the Economic Development Department's support of local restaurants and other small businesses.” – Snappy’s Café (978 A Street)



Questions?



Future Meeting Topics as of March 3, 2025



Council Economic Development Committee Future Meeting Topics as of March 3, 2025

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Update on Hayward Upward Economic Recovery Programs: Tuition Assistance	April 2025
Economic Development	Strategic Roadmap Update: EP5 and EP6 Update on midsize cities revitalized downtowns and ordinances that may have adverse impacts on business	Spring 2025
Library	Update on Heritage Plaza Programming & Activation	TBD
Downtown Hayward Improvement Association Representative	Update from Downtown Hayward Improvement Association	TBD
Development Services/ Economic Development	Strategic Roadmap Update: EP7 Update on small businesses and popups in residential areas	TBD

*Subject to change and data availability

Committee Member/ Staff Announcements and Referrals

Retail Roundup



HomeGoods 26223 Mission Blvd



TRAM
CREAM COFFEE

1075 B St.

Eikon Therapeutics Raises \$350M in Funding, Over \$1 Billion in 2019



Urban Air

ADVENTURE PARK



Adjournment