

CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Tuesday, February 27, 2018

7:00 PM

Council Chambers

City Council

Mayor Barbara Halliday
Mayor Pro Tempore Elisa Márquez
Council Member Francisco Zermeño
Council Member Marvin Peixoto
Council Member Al Mendall
Council Member Sara Lamnin
Council Member Mark Salinas

CITY COUNCIL MEETING**CALL TO ORDER Pledge of Allegiance: Council Member Peixoto****ROLL CALL****CLOSED SESSION ANNOUNCEMENT****PUBLIC COMMENTS**

The Public Comment section provides an opportunity to address the City Council on items not listed on the agenda or Information Items. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

ACTION ITEMS

The Council will permit comment as each item is called for the Consent Calendar, Public Hearings, and Legislative Business. In the case of the Consent Calendar, a specific item will need to be pulled by a Council Member in order for the Council to discuss the item or to permit public comment on the item. Please notify the City Clerk any time before the Consent Calendar is voted on by Council if you wish to speak on a Consent Item.

CONSENT

1. [CONS 18-072](#) Authorization to Reimburse California State University, East Bay up to \$115,000 in Support of the Hayward Promise Neighborhood Initiative During the 2017 Transition Year

Attachments: [Attachment I Staff Report](#)
[Attachment II Resolution](#)
[Attachment III HPN 2012-2017 Achievements](#)

2. [CONS 18-106](#) Resolution Authorizing the City Manager to Execute a Lease Agreement with Briggs Resources, Inc., for the Lease of Airport Property

Attachments: [Attachment I Staff Report](#)
[Attachment II Resolution](#)

3. [CONS 18-107](#) Resolution Authorizing the City Manager to Execute a Professional Services Agreement with Black & Veatch Corporation for Engineering Services Related to Water Pollution Control Facility (WPCF) Facilities Plan
- Attachments:** [Attachment I Staff Report](#)
 [Attachment II Resolution](#)
4. [CONS 18-109](#) Resolution Authorizing the City Manager to Execute a Lease Agreement with Velo Two, LLC., for the Lease of Airport Property
- Attachments:** [Attachment I Staff Report](#)
 [Attachment II Resolution](#)
5. [CONS 18-123](#) Resolution Authorizing the City Manager to Execute a Professional Services Agreement with Management Partners for Route 238 Property Development and Disposition Project Management Services
- Attachments:** [Attachment I Staff Report](#)
 [Attachment II Resolution](#)
 [Attachment III 238 PSA Property Maps](#)
6. [CONS 18-124](#) Resignation of Dwight Turner from the Keep Hayward Clean and Green Task Force
- Attachments:** [Attachment I Staff Report](#)
 [Attachment II Resolution](#)
 [Attachment III Resignation Letter](#)

WORK SESSION

Work Session items are non-action items. Although the Council may discuss or direct staff to follow up on these items, no formal action will be taken. Any formal action will be placed on the agenda at a subsequent meeting in the action sections of the agenda.

7. [WS 18-007](#) Presentation of the Hayward Police Department 2017 Year-end Report (Report from Chief of Police Koller)
- Attachments:** [Attachment I Staff Report](#)
8. [WS 18-008](#) Downtown Parking Management Plan (Report from Interim Public Works Director Ameri)
- Attachments:** [Attachment I Staff Report](#)
 [Attachment II Draft Downtown Parking Management Plan](#)

CITY MANAGER'S COMMENTS

Oral reports from the City Manager on upcoming activities, events, or other items of general interest to Council and the Public.

COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

Oral reports from Council Members on their activities, referrals to staff, and suggestions for future agenda items.

ADJOURNMENT**NEXT REGULAR MEETING, March 6, 2018, 7:00 PM****PUBLIC COMMENT RULES**

Any member of the public desiring to address the Council shall limit her/his address to three (3) minutes unless less or further time has been granted by the Presiding Officer or in accordance with the section under Public Hearings. The Presiding Officer has the discretion to shorten or lengthen the maximum time members may speak. Speakers will be asked for their name before speaking and are expected to honor the allotted time. Speaker Cards are available from the City Clerk at the meeting.

PLEASE TAKE NOTICE

That if you file a lawsuit challenging any final decision on any public hearing or legislative business item listed in this agenda, the issues in the lawsuit may be limited to the issues that were raised at the City's public hearing or presented in writing to the City Clerk at or before the public hearing.

PLEASE TAKE FURTHER NOTICE

That the City Council adopted Resolution No. 87-181 C.S., which imposes the 90-day deadline set forth in Code of Civil Procedure section 1094.6 for filing of any lawsuit challenging final action on an agenda item which is subject to Code of Civil Procedure section 1094.5.

****Materials related to an item on the agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office, City Hall, 777 B Street, 4th Floor, Hayward, during normal business hours. An online version of this agenda and staff reports are available on the City's website. Written comments submitted to the Council in connection with agenda items will be posted on the City's website. All Council Meetings are broadcast simultaneously on the website and on Cable Channel 15, KHRT. ****

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Clerk at (510) 583-4400 or TDD (510) 247-3340.

Assistance will be provided to those requiring language assistance. To ensure that interpreters are available at the meeting, interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Clerk at (510) 583-4400.



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File #: CONS 18-072

DATE: February 27, 2018

TO: Mayor and City Council

FROM: City Manager

SUBJECT

Authorization to Reimburse California State University, East Bay up to \$115,000 in Support of the Hayward Promise Neighborhood Initiative During the 2017 Transition Year

RECOMMENDATION

That Council approves a resolution (Attachment II) authorizing the City Manager to reimburse California State University East Bay (CSUEB) in support of the Hayward Promise Neighborhood (HPN) initiative in the 2017 transition year in an amount not to exceed \$115,000.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Resolution
Attachment III	HPN 2012-2017 Achievements



DATE: February 27, 2018

TO: Mayor and City Council

FROM: City Manager

SUBJECT Authorization to Reimburse California State University, East Bay up to \$115,000 in Support of the Hayward Promise Neighborhood Initiative During the 2017 Transition Year

RECOMMENDATION

That Council approves a resolution (Attachment II) authorizing the City Manager to reimburse California State University East Bay (CSUEB) in support of Hayward Promise Neighborhood (HPN) initiative during the 2017 transition year in an amount not to exceed \$115,000.

BACKGROUND

The Promise Neighborhoods Initiative was established under the federal legislative authority of the Fund for the Improvement of Education Program (FIE). Initiated under the President Obama administration, the vision of the initiative is to make it possible for all children, youth, and young adults growing up and being educated in “Promise Neighborhoods” to have access to high quality schools and strong systems of family and community support. This in turn will not only provide these students access to an excellent education, but also enable them to successfully transition through the educational pipeline - from cradle to college and/or other post-secondary training programs, ultimately leading to successful careers.

The focus of the Promise Neighborhood Initiative is to significantly improve the educational, social, and developmental outcomes of students living in economically and socially distressed communities, and to transform those communities by:

1. Identifying and increasing the capacity of key community institutions that are focused on achieving positive educational and developmental results for students living in low-income communities;
2. Building a complete continuum of “cradle-to-career” solutions, including educational services, as well as family and community support services, with great schools at the center;

3. Integrating programs and breaking down public and community agency “silos” so that solutions are implemented in a coordinated fashion, effectively, and efficiently across agencies;
4. Developing the local infrastructure of education, health, and social service delivery systems, and the resources needed to sustain and scale-up beyond the initial focus neighborhood with strategies that are proven to be effective across the broader community and region; and
5. Learning from a rigorous evaluation of the program about the overall impact of the Promise Neighborhoods Initiative with a focus on the relationship between strategies used in low-income neighborhoods and student educational outcomes.

In 2010, California State University, East Bay (CSUEB) – in collaboration with the City and other community partners – received a Promise Neighborhood Planning Grant in the amount of \$500,000. The Planning Grant was used to conduct an extensive, year-long, community outreach, data collection and analysis effort which later served as the basis for what became the Hayward Promise Neighborhood (HPN) Implementation Grant application.

In December of 2011, City officials learned that the Hayward community was one of the first five communities in the nation to receive a Promise Neighborhood Implementation Grant which amounted to \$25 million over a five-year period (i.e., Calendar Years 2012-2016). In addition to meeting community demographic requirements, a key factor leading to the award of this grant was the partnership of local public and private organizations that was formalized under the HPN initiative. CSUEB served as the primary grant recipient and fiscal agent for this grant, and the City and other community partners were grant sub-recipients. The other community partners included local early childhood development programs such as: the Child Care Coordinating Council of Alameda County (4Cs) and First Five of Alameda County; local educational institutions, including the Hayward Unified School District (i.e., K-12 schools and the Hayward Adult School), the Eden Area Regional Occupational Program, and Chabot Community College; local nonprofit partners such as La Familia Counseling Services, Tiburcio Vasquez Health Center; and other government agencies such as the Alameda County Public Health Department. Many other local community and faith-based service organizations also collaborated and supported the effort over the course of the five-year initiative.

Modeled after the [Harlem Children's Zone](#), the federal Promise Neighborhood program is designed as a place-based initiative, meaning that system change efforts start by focusing on benefitting those living in a defined disadvantaged geographic area of the community, and then expand by scaling up the “solutions” or interventions that are proven to be successful in order to benefit the greater community. Consequently, the HPN Initiative initially focused on benefitting those living in the Jackson Triangle neighborhood of Hayward, an area bounded by Jackson Street, Harder Road, and Whitman Street. The initiative also benefitted students living outside of the neighborhood who attended the HPN target schools, and other students and families who benefitted from the various multi-agency strategies that were implemented. Attachment III (HPN Implementation Outcomes (2012-2017)) highlights those strategies and

the outcomes that were achieved during the implementation grant period, as well as during the 2017 transition period.

DISCUSSION

As the five-year HPN initiative was nearing its end (i.e., December 31, 2016), the federal Department of Education granted CSUEB a one-year “No Cost Extension.” This allowed HPN operations to continue during the 2017 “transition” year; however, no additional funds were granted by the federal government to support HPN operations during this period. Consequently, CSUEB and the other community partner organizations determined which programs and services could be continued by each agency without ongoing HPN funding, and which services and activities would be discontinued, at least until future funding could be secured. Even without the federal funding, all the HPN partner organizations agreed to continue to collaborate and coordinate their efforts with one another to maintain as many HPN programs and services as possible for Hayward residents, at least during the transition year.

To support the collaboration effort, CSUEB committed to continue the following three key functions during the 2017 transition period: 1) HPN Administration and Coordination; 2) HPN Program and Service Delivery; and 3) HPN Fund Development. These are described in more detail below:

- 1) HPN Administration and Coordination: CSUEB’s HPN staff continued to administer and coordinate the delivery of HPN programs and services operated by both CSUEB and HPN community partner organizations during the transition year. In 2017, the HPN administration and coordination activities included:
 - The planning, convening, and support of the three HPN Partner Organization Networks (i.e., the Early Learning Network (ELN), the Cradle to Career Education Reform Network (C2CERN), and the Neighborhood Health and Empowerment Network (NHEN). The HPN Executive Director also convened weekly meetings with the three HPN Network Directors, and HPN staff either led or actively participated in the monthly meetings of each Network. In this way, the ongoing implementation of associated implementation strategies and the compilation of service outcome data required for program evaluation and fund development could continue during the transition period.
 - The planning and implementation of HPN Community Advisory Committee meetings every other month during the transition period. These provided ongoing leadership development opportunities for parents and other community stakeholders, and a time and place for community members to stay informed as well as weigh-in on issues pertaining to their students’ education and other related community issues in Hayward. In addition to attending school board meetings, Committee members hosted a community conversation session conducted by the Hayward Community Taskforce to help inform the update to the City’s Anti-Discrimination Action Plan. The group also facilitated getting community members to attend and speak at City Council meetings where the Hayward Sanctuary City

Resolution was adopted, and where affordable housing related concerns were discussed.

- The planning and coordination of the HPN Executive Committee. This group is made up of leaders of HPN Partner Organization (i.e., governing board representatives and/or chief executive staff). The HPN Executive Committee met periodically during the transition period to set and monitor the policy direction of the initiative, and to lend ongoing community partner support for HPN activities during the transition period. The leadership group also provided direction and guidance as the next grant application was being developed.

2) Program and Service Delivery: CSUEB and the HPN community partner organizations continued to deliver direct HPN programs and services to the extent possible without HPN financial support during the transition year. For the City's part, law enforcement and code enforcement activities continued in the Jackson Triangle neighborhood; however, the City was not able to continue to provide a dedicated Community Services Officer or a Code Enforcement Inspector to the neighborhood after HPN funds were discontinued. Library and Community Services after-school tutoring support continued both on HUSD campuses and at the City's two library branches, and the City continued to support civic engagement training activities to HPN community members. Other HPN partner agencies also continued their HPN work to the extent that they could support the work using other, non-HPN, funding.

CSUEB also provided, in partnership with other HPN agencies, direct services to HPN and other Hayward community members during 2017. These included:

- The Fresh Food for Families and Words for Lunch programs designed to address food insecurity and literacy concerns experienced by low-income Hayward families;
- The Solar Suitcase (Science, Technology, Engineering and Math – STEM) program in HUSD schools; and the Pioneers with Promise career development program for college students;
- The placement of HPN Student Success Coaches in all three HUSD high schools. These HPN staff mentored and offered academic support to academically challenged students, helping to improve HUSD graduation rates;
- Service-Learning and Academic Support services to HPN students attending CSUEB. These CSUEB students who graduated from HUSD high schools not only received support with their college studies, they also contributed back to the community by serving in other HPN programs, such as the Hayward Library's After-School Learning Centers; and
- Financial literacy and civic engagement programs, both designed to educate, empower, and engage residents in various aspects of community life.

3) HPN Fund Development: CSUEB HPN executive staff conducted the following efforts to obtain funding to both continue and expand HPN services in Hayward in 2017 and beyond:

- To optimize the chances of obtaining future Promise Neighborhood funding from both federal and state government programs, HPN administrative and data management staff:
 - Collected program outcome data from all HPN partner organizations, and ensured that the required federal DOE mid-year and end-of-project reports were completed and submitted on time;
 - Maintained communications with federal administration representatives, federal legislators, and lobbyists - and kept local representatives and community stakeholders informed - about pending federal budget, legislative, and regulatory actions occurring around the continuation of the Promise Neighborhood program under the new federal administration;
 - Maintained a Hayward Promise Neighborhood presence at the federal level by actively participating in multiple federal DOE Promise Neighborhood related national webinars and conferences, and at the bequest of the DOE, HPN administrative staff served as a mentor, and helped orient, other new Promise Neighborhood grant recipients throughout the nation;
 - Represented Hayward, along with HUSD and City representatives, on the federally developed Promise Zones California Affinity Group, made up of federally designated Promise Zone areas in California. While Hayward was not awarded the Promise Zone designation, HPN representatives were invited to participate in this group given the City's high ranking in the application process, and our reputation as a successful Promise Neighborhood funded program.
 - Represented Hayward on the California Promise Neighborhood Network, made up of all Promise Neighborhood funded projects in California, to work toward state and other funding sources that would support promise neighborhood education reform initiatives in California.
- Many grant applications were submitted to a combination of corporate and nonprofit funders resulting in over \$525,000 of support for HPN programs and services during the transition year; and
- CSUEB, working with all HPN stakeholder agencies and serving as the lead organization on behalf of the Hayward Promise Neighborhood initiative, coordinated the submission of an application to the federal Department of Education to expand HPN programs and services into the South Hayward Neighborhood of Hayward. The City of Hayward along with CSUEB, HUSD and Chabot College, engaged the services of Hacheul, Tabernik & Associates (HTA)

to write the grant application for this 2nd Implementation Grant period. The City's share of that contract is \$25,000, equal to that of the other three partners. HTA is the firm that wrote and successfully obtained both the \$500,000 HPN Planning Grant and the first \$25 Million HPN Implementation Grant; HTA also provided ongoing data collection, analysis, evaluation, and reporting support throughout the first HPN Implementation Grant period. In December of 2017, the City was notified that the South Hayward / Hayward Promise Neighborhood grant was approved, resulting in an award of \$29.8 Million (i.e., \$5.96 Million per year for five years – from CY2018 to CY2022). Hayward tied for the highest scoring application out of the 80 applications that were being considered (six of these applications were submitted from California). Hayward was one of only four communities in the nation to receive this grant award.

Shown in Table 1 below is a summary of the HPN 2017 transition year operating budget at approximately \$1,378,440; of this amount approximately 15%, or \$166,000, represented indirect costs (i.e., accounting and other overhead expenses). While approximately \$525,000 in non-federal HPN grant funds were raised to support some of the direct programs and services described above, CSUEB found it necessary to also request assistance from the other three HPN public agency community partners to help meet HPN operation expenses in 2017. The Hayward Unified School District (HUSD), Chabot Community College (Chabot) and the City were each asked to contribute \$90,000 toward the 2017 HPN Operating Budget, and California State University, East Bay (CSUEB) committed to picking up the balance of the costs plus a proportionate share of the HTA contract costs, for a total request of \$115,000. HUSD and Chabot College have each committed to paying the \$115,000 requested.

Table 1: Summary of 2017 HPN Budget

Row	Category	Description	Amount ¹	Notes
1.	Expenses:	HPN Salaries and Benefits:	\$1,091,080	HPN Personnel = 11.6 FTE, plus 15 additional temporary part-time Promise Interns (Promise Interns received an education stipend without benefits and worked 10hrs/wk. for 10 weeks.)
2.		Other Direct Costs:	\$18,000	Personnel background checks, program supplies, printing, etc.
3.		Indirect Costs	\$166,362	Accounting & Overhead @ 15% of Direct Costs.
4.		Contracts	\$100,000	HTA Contract for 2018-2022 HPN Grant Application.

¹ Amounts have been rounded to the nearest whole number.

5.		<u>Total Expenses:</u>	<u>\$1,378,440</u>	
6.	Revenue:	Grants:	\$525,000	Sources include: AT&T; Fremont Bank; Wells Fargo; Joseph Pedott Trust; and CSUEB Chancellor.
7.		Requested from HPN public agency partners:	\$345,000	\$115,000 each from HUSD, Chabot College, and the City ²
8.		CSUEB	\$508,440	HPN Budget Balance
9.		<u>Total Revenue:</u>	<u>\$1,378,440</u>	
10.	Budget Balance:		\$0	

ECONOMIC IMPACT

According to the National Bureau of Economic Research³, studies show that educational achievement can strongly predict economic growth across U.S. states based on data obtained over the past four decades. Projections from economic growth models in one study demonstrated that there is a strong correlation between economic development and the delivery of a quality education. The study states in part that at the national level, the low end of the range equates to an increase of \$32 trillion to the U.S. economy in 2095 by simply bringing the lowest-performing students in each state up to “Basic” level as measured by the [National Assessment of Educational Progress \(NAEP\)](#). At the high end, the U.S. economy could realize as much as \$76 trillion if every state brought student performance up to the current performance level of the best state.

The national Promise Neighborhood school reform initiative is designed to improve the education and development of students - cradle to career. It operates on the premise that a student’s ability to learn is impacted not only by the schools that they attend, but also by several quality-of-life factors that exist beyond the walls of educational institutions. Poverty, housing and food security, safety, health and public health, and other social factors also impact a student’s ability to learn. Consequently, the Hayward Promise Neighborhood collaboration of public and private service organizations works to not only improve the quality of services provided by local child development and educational institutions, it also strives to optimize the health, mental health, and safety of individual students, their families, their neighborhoods, and the greater Hayward community in which these students live.

² The City’s portion is pending City Council approval.

³ **Source:** National Bureau of Economic Research (NBER) Working Paper No. 21770 – <http://www.nber.org/papers/w21770>.

FISCAL IMPACT

If approved by Council, the City will join HUSD and Chabot Community college in reimbursing CSUEB in an amount not to exceed \$115,000 to help offset the cost of HPN operations during the 2017 transition year. Funding of this expense will come from the General Fund reserves, and has not been previously budgeted.

STRATEGIC INITIATIVES

This agenda item supports the Complete Communities Strategic Initiative. The purpose of this initiative is to create and support structures, services, and amenities that provide inclusive and equitable access with the goal of becoming a thriving and promising place to live, work, and play for all. This item supports the following goal and objectives:

Goal 1: Improve the quality of life for residents, business owners, and community members in all Hayward Neighborhoods.

Objective 1: Increase neighborhood safety and cohesion.

Objective 2: Foster a sense of place and support neighborhood pride.

Objective 3: Increase collaboration with businesses, nonprofits, and neighborhood groups in placemaking projects.

Objective 4: Create resilient and sustainable neighborhoods.

Objective 5: Actively value diversity and promote inclusive activities.

NEXT STEPS

Upon Council's approval, staff will execute an Agreement with California State University East Bay for the reimbursement of Hayward Promise Neighborhood operating expenses during the 2017 transition year in amount not to exceed \$115,000.

Prepared and Recommended by: David Korth, Assistant to the City Manager

Approved by:



Kelly McAdoo, City Manager

HAYWARD CITY COUNCIL

RESOLUTION NO. 18-

Introduced by Council Member _____

RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT TO REIMBURSE CALIFORNIA STATE UNIVERSITY, EAST BAY (CSUEB) IN SUPPORT OF HAYWARD PROMISE NEIGHBORHOOD OPERATIONS DURING THE 2017 TRANSITION YEAR IN AN AMOUNT NOT TO EXCEED \$115,000.

WHEREAS, the federal Promise Neighborhoods Initiative was established under the federal legislative authority of the Fund for the Improvement of Education Program (FIE) under the President Obama administration; and

WHEREAS, the vision of the federal initiative is to make it possible for all children, youth, and young adults growing up and being educated in “Promise Neighborhoods” to have access to high quality schools and strong systems of family and community support; and

WHEREAS, the federal Department of Education first awarded to California State University, East Bay (CSUEB) and its community agency partners including the City of Hayward a \$500,000 Promise Neighborhood Planning Grant in 2010; and

WHEREAS, in December of 2011, the Hayward community was one of the first five communities in the nation to receive a Promise Neighborhood Implementation Grant which amounted to \$25 million over a five-year period (Calendar Years 2012-2016), with California State University, East Bay serving as the lead agency and primary grant recipient for the Hayward Promise Neighborhood multi-agency initiative; and

WHEREAS, 2017 was a transition year for the Hayward Promise Neighborhood initiative during which operations - including service delivery, administrative, and fund development functions - had to continue without federal funding, and California State University, East Bay - in addition to obtaining grant funding - sought financial support from the three local HPN public agency partners, including: the Hayward Unified School District, Chabot Community College, and the City of Hayward; and

WHEREAS, during the transition year California State University, East Bay in partnership with all the Hayward Promise Neighborhood community partner organizations sought, and based in part on its past achievements, was one of four communities in the nation to be awarded an additional five-year (2018-2022) \$29.8 Million-dollar Promise Neighborhood implementation grant. This new grant will expand the delivery of successful

cradle to career educational and support services to students, their families, and others living in the South Hayward Neighborhood of Hayward; and

WHEREAS, the City of Hayward has been a leader and active community partner in the Hayward Promise Neighborhood initiative since its inception, and as such has committed to continuing its involvement and support of this initiative;

NOW, THEREFORE, BE IT RESOLVED that the Hayward City Council authorizes the City Manager to negotiate and execute an agreement to reimburse California State University, East Bay for expenses incurred as the lead agency of the Hayward Promise Neighborhood initiative during the 2017 transition year in an amount not to exceed \$115,000.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2018

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward

Hayward Promise Neighborhood Achievements 2012-2017

Early Learning Network

Hayward Promise Neighborhood (HPN) is a collaborative working to ensure educational success and a safe, healthy, thriving community for students and families living in Hayward.

“THERE’S A CHAIN REACTION. YOU GET INVOLVED IN ONE THING, AND THEN YOU FIND OUT MORE.”



APRIL VINSON
HPN Community Advisory Board Member
Parent Advocate for Individuals with Special Needs



PRESCHOOL ENROLLMENT & CAPACITY

▲ PRESCHOOL CLASSES OFFERED AT HPN SCHOOLS: HARDER, PARK, JOHN MUIR



CHILDREN ENTER KINDERGARTEN READY TO SUCCEED IN SCHOOL

▲ % AND # OF STUDENTS READY FOR KINDERGARTEN OUT OF 159 STUDENTS*

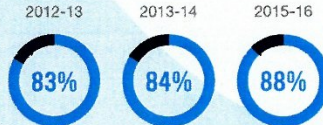
MATH	146 Students	92%
SCIENCE	138	87%
LANGUAGE DEVELOPMENT	148	93%
LITERACY DEVELOPMENT	146	92%

Data Source Desired Results Developmental Profile
Data from California Department of Education
*2017 DRDP Building and Integrating

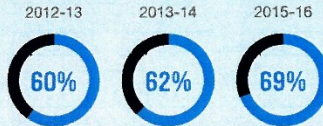


FAMILIES AND COMMUNITY MEMBERS SUPPORT LEARNING

▲ # AND % OF FAMILIES WHO HAVE A MEDICAL HOME
317-346 families surveyed



▲ # AND % OF PARENTS OF CHILDREN (BIRTH TO K) WHO READ TO THEIR CHILD 3+ TIMES A WEEK
237-277 parents surveyed



STRATEGIES

- Promotoras Outreach
- Expanded Capacity
- Parent Centers
- Targeted Community Outreach
- Early Childhood Counseling

- Kinder Readiness Camps
- Quality Preschool Curriculum and Instruction
- Quality Counts Consultation
- Words for Lunch

- Parent Centers
- Early Childhood Programs
- Parent Promise Academy
- Family Success Coach
- Home Visitation Nurse



Hayward Promise Neighborhood Achievements 2012-2017

Cradle to Career Education Reform Network

Hayward Promise Neighborhood (HPN) is a collaborative working to ensure educational success and a safe, healthy, thriving community for students and families living in Hayward.

“HAYWARD PROMISE NEIGHBORHOOD HAS BEEN LIKE HOPE FOR US.”



TAMI ROSSELL

HPN Community Advisory Board Member
Parent and Creator of “Feed Your Family on \$50 a week”



SUCCESSFUL TRANSITION FROM MIDDLE SCHOOL TO HIGH SCHOOL

▲ CHRONIC ABSENTEEISM RATE

Middle School 7-8th grade chronic absenteeism decreased by

24%

Cesar Chavez Middle School African American Chronic Absenteeism dropped from 35% to

16%

Cesar Chavez Middle School
Male Chronic Absenteeism ↓

Year	Students	Rate
2012-2013	71/384	18%
2013-2014	33/289	11%
2014-2015	28/305	9%
2015-2016	26/331	8%
2016-2017	26/330	8%



HIGH SCHOOL GRADUATION RATE

▲ INCREASE IN GRADUATION RATE

100%
in Credit Recovery at Eden Area ROP graduated in 2016-17
48/48 Students

Hayward High School Graduation Rate from 76% to

89%

HUSD Graduation Rate ↑

Year	Students	Rate
2012-2013	936/1315	71%
2013-2014	969/1263	77%
2014-2015	997/1245	80%
2015-2016	1061/1288	82%
2016-2017	1021/1257	81%



HIGH SCHOOL GRADUATES OBTAIN A POSTSECONDARY DEGREE

▲ NUMBER OF DEGREES AWARDED AT CHABOT COLLEGE TO HPN STUDENTS



▲ % AND # OF PROMISE INTERNS COMPLETED THEIR DEGREES AT CAL STATE EAST BAY

56% (up from 42% students)
compared to 42% for students of comparable demographics

126
Promise Interns 2013-2017

51
Strategies Supported

24,127
Hours Served

STRATEGIES

Full Service Community Schools Initiative
Child Welfare and Attendance Workers
Hijos del Sol
Middle School to College Pipeline
Parent Centers
Home Visitation Nurse
Mental/Behavioral Health Interns

Academic Case Management
Career Exploration
Career Technical Education
Farmers to Pioneer
Coordination of Services Team (COST)
Expanded Early Decision
Student Success Coaches

Promise Interns
Pipeline 2 College
Educational Talent Search
Pioneers with Promise

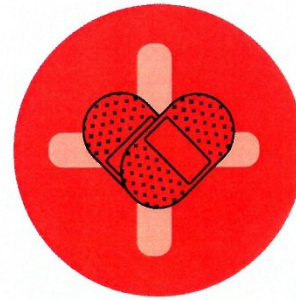


Hayward Promise Neighborhood Achievements 2012-2017

Neighborhood Health & Empowerment Network

Hayward Promise Neighborhood (HPN) is a collaborative working to ensure educational success and a safe, healthy, thriving community for students and families living in Hayward.

“NOW, I’M A MEDICAL ASSISTANT. I KNOW MY KIDS ARE VERY PROUD OF ME.”



GUADALUPE PEREZ
HPN Community Advisory Board Member
Promotora de Salud



STUDENTS LIVING IN STABLE COMMUNITIES

STUDENT MOBILITY RATE	HPN Schools	District Wide
	Enrolled	Enrolled
2011-2012	31%	28%
2012-2013	30%	28%
2013-2014	27%	25%
2014-2015	29%	25%
2015-2016	21%	18%
2016-2017	20%	17%

COMMUNITY COUNSELING CLINIC

	# Hours	Families	Students
2014-2015	6124	168	1381
2015-2016	10282	258	4140
2016-2017	10256	178	8221



HEALTH & WELL-BEING BEYOND THE CLASSROOM

FRESH FOOD FOR FAMILIES 2015-2017

Families Served **310** per month
Food Distributed **10,000** pounds per month

WORDS FOR LUNCH

Supportive learning environment and fresh fruits and vegetables

Reading Exposure in Minutes **28,440**

Books Distributed **711**

Meals Distributed **654**



2-GENERATION APPROACH

EDEN AREA ROP ADULT CAREER TECHNICAL EDUCATION CLASSES

Eden Area ROP Adult Programs	Enrollment 2015-16	2016-17
Electrical Trainee Program	-	500+
Clinical Medical Assisting	25	54
Welding	12	19
Dental	49 OVER 2 YEARS	

HAYWARD PROMISE NEIGHBORHOOD COMMUNITY LEADERSHIP INITIATIVE (HPN-CLI) 2016 & 2017

Session Topics
PERSONAL DEVELOPMENT & PARTICIPATORY GOVERNMENT

Participants

252

STRATEGIES

Full Service Community Schools
Home Visitation Nurse
Promotoras Outreach
Parent Centers

Fresh Food for Families
Words for Lunch
Community Counseling Clinic

Adult Education Technical Training
HPN Community Leadership Initiative





CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: CONS 18-106

DATE: February 27, 2018

TO: Mayor and City Council

FROM: Interim Director of Public Works

SUBJECT

Resolution Authorizing the City Manager to Execute a Lease Agreement with Briggs Resources, Inc., for the Lease of Airport Property

RECOMMENDATION

That City Council adopts the attached resolution authorizing the City Manager to execute an agreement with Briggs Resources, Inc. for the lease of Airport Property.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Resolution



DATE: February 27, 2018

TO: Mayor and City Council

FROM: Interim Director of Public Works

SUBJECT: Lease of Airport Property - Authorization for the City Manager to Execute a Lease Agreement with Briggs Resources, Inc.

RECOMMENDATION

That Council adopts the attached resolution authorizing the City Manager to execute an agreement with Briggs Resources, Inc. for the lease of Airport property.

BACKGROUND

American Aircraft Sales (AAS) entered a Commercial Aviation Site Lease with the City on December 10, 2010 for a parcel of land identified as "Plot G," 21015 Skywest Drive. The parcel consists of approximately 119,159 square feet of improved land. Despite the best efforts of both parties, AAS was unable to adhere to the required timeline in their lease for the construction of a new hangar and improvements to the existing office structure. As a result, AAS vacated on December 31, 2015 and their lease was terminated. Since that time, staff has used portions of the leasehold for aircraft parking, particularly during events such as the annual Airport Open House and Super Bowl 50. However, because the buildings require significant capital improvement before they are suitable for lease, they have remained vacant since AAS relocated their operations.

DISCUSSION

During the latter part of 2016, Briggs Resources, Inc. notified the City of their interest in acquiring the leasehold. To demonstrate that interest, they provided staff with a proposed building elevation and narrative (Attachment III), and conducted an engineering evaluation of the existing buildings on the leasehold. Furthermore, the company held discussions with potential subtenants. Page 2 of 3 of the resulting agreement, which was reached during early December 2017, produced several key items, including:

- Renovation of the existing office building;
- Replacement of the existing attached hangar with one hangar of the same size and dimensions, and
- The option to build an additional hangar on the leasehold.

As with other recent Airport capital projects, development will be phased over time, as follows:

- Phase I includes the construction of a new aircraft storage hangar and the substantial renovation of the two-story building. This work will be completed within two years from the effective date of the lease.
- Phase II includes the construction of a second aircraft hangar within seven and one-half years from the completion of Phase I. This does not preclude an earlier start date to meet additional demand.
- Phase III includes the construction of a third hangar within five years of the completion of Phase II. This presumes a good faith effort by the tenant and successful completion of the previous phases by the stipulated deadlines.

Rent will be commensurate with the phase of development. During Phase I, rent is \$0.10 per square foot, per year for the first two years of the lease or until construction is completed, whichever is sooner. After a Certificate of Occupancy is obtained, rent will be \$0.33 per square foot. Future rent increases will be tied to CPI and will be similar to other commercial leases at the Airport. Both parties contemplate an initial 35-year lease term, with two options of seven and one-half years each available to the lessee after the end of the initial term.

STRATEGIC INITIATIVES

This agenda item pertains to development at the Airport and does not directly relate to one of the Council's Strategic Initiatives.

FISCAL IMPACT

During the first two years of Phase I construction, annual rent will be \$11,916. For the balance of the term, annual rent will be \$39,322. Per Attachment C to the lease, rent will be adjusted every five years after Year 5 of the lease by the Consumer Price Index (CPI) for the previous five years, not-to-exceed a maximum of 7%. Furthermore, this project will benefit the local economy by providing job opportunities and generating sales tax from aircraft sales.

SUSTAINABILITY FEATURES

The Airport is strongly committed to developing projects that are environmentally responsible. Therefore, staff will ensure that all plans proposed by the developer incorporate features that are in line with the City's sustainability guidelines.

PUBLIC CONTACT

This item was presented at and approved by the Council Airport Committee on February 1, 2018. The agenda and staff report have been posted on the City's website and distributed to interested parties.

NEXT STEPS

If approved by Council, Airport staff will finalize all lease details prior to execution.

Prepared by: Doug McNeeley, Airport Manager

Recommended by: Alex Ameri, Interim Director of Public Works

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager

HAYWARD CITY COUNCIL

RESOLUTION NO. 18-

Introduced by Council Member _____

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A LEASE AGREEMENT WITH BRIGGS RESOURCES, INC FOR THE LEASE OF AIRPORT PROPERTY

WHEREAS, the City owns, controls and operates the Hayward Executive Airport; and

WHEREAS, Lessee desires to lease certain premises at the Airport, totaling 119,159 square feet, for aviation purposes; and

WHEREAS, Briggs Resources, Inc. agrees to make certain capital improvements to the existing structures on the premises and to construct aircraft storage hangars totaling approximately 31,000 square feet.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized to execute a lease agreement with Briggs Resources, Inc. for the lease of Airport property.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2018

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: CONS 18-107

DATE: February 27, 2018

TO: Mayor and City Council

FROM: Director of Utilities & Environmental Services

SUBJECT

Resolution Authorizing the City Manager to Execute a Professional Services Agreement with Black & Veatch Corporation for Engineering Services Related to Water Pollution Control Facility (WPCF) Facilities Plan

RECOMMENDATION

That Council adopts the attached resolution authorizing the City Manager to execute a professional services agreement with Black & Veatch (B&V) Corporation to perform engineering services for the development of a WPCF Facilities Plan and for the design of improvements to the WPCF existing facilities, in an amount not to exceed \$850,000.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Resolution



DATE: February 27, 2018

TO: Mayor and City Council

FROM: Director of Utilities & Environmental Services

SUBJECT: Water Pollution Control Facility (WPCF) Phase II Facilities Plan – Authorization to Execute a Professional Services Agreement with Black & Veatch Corporation

RECOMMENDATION

That Council adopts the attached resolution authorizing the City Manager to execute a professional services agreement with Black & Veatch (B&V) Corporation to perform engineering services for the development of a WPCF Facilities Plan and for the design of improvements to the WPCF existing facilities., in an amount not to exceed \$850,000.

SUMMARY

The WPCF Facilities Plan is intended to provide a comprehensive planning document that will serve the WPCF infrastructure needs for the next 25-year planning period. This Facilities Plan is part of a larger effort guiding the design and construction of the Phase II WPCF Upgrade. The Facilities Plan will determine the most appropriate technologies and identify the costs for inclusion in the next treatment facility upgrades. The services needed for the design of improvements include preparation of preliminary and detailed design documents, bid phase services, and engineering services during construction.

Conceptually, the scope of work should address the following seven project components:

1. Headworks evaluation
2. Parallel forcemain
3. Vacuator replacement evaluation and potential reuse
4. Nutrient removal alternative evaluation and strategic planning
5. Old Cogen building evaluation and potential reuse
6. Schematic building design and WPCF site planning
7. Final Clarifiers, GBT Sludge Wetwell and Primary Clarifier Effluent Junction Box improvements

Because of the technical expertise and specialized nature of the work required, staff recommends executing an agreement with Black & Veatch for engineering services, in an amount not to exceed \$850,000.

BACKGROUND

In 2001, the City engaged Brown and Caldwell (B&C) to initiate the preparation of the 2001 Master Plan with the primary focus on the secondary treatment, due to deficiencies of the existing biological treatment processes. The goal of the 2001 Master Plan was to provide the steps for the City to progress from unreliably, maintenance intensive technology, to sound operator friendly technology. The recommended improvements were divided into two phases, including:

1. Phase I to address the immediately required elements to achieve the conversion and redundancy objectives. The major element of Phase I is the secondary conversion to Trickling Filter/Solids Contact (TF/SC).
2. Phase II to address the lower priority elements, including resolving some existing hydraulic bottlenecks, improving disinfection, adding additional primary treatment capacity, increasing flow equalization volume and rehabilitating the existing tricking filter (WTF).

The Phase I Improvements Project, including the TF/SC facilities was completed in 2009. In 2014, the City retained B&C to update the 2001 Master Plan and develop a comprehensive capital improvement plan (CIP) that includes near-term and long-term projects to address optimization, future capacity needs, and potential new regulations. The following CIP projects have been successfully implemented.

Summary of Implemented Capital Improvement Projects		
Project Title		Completion
1	New degritter/classified system	2017
2	Convert de-commissioned DAFT to new primary clarifier	2016
3	Whitesell Street extension through WPCF	2017
4	Headworks improvements	2017
5	Digester sludge mixing tank	2017
6	Digester gas piping and metering	2017

These improvements have enabled the WPCF to continue improving efficiency, while providing reliable treatment. However, since the 2014 Master Plan Update was developed, the City is facing several new concerns and conditions, including:

1. A decision to carry forward the TF/SC system or adopt a new technology to provide flexibility to meet nutrient removal requirements
2. Accelerated deterioration of the North Vacuator equipment
3. Immediate need of influent fine screens for rag removal
4. Increased influent BOD and TSS concentrations due to water conservation
5. Significant growth of laboratory operations
6. Expected increase in recycled water demand due to drought
7. Green practices in alignment with City sustainability goal
8. Increased interest in near-shore discharge

Among the new concerns, development of the nutrient removal management strategy to meet the future regulatory requirements is the most important task of the new Facilities Plan. Nutrients in the San Francisco Bay (Bay) are a growing concern for the Bay Area water quality

community. A growing body of evidence suggests that the historic resilience of the Bay to nutrient enrichment could be weakening. To address the increased concern, regulators have promoted the development of strategies to manage nutrient loads. On April 9, 2014, the Water Board issued a Waste Discharge Requirements Order (Watershed Permit) for nutrients from Municipal Wastewater Discharges to the Bay, including the City's wastewater discharge. The Watershed Permit sets forth a regional framework to facilitate nutrient removal studies for developing nutrients management regulations.

WPCF discharges treated effluent to a common outfall under the Joint Exercise of Powers Agreement (JPA) of the East Bay Dischargers Authority (EBDA). The current JPA which will expire in 2018 is being renegotiated among the EBDA agencies. The City desires to extend the JPA for another 20 years; however, staff realizes that the current effluent discharge via the EBDA common outfall will not be a long-term solution and that the City should explore other discharge opportunities, including near shore discharge. This project will study the feasibility and review the treatment requirements of near shore discharge.

The City's WPCF is at a critical juncture, where future upgrades and investment into the plant's infrastructure will require a comprehensive review of future nutrients removal regulations, feasibility of near shore discharge, plant process optimization and operations and maintenance needs over the next 25 years. After reviewing the current CIP plan, staff believes that it is necessary to develop a comprehensive strategic plan for the City to integrate and coordinate the efforts and therefore recommends embarking on the Phase II Facilities Plan to review the recommendations and refine/modify the CIP plan, prior to implementing additional projects.

DISCUSSION

The purpose of the Project is to develop a comprehensive planning document that will serve the WPCF infrastructure needs for at least a 25-year planning period. The review of the related work previously performed as part of the 2014 Master Plan Update will be conducted as the first step of the project. The consultant shall provide an evaluation to analyze and determine if the proposed recommendations should be carried forward or modified to reflect the updated conditions. The drivers and goals of this Project includes:

1. Drive a new approach to identifying infrastructure needs and determining solutions that are coordinated, efficient, sustainable and innovative.
2. Create a flexible design that allows a progression of modifications, which add to the capability of the initial installation to comply with future nutrient removal requirements and other increasing regulatory constraints.
3. Develop a comprehensive treatment facilities plan which prepares the City for future plant modifications that would allow it to coordinate with ongoing water recycling efforts and achieve a long term near shore discharge goal.
4. Develop an overall integrated site plan covering all four WPCF parcels to establish a framework and general strategy for developing future facilities.
5. Develop a coordinated and organized building, site, and yard piping plan which efficiently utilizes available site space, improves the traffic circulation and access patterns, and streamlines the plant hydraulics.

6. Explore potential benefits that treatment technologies may bring to the existing waste to energy facilities.

The following paragraphs describe in detail the work to be completed, the consultant selection process, and cost for the proposed services.

Scope of Work

The scope of work addresses the tasks necessary to perform engineering services for the development of a WPCF Facilities Plan and for the design of improvements to the WPCF existing facilities. Specifically, the services provided for the seven project components would include:

1. Headworks Evaluation: The plant currently uses comminutors to reduce the size of debris in the influent to protect the influent pumps. The comminuted debris passed to the downstream processes forms rag balls causing clogging of pumps and ultimately accumulates in the digesters, significantly reducing the available digestion volume. The consultant will investigate alternatives and recommend a solution that addresses the operating issues.
2. Parallel Forcemain: The current single 36"-diameter forcemain was designed to handle the maximum design pumping capacity of 43 mgd at a velocity of 10 ft./sec. The high design piping velocity creates a significant hydraulic headloss restricting the pumping capacity. The consultant will review the recommendation and evaluate alternatives to resolve the hydraulic bottleneck.
3. Vacuator Replacement Evaluation: The Vacuator is a vacuum flotation unit which removes scum, floatables and grits. The Vacuator which was constructed in 1958 provides satisfactory performance with respect to achieving the desired scum and grit removal. However, some of the components are reaching an advanced age and replacement parts are no longer available. The City has expended a significant amount of effort on Vacuator maintenance to keep the aged system running. The consultant will perform a comprehensive study of the grit and scum removal and recommend whether the City should rehabilitate the existing processes or invest in new facilities to meet the long-term needs.
4. Nutrient Removal Alternative Evaluation and Strategic Planning: As part of the 2014 Master Plan Update, a high-level alternatives evaluation was performed to address future nutrient removal requirements. The recommended nitrogen and phosphorus technologies offer the best value on the basis of capital cost investment. However, staff realizes that a low capital cost can be overshadowed by greater O&M costs over the planning horizon, and, more importantly, sustainability should be considered in all aspects of the projects. The consultant will explore other alternatives and take a new approach to identifying needs and determining solutions that lead to long term sustainable planning. In addition to regulatory compliance, the review and study of nutrient removal should also help achieve the City's near shore discharge goal and consider the City's long-term goal of maximizing recycled water within the City. Since the Master Plan was prepared, the City has initiated the recycled water project and is

aggressively pursuing near shore discharge opportunities. The consultant will develop a comprehensive strategic plan for the City to integrate and coordinate the efforts.

5. Schematic Building Design and WPCF Site Planning: In the 2014 Master Plan Update, the recommended project was to construct a new 9,000 square feet building at the existing administration parking area to provide space for administrative and laboratory function areas. The proposed 4,000 square feet for laboratory area will not be adequate for the projected laboratory function, due to the growth of laboratory operations and the upcoming TNI (The NELAC Institute) compliance requirements. The Operations function area which currently occupies the old Control House will be moved to the new building. In addition, the City is considering moving the Source Control and some Engineering staff from other offices to the new building. The consultant will evaluate detailed space requirements and provide services necessary for the completion of the schematic building and site design and the conceptual overall WPCF site planning.
6. Old Cogen Building Evaluation: The existing Cogen Building structure and the electrical system is reaching the end of service life. Some replacement parts for the old electrical gears which were built in 1970 are no longer available. There is an immediate need to replace the existing electrical system. The City is considering constructing a new electrical building to house a new electrical system, instead of rehabilitating the Old Cogen Building and replacing the existing electrical system. The consultant will explore the feasibility and associated cost.
7. Final Clarifiers, GBT Sludge Wetwell and Primary Clarifier Effluent Junction Box Improvements: Repairs and modifications to the existing facilities are needed to improve reliability and enhance safety. The Consultant will provide engineering services to prepare contract documents; provide bid phase services; and provide engineering services during construction for the improvements.

Consultant Selection

On November 6, 2017, staff issued requests for proposal to four firms with experience and knowledge in projects of the kind needed at the WPCF. Two of the firms (Carollo and HDR) decided to form a joint project team due to their combination of expertise and resources. On December 8, the City received three proposals from 1) Black & Veatch; 2) Brown & Caldwell; and 3) Carollo/HDR. All three teams were invited to present their proposals to the City staff on December 14. The staff evaluated the three proposals using defined criteria, such as experience with similar successful projects, knowledge and technical expertise, and appropriateness of the cost and level of effort given the project scope. All three proposals were solid with each team having areas of strength.

While each of the three teams are highly qualified for the project with outstanding similar projects experience, in staff's view, Black & Veatch's combination of qualifications and responsiveness to the City's requirements best met the City's current needs. Black & Veatch achieved a higher rating in the selection criteria by providing a solid and innovative approach to the engineering design and proposing a knowledgeable and experienced project team.

Although cost of services was not a factor in staff's recommendation, as the total proposed costs from the three teams were very comparable, Black & Veatch's initial proposed fee was the lowest among the three proposals received with reasonable labor hours and billing rates. Staff has negotiated a detailed scope of work and a proposal fee of \$749,946 with Black & Veatch. There are some inherent uncertainties in the scope of work, given the fact that all the components of this project relate to existing old systems and facilities and there is some potential for unexpected conditions and needs to occur. Staff requests a not-to-exceed amount of \$850,000 to allow funding for possible changes in the scope and/or for changes to engineering services during construction.

STRATEGIC INITIATIVES

This agenda item supports the Complete Communities Strategic Initiative. The purpose of the Complete Communities initiative 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. The WPCF Phase II Facilities Plan identifies WPCF infrastructure needs and improvements to increase the reliability of the City's treatment plant, further supporting the goals of the City Council.

Goal 1: Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods.

Objective 4: Create resilient and sustainable neighborhoods

FISCAL IMPACT

The estimated project costs are as follows:

Professional Engineering Services – Consultant	\$ 850,000
Project Administration – City Staff	<u>\$ 85,000</u>
Total:	<u>\$ 935,000</u>

The FY2018 Capital Improvement Program (CIP) described in both the Sewer Capital Improvement Fund (Fund 612) and the Sewer Replacement Fund (Fund 611) includes funding for the project components.

SCHEDULE

The following schedule has been developed for this project:

Notice to Proceed:	March 2, 2018
Completion of Project	December 2018

NEXT STEPS

Following Council approval, staff will finalize a professional services agreement with Black & Veatch Corporation and a Notice to Proceed will be sent out accordingly. Staff will return to the City Council for approval of future construction plans and specifications and calls for bids.

Prepared by: Feng Chang, Senior Utilities Engineer

Recommended by: Alex Ameri, Director of Utilities & Environmental Services

Approved by:



Kelly McAadoo, City Manager

HAYWARD CITY COUNCIL

RESOLUTION NO. 18-_____

Introduced by Council Member _____

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH BLACK & VEATCH CORPORATION, FOR ENGINEERING SERVICES RELATED TO WATER POLLUTION CONTROL FACILITY (WPCF) FACILITIES PLAN PROJECT, IN AN AMOUNT NOT TO EXCEED \$850,000

WHEREAS, the City issued request for proposals to four qualified engineering firms; and

WHEREAS, the City received three proposals from engineering firms; and

WHEREAS, based on an objective evaluation of the proposal, staff has determined that Black & Veatch best meets the requirements of the Project; and

WHEREAS, the Capital Improvement Program Sewer Improvement Fund includes sufficient funding for Black & Veatch to perform the scope of work required by the City.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Hayward that City Manager is hereby authorized to execute a professional services agreement with Black & Veatch Corporation, in an amount not to exceed \$850,000.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2018

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: CONS 18-109

DATE: February 27, 2018

TO: Mayor and City Council

FROM: Interim Director of Public Works

SUBJECT

Resolution Authorizing the City Manager to Execute a Lease Agreement with Velo Two, LLC., for the Lease of Airport Property

RECOMMENDATION

That Council adopts the attached resolution authorizing the City Manager to execute an agreement with Velo Two, LLC. for the lease of Airport Property.

ATTACHMENTS

Attachment I Staff Report
Attachment II Resolution



DATE: February 27, 2018

TO: Mayor and City Council

FROM: Interim Director of Public Works

SUBJECT: Lease of Airport Property - Authorization for the City Manager to execute a Lease Agreement with Velo Two, LLC.

RECOMMENDATION

That Council adopts the attached resolution authorizing the City Manager to execute an agreement with Velo Two, LLC for the lease of Airport property.

BACKGROUND

Hayward Associates No. 4 entered into a Ground Lease Agreement with the City on September 24, 1984 for a parcel of land located at 21615 Hesperian Boulevard. On June 20, 2000, the Ground Lease was assigned to Velo Two, LLC (Velo Two). The parcel consists of approximately 125,482 square feet of improved land, with 42,190 square feet utilized as rentable space. Velo Two subleases the property to four commercial subtenants.

DISCUSSION

While the current lease expires on October 10, 2038, Velo Two management approached staff about the negotiation of a new lease that will be of mutual benefit. The proposed lease term is fifty years beginning in January 2018, with an option to renew for one additional ten-year extension. One of the key provisions of the lease is a required investment in capital improvements to the existing buildings, including exterior paint and water seal, asphalt repairs, new landscaping, and interior lighting upgrades. Velo Two will be required to spend a total of \$815,000 over the first seven years of the agreement, with \$350,000 to be spent within the first two years. In addition, the new lease will include an increase in annual rental income for the Airport.

STRATEGIC INITIATIVES

This agenda item pertains to development at the Airport, is a routine operational item, and does not directly relate to one of the Council's Strategic Initiatives.

FISCAL IMPACT

The current rent structure for Velo Two consists of two components: 1) an annual base rent amount of \$50,192; and 2) additional rent that is tied to the total amount of gross rent received by Velo Two in each calendar year. This additional rent in past years has been \$14,375 in 2015 and \$3,269 in 2016. The gross rent was less in 2016 due to a reduction in the number of tenants (from five to three). The estimated rent for 2017 should be greater than it was in 2016 as four tenants currently occupy the leasehold. The actual financial data from the leaseholder will be available by March 2018 (per the terms of the existing agreement). The new lease eliminates this provision and establishes an annual rent amount as noted in the chart below.

Year 1: \$75,000
Year 2: \$90,000
Year 3: \$95,000
Year 4: \$100,000
Year 5: \$105,000
Year 6: \$110,000
Year 7: \$115,000
Year 8: \$120,000
Year 9: \$125,000
Year 10: \$125,000 + full CPI

Starting with Year 10, the annual rent will be adjusted every five years by the Consumer Price Index (CPI) for the previous five years with a maximum of 7%. The airport CPI methodology is incorporated in each commercial lease. A similar methodology is used for the City owned hangars. This arrangement is consistent with other commercial site leases at the Airport. Monthly ground rent charged to commercial tenants on their own leasehold, and the formula for adjusting it, are different from those formulas for individual tenants in City-owned hangars. The airport's individual hangar tenants are not required to make any investment in infrastructure or capital improvements which has associated risks, and they are not responsible for ongoing maintenance costs. The City has two separate rent adjustment policies in place in recognition of investment made by the commercial tenants. This new lease with Velo Two will generate additional revenue for the Airport's Operating Fund.

SUSTAINABILITY FEATURES

The action taken for this report will not result in physical development, purchase, or service, or a new policy/legislation. Staff will encourage the developer to incorporate sustainable features in the planned capital improvements.

PUBLIC CONTACT

This item was presented at and approved by the Council Airport Committee on February 1, 2018. The agenda and staff report have been posted on the City's website and distributed to interested parties. Impact on neighboring businesses would be minimal.

NEXT STEPS

If approved by Council, Airport staff will finalize all lease details prior to execution.

Prepared by: Doug McNeeley, Airport Manager

Recommended by: Alex Ameri, Interim Director of Public Works

Approved by:

A handwritten signature in black ink, appearing to read "K. McAdoo", written in a cursive style.

Kelly McAdoo, City Manager

HAYWARD CITY COUNCIL

RESOLUTION NO. 18-

Introduced by Council Member _____

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A LEASE AGREEMENT WITH VELO TWO, LLC FOR THE LEASE OF AIRPORT PROPERTY

WHEREAS, the City owns, controls and operates the Hayward Executive Airport; and

WHEREAS, Velo Two, LLC. currently leases certain premises at the Airport for the purposes of operating an office building site; and

WHEREAS, both the City and Velo Two, LLC. mutually agree to terminate the existing lease;

WHEREAS, both the City and Velo Two, LLC. desire to enter into a new agreement at this time; and

WHEREAS, as part of the new agreement, Velo Two, LLC. agrees to make capital improvements to the existing structures on the premises totaling \$815,000.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized to execute a lease agreement with Velo Two, LLC for the lease of Airport property.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2018

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: CONS 18-123

DATE: February 27, 2018

TO: Mayor and City Council

FROM: City Manager

SUBJECT

Resolution Authorizing the City Manager to Execute a Professional Services Agreement with Management Partners for Route 238 Property Development and Disposition Project Management Services

RECOMMENDATION

That the City Council approves the attached resolution (Attachment II) authorizing the City Manager to negotiate and execute a professional services agreement for Route 238 Property Development and Disposition Project Management Services in an amount not to exceed \$120,000.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Resolution
Attachment III	238 PSA Property Maps



DATE: February 27, 2018

TO: Mayor and City Council

FROM: City Manager

SUBJECT Adoption of a Resolution Authorizing the City Manager to Execute a Professional Services Agreement with Management Partners for Route 238 Property Development and Disposition Project Management Services

RECOMMENDATION

That the City Council approves the attached resolution (Attachment II) authorizing the City Manager to negotiate and execute a professional services agreement for Route 238 Property Development and Disposition Project Management Services in an amount not to exceed \$120,000.

BACKGROUND

In the mid-1960s Caltrans purchased over 400 parcels of property for the planned construction of the 238 Bypass Freeway project. In 1971, the project was stopped because of a lawsuit filed by La Raza Unida of Southern Alameda County. Caltrans abandoned the project and the parcels have remained in Caltrans ownership for the past 40 years. A portion of the parcels have been sold by Caltrans over the years, but many others remain in State ownership. In 2009, after two years of negotiations with Caltrans and numerous interest groups, the City entered into a Settlement Agreement with Caltrans and affected parties, resulting in Caltrans declaring the remaining State-owned parcels surplus.

Several of the residential parcels were sold to tenants through a City assisted First Time Homebuyers Program. Almost all the residential and a few of the commercial properties have been sold by Caltrans to private owners. Proceeds from the sales have gone into a transportation fund, which have been allocated in part to transportation projects in Hayward.

Caltrans also started selling larger commercial and undeveloped properties through its usual auction process. While this was expeditious for Caltrans, it did not consider the potential to maximize land values, and to promote quality development design that could occur through land assembly. Some parcels were being resold for speculation without being developed, and the City did not have an opportunity to shape the development plans to ensure the greatest conformance with City land use policies. In 2011, the City approached Caltrans with a proposal to allow the City to assume the responsibility for property disposition for undeveloped properties. After a few years of initial disinterest, Caltrans agreed to negotiate

an agreement with the City that was approved by the City Council and the California Transportation Commission (CTC) in January 2016.

The Purchase and Sale Agreement with Caltrans consists of the following major elements and benefits:

- The City may buy from Caltrans ten different parcel groups for a six-year period that expires in January 2022 (See attachment III 238 PSA Property Maps)
- Properties that have not been resold by the City to developers can be returned to Caltrans without penalty
- During the six-year period, the City will pre-plan and partially entitle each parcel group to ensure maximum value and conformance of development plans to City land use policies and vision
- An appraisal process determines property values. These amounts will be paid to Caltrans. If the City can negotiate a higher land value on resale to developers, due to its preplanning and entitlement process, the excess proceeds will be allocated to the City
- Allows City to use purchase and sale agreements that will require the parcel to be developed and not resold for speculation
- The City has control over the public input process on proposed development concepts
- Allows the City the opportunity to plan the appropriate infrastructure upgrades needed to support the sale of the combined parcel groups and to establish infrastructure funding districts as appropriate

Three of the parcel groups (Groups 1, 2 & 10) have been offered for sale to William Lyon Homes. A Purchase and Sale Agreement with Lyon Homes has been approved for Parcel Groups 1 & 10, and the sale is expected to occur this calendar year. Parcel Group 2 may be a subsequent sale to Lyon Homes. The remaining seven parcel groups are the subjects of this report.

For the first year and a half of the PSA with Caltrans, the City unsuccessfully attempted to identify a qualified project manager to assist in the development and disposition of these parcels. In the fall of 2017, the City engaged Management Partners Special Advisor Patrick O’Keeffe for project management services. This initial contract was for \$75,000 and focused primarily on developing and organizing a master plan to ensure the timely disposition and development of the Caltrans parcel groups. The contract is estimated to run out of funding by the end of February.

DISCUSSION

Mr. O’Keeffe has over 39 years of experience working with local governments. He began his career with the City of Concord Redevelopment Agency where he served as project manager of public facility projects and public/private economic development partnerships. Patrick then served as director of the Community Development Department and Redevelopment Agency for the City of El Cerrito. Next, he was hired as director of economic development and housing for the City of Emeryville. He served in that role for 12 years and

was then appointed city manager and served in that capacity for seven years. He has extensive expertise in redevelopment, economic development, capital improvement programs, public-private partnerships, real estate management and financial analysis. Under this contract extension, Mr. O’Keeffe along with support staff from Management Partners will help design and execute a systematic entitlement and disposition process for the properties included in the Caltrans PSA. Broken into two phases, the engagement begins with completing site analyses to determine the most appropriate and desired use for each parcel group. Mr. O’Keeffe will help coordinate with third party consultants completing various environmental, economic, and land use analyses to ensure all phase one work is complete by the end of calendar year 2018.

The second phase of this work will involve the development and execution of a disposition process via requests for proposals for each parcel group, if necessary. Mr. O’Keeffe will help manage the review and selection of the proposals along with coordinating the negotiation and final approvals of each acquisition agreement. In addition to this work, Mr. O’Keeffe will assist with any development entitlements and the close of escrow for site disposition.

Mr. O’Keeffe will convene a regular inter-departmental working group as well as coordinate updates to the Council and Council Economic Development Committee to ensure the City disposes of the properties in a timely manner in accordance with the Caltrans PSA requirements. Along with this internal coordination, Mr. O’Keeffe will assist in coordinating with the Castro Valley Municipal Advisory Council, Alameda County community development staff, and any community outreach/neighborhood meetings.

STRATEGIC INITIATIVES

This agenda item supports the Complete Communities Strategic Initiative. The purpose of the Complete Communities initiative 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. This agenda item supports the following goals:

- Goal 1: Improve the quality of life for residents, business owners, and community members in all Hayward neighborhoods. in all Hayward neighborhoods; and
- Goal 2: Provide a mix of housing stock for all Hayward residents and community members, including the expansion of affordable housing opportunities and resources.

In addition, the sale and development of several of the parcel groups supports the policies in the Economic Development Strategic Plan for the Central Mission Boulevard Corridor.

FISCAL IMPACT

There is no General Fund impact for this contract. The total cost of this contract will not exceed \$120,000 and will be funded from an existing budget appropriation in the 238 Property Disposition capital improvement program project. Staff intends to reimburse all costs associated with the disposition of the properties from rental income and the eventual sales of the parcel groups.

NEXT STEPS

Following Council approval, the City Manager will execute the agreement to ensure this project remains on schedule. Council will receive updates on the status of this project either at the Council Economic Development Committee or during full Council work sessions.

Prepared and Recommended by: John Stefanski, Management Analyst II

Approved by:



Kelly McAdoo, City Manager

HAYWARD CITY COUNCIL

RESOLUTION NO. 18-_____

Introduced by Council Member _____

RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH MANAGEMENT PARTNERS FOR ROUTE 238 PROPERTY DEVELOPMENT AND DISPOSITION PROJECT MANAGEMENT SERVICES IN AN AMOUNT NOT TO EXCEED \$120,000

WHEREAS, the State Department of Transportation (Caltrans) purchased over 400 parcels of property in the City of Hayward for the planned construction of the 238 Bypass Freeway project, which was stopped as a result of a lawsuit filed by La Raza Unida of Southern Alameda County; and

WHEREAS, the City and Caltrans negotiated a Purchase and Sale Agreement for the City to acquire a portion of the properties from Caltrans, that was approved by the City Council and the California Transportation Commission (CTC) in January 2016; and

WHEREAS, the Purchase and Sale Agreement with Caltrans allows the City to buy from Caltrans ten different parcel groups for a six-year period of time that expires in January 2022; and

WHEREAS, the City will resell the properties to private developers after pre-planning and partially entitling each parcel group to ensure maximum value and conformance of development plans to city land use policies; and

WHEREAS, the City desires to enter into a professional services agreement with the consulting firm of Management Partners to provide project management services for the development and disposition of the Route 238 properties in accordance with the Caltrans PSA as described in the accompanying staff report; and,

WHEREAS, Management Partners staff is specially trained, experienced, and competent to perform the special services which is required by the City; and,

THEREFORE, BE IT RESOLVED, the City Council hereby authorizes the City Manager to negotiate and execute a professional services agreement with Management Partners for Route 238 property development and disposition project management services in an amount not to exceed \$120,000.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2018

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
 MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ATTEST: _____
 City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney for the City of Hayward



APNs
078C-0438-019-01
078C-0438-008-00
078C-0438-010-00
078C-0438-009-00
078C-0438-011-01
078C-0438-006-00
078C-0455-003-00
078C-0455-004-00
078C-0455-005-02

Location: Mission Blvd/Dixon St/Valle Vista Ave

Total Acres: 11.76

Open Space Acres: 0

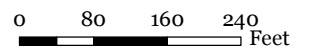


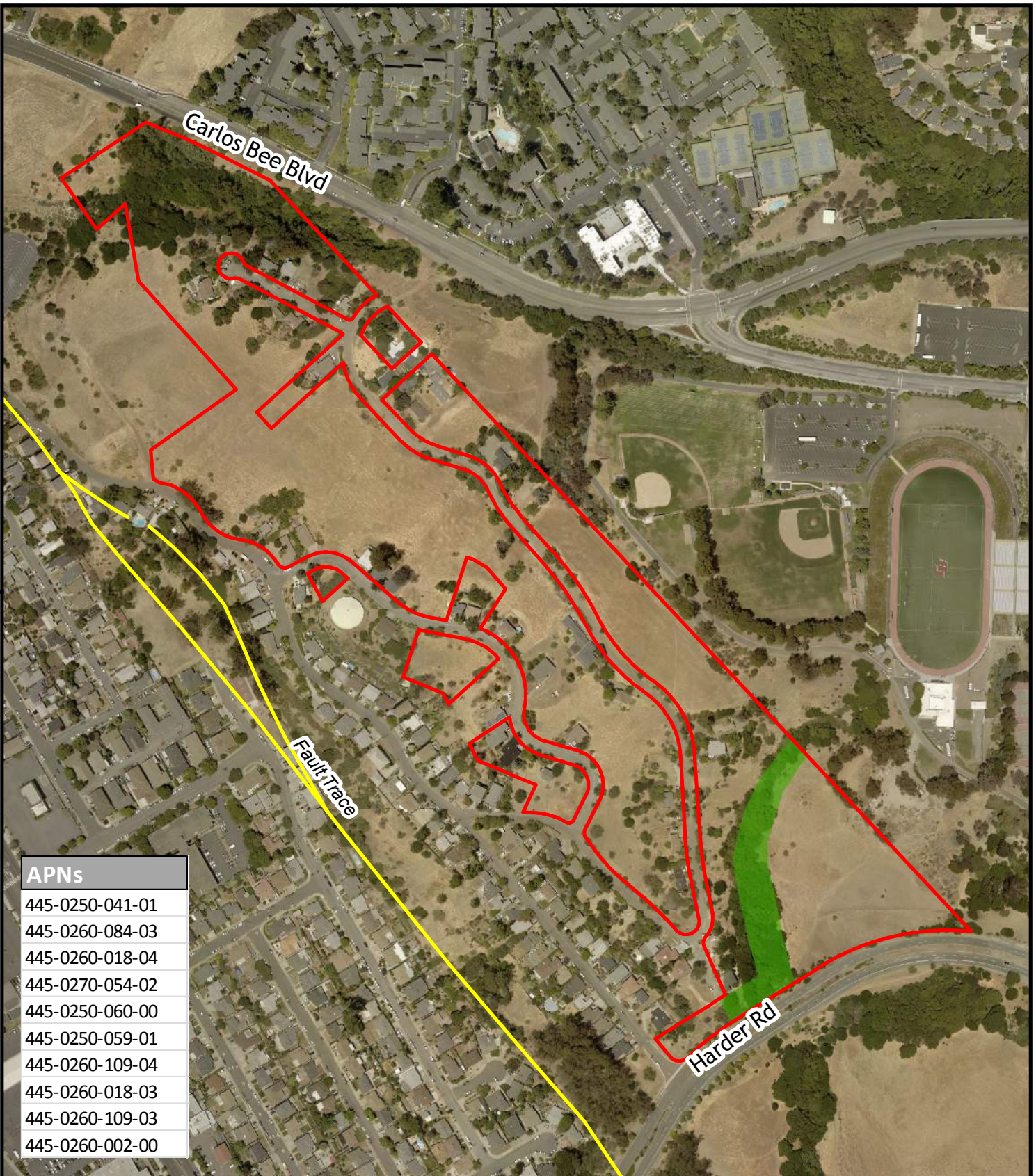


APNs
078C-0436-001-07
078C-0436-010-03
078C-0435-006-00
078C-0435-002-01
083-0460-006-03

Total Acres: 6.65
Open Space Acres: 0

Location: Dixon St/Industrial Pkwy



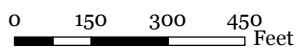


APNs
445-0250-041-01
445-0260-084-03
445-0260-018-04
445-0270-054-02
445-0250-060-00
445-0250-059-01
445-0260-109-04
445-0260-018-03
445-0260-109-03
445-0260-002-00

Total Acres: 37.22

Open Space Acres: 1.7

Location: Bunker Hill Blvd/Maitland Dr/Harder Rd





APNs

445-0200-012-01

Location: Mission Blvd/Carlos Bee Blvd

Total Acres: 9.75

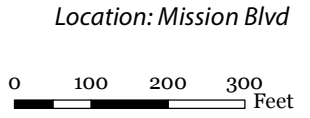
Open Space Acres: 0





APNs
078C-0626-003-16
078C-0626-003-09
078C-0626-001-07

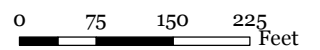
Total Acres: 25.69
Open Space Acres: 13.28





Total Acres: 8.7
Open Space Acres: 0

Location: Mission Blvd

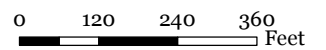




County

Location: Grove Way/Foothill Blvd/Gary Dr

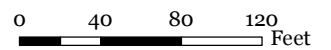
Total Acres: 18.86
Total County Acres: 13.26
County Open Space Acres: 7.25





Total Acres: 4.26
Total County Acres: 1.59

Location: North of Apple

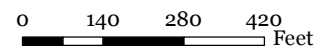




APNs
445-0180-001-00

Location: Overlook Ave/Highland Blvd

Total Acres: 29.42
Open Space Acres: 5.28

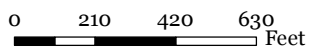




APNs
078C-0800-002-02

Total Acres: 78.61
Open Space Acres: 78.61

Location: Harder Rd





CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: CONS 18-124

DATE: February 27, 2018

TO: Mayor and City Council

FROM: City Clerk

SUBJECT

Resignation of Dwight Turner from the Keep Hayward Clean and Green Task Force

RECOMMENDATION

That the City Council adopts the resolution accepting the resignation of Mr. Dwight Turner from the Keep Hayward Clean and Green Task Force effective immediately.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Resolution
Attachment III	Resignation Letter



DATE: February 27, 2018
TO: Mayor and City Council
FROM: City Clerk
SUBJECT: Resignation of Mr. Dwight Turner from the Keep Hayward Clean and Green Task Force

RECOMMENDATION

That the City Council adopts a resolution accepting the resignation of Mr. Dwight Turner from the Keep Hayward Clean and Green Task Force, effective immediately.

SUMMARY

Mr. Dwight Turner was appointed to the Keep Hayward Clean and Green Task Force on September 15, 2015. Mr. Turner's resignation becomes effective immediately per his resignation letter (Attachment III). Mr. Turner's vacated position will be filled as part of the annual appointment process for the City's appointed officials to Boards, Commissions, Committees, and Task Forces.

STRATEGIC INITIATIVES

This agenda item is a routine operational item and does not relate to one of the Council's Strategic Initiatives.

FISCAL IMPACT

There is no fiscal impact associated with this action.

Prepared and Recommended by: Miriam Lens, City Clerk

Approved by:

Kelly McAdoo, City Manager

HAYWARD CITY COUNCIL

RESOLUTION No. 18-

Introduced by Council Member _____

RESOLUTION ACCEPTING THE RESIGNATION OF DWIGHT TURNER FROM THE KEEP HAYWARD CLEAN AND GREEN TASK FORCE

WHEREAS, Mr. Dwight Turner was appointed to the Keep Hayward Clean and Green Task Force on September 15, 2015;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Hayward that the Council hereby accepts the resignation of Dwight Turner from the Keep Hayward Clean and Green Task Force; and commends him for his civic service to the City.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2018.

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward

From: Dwight Turner
Sent: Wednesday, February 14, 2018 11:12 AM
To: Kimberly De Land <Kimberly.DeLand@hayward-ca.gov>
Subject: Resigning from the KHCG Task Force

Hello Kimberly,

I am very sorry to inform you that I must resign from the KHCG task force. I am no longer able to continue my participation.

Is there any paperwork I need to complete. If so please email/send it to me.

It has been a wonderful and enjoyable experience working with everyone on the task force.

Dwight Turner



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: WS 18-007

DATE: February 27, 2018

TO: Mayor and City Council

FROM: Chief of Police

SUBJECT

Presentation of the Hayward Police Department 2017 Year-end Report

RECOMMENDATION

That the Council receives the Hayward Police Department's 2017 year-end report and provides feedback.

ATTACHMENTS

Attachment I Staff Report



DATE: February 27, 2018
TO: Mayor and City Council
FROM: Chief of Police
SUBJECT: Hayward Police Department 2017 Year-end Report

RECOMMENDATION

That the Council receives the Hayward Police Department's 2017 year-end report and provides feedback.

BACKGROUND AND DISCUSSION

2017 was a year of uncertainty and perseverance for the Hayward Police Department. Due to the permanent selection for chief not being made until July, various command and leadership roles were held on an interim basis. The year also saw the passing of legalized adult use cannabis and a high degree of uncertainty relating to Federal immigration policy.

Crime Statistics – 2017

During the 2017 calendar year, the Hayward Police Department Communications Center processed 131,671 calls for service, which also included officer initiated activity. Hayward ended 2017 with less violent crime than in 2016 and an increase in property crime. This trend is being seen in several cities around the Bay Area. Hayward had a reduction of over 10% in violent crime and an increase of about 9% in property crime over 2016. The chart below provides the details on the Part 1 crimes in 2017 compared to 2016.

Part 1 Offenses	2016	2017	% Change
MURDER	13	5	-61.54%
FORCIBLE RAPE	66	70	6.06%
ROBBERY	348	306	-12.07%
AGGRAVATED ASSAULT	204	182	-10.78%
VIOLENT CRIME TOTAL	631	563	-10.78%
TOTAL BURGLARY	707	482	-31.82%
Residential Burglary	312	220	-29.49%
Non-Residential Burglary	385	264	-31.43%
LARCENY	2308	2740	18.72%
Larceny From Vehicle	1158	1341	15.80%
MOTOR VEHICLE THEFT	1626	1801	10.76%
ARSON	20	37	85.00%
PROPERTY CRIME TOTAL	4661	5060	8.56%
TOTAL PART 1	5292	5623	6.25%

Auto Burglary totals are included in Larceny.

A trend that was seen in 2017 across the Bay Area was the theft of laptops while victims were working on them at coffee shops. Practically no city has been spared this crime of opportunity. Most offenders of this type of crime are juveniles and the risk versus reward is so low that it spread like wildfire. The Department was able to make some arrests within the City for a few of these crimes during the year and hopefully there will be a decrease in the prevalence in 2018 around the Bay Area. Prevention and creating a deterrence is a way that the community can get involved to stop this crime. Laptop locks are one deterrent method that could help stop this wave of thefts going forward into 2018. The Department looks forward to exploring this option as well as other target hardening options with community partners in the coming year.

Some other trends being seen across the Bay Area were an increase in property crimes, specifically auto burglaries and package thefts. These are other crimes of opportunity with minimal risk vs. high reward. When victims leave high dollar items such as smart phones and tablets in their vehicles, a criminal just needs to smash the window, grab the device and flee quickly. These items are very easy to trade for cash. Additionally, packages left on a porch with no one to monitor them are an easy target. Having a package delivered to a location like an office, where someone can sign for it, or a locked package locker is a way to deter these crimes.

To combat a rise in auto theft, the Hayward Police Department temporarily reassigned an additional investigator to focus solely on this increase. Over a four-month period, this investigator was able to collaborate with allied agencies and identify various patterns related

to these thefts. As a result, the City of Hayward experienced an 11% reduction in auto theft between the beginning of the year and the time the investigator was assigned.

As 2016 ended, Hayward was recovering from an unprecedented spike in gang related violence, including a series of homicides. To combat this increase, the department launched Operation Winter Storm. Winter Storm was a collaborative effort between several units within the Criminal Investigations Bureau of the Police Department. The Special Duty Investigations Unit obtained authorization for a state wiretap investigation against the East Las Palmas (ELP) criminal street gang on January 21, 2017. At the conclusion of the operation on March 9, 2017, eight ELP gang members were arrested for crimes ranging from homicide, to aggravated assault with a firearm, to robbery. Additionally, all suspects were charged with gang enhancements and face life exposure. A total of 11 firearms were recovered from the operation. Four crime events were also deterred by the involvement of the wiretap. The first was a planned homicide that was prevented and two handguns that were recovered during the stop. Six subjects were charged with conspiracy to commit murder for this incident. The second was a robbery that was planned to occur during an illegal gun sale. HPD and Alameda County Sheriff officers flooded the area with marked units and the suspects were deterred. No crime was committed. Two suspects were later charged for their participation in the conspiracy. The third prevented crime was a murder. The plan was to enter a crowded bar and shoot to kill the victim. The order to commit the murder came from gang members in a state prison facility. This plan, had it been carried out, would have created several unintended victims due to the bar being very full that evening. The last crime was another planned murder. The main suspect in Operation Winter Storm was shot multiple times in front of his residence. The suspect was admitted to the hospital due to his injuries, and from the hospital, orchestrated the retaliation murder of the person who shot him. Four suspects followed his directions and were on their way to commit the retaliation murder when HPD intercepted them and arrested them in possession of three handguns.

Since the end of Operation Winter Storm, on March 9, 2017, there have been four homicides in the City, for a total of five for the year. This is a significant decrease from 2016, when there were 13 homicides in the City. For the five homicides that occurred this year, none of them can be attributed to gang violence.

In addition to the homicide reduction, the City has also seen a reduction in firearm related crimes. The Special Duty Unit and Special Duty Investigations Unit continue to work together conducting regular monitoring and enforcement of gang members and crime. The units have seen a reduction in violent gang crimes as well. It is fair to say that targeting known gang members in a coordinated investigation was successful. It not only reduced homicides, but overall gang violence as well. It took key players off the streets and put those on notice who would like to take their place, that the Hayward Police Department is watching and will take measures necessary to stop the violence.

2017 Department Goals

For 2017, the Department created four goals to achieve in the coming years: 1) Personnel Diversity; 2) Employee Satisfaction and Engagement; 3) Community Trust and Transparency;

and 4) Create Efficiencies and Utilize Technology. First and foremost, we will staff the Department with qualified people and continue recruitment efforts to create a diversified police department reflective of our diverse community. Second, we will create an environment where employees are satisfied and engaged in their respective roles and motivated to push the department forward. Third, we will work with the community to build trust and show transparency in the Department's commitment to serve the citizens of Hayward. Finally, we will build efficiencies within the Department to prepare for the upcoming changes in the policing profession and within the Hayward community.

These goals will serve to continue to push the Department toward maintaining CALEA accreditation. The Commission on Accreditation for Law Enforcement Agencies (CALEA) is an independent and internationally recognized law enforcement credentialing body. Re-accreditation occurs every four years, following an on-site assessment by outside assessors, including interviews of sworn and professional staff, community members, and neighboring law enforcement agencies. The Hayward Police Department was reassessed in December 2016 and received its reaccreditation award in March 2017 at the CALEA national conference in Mobile, Alabama. The Department was reaccredited by CALEA "with excellence," a recognition that Hayward Police Department performs above and beyond the rigorous requirements for CALEA accreditation.

Goal #1 – Personnel diversity in recruitment, hiring and promotions

The Department displayed its commitment to hiring diversified and qualified employees throughout the year. There were six police officer recruitments conducted (four for Police Officer Trainee, one for Lateral, and one for Academy Graduates). The ethnicity of those applicants was diverse and reflective of our community. The breakdown by ethnicity was 29% White, 16% Asian/Pacific Islander, 16% Black, 21% Hispanic with the remainder of the candidates identified as Other or No Response. In 2017, seven police officers and ten professional staff were hired. The overall breakdown by ethnicity of the hired staff was 47% White, 6% Black, 29% Hispanic and 18% Other or No Response. It was a busy year for promotions as well. Along with the appointment of the permanent chief of police, there was one captain promotion, four lieutenant promotions, eight sergeant promotions, and nine police officer promotions from the Police Trainee classification. On the professional staff side, there were four promotions.

Goal #2 – Employee satisfaction and engagement

2017 was the first year of a new program targeting patrol officers. The Patrol Wellness Program was implemented and has garnered much interest from the line officers. The group is comprised of line level officers who meet on a regular basis with the Patrol Division Commander to address issues and needs specific to them. Examples of items on the table for discussion include equipment needs, work processes, and Department policy concerns. Several positive outcomes from these dialogues include shared innovative ideas as well as the creation of efficiencies that can be spread throughout the department. Another way in which the Department is working to increase employee satisfaction is by showing appreciation for the hard work and dedication the Police Department employees exhibit. This is done in a

variety of ways from recognizing the “Employee of the Month” to holding periodic appreciation events.

As the results of the next Citywide employee engagement survey are finalized, the Police Department Command Staff will evaluate the results and create an action plan for continuing to address issues related to employee satisfaction and engagement.

Goal #3 – Community trust and transparency

The Hayward Police Department is at the forefront of 21st Century policing by acknowledging the importance of training officers in ICAT (Integrating Communications, Assessment, and Tactics) and providing both professional and sworn staff CIT (Crisis Intervention Training). These trainings are part of working toward the goals of building trust and transparency with the community. Teaching officers how to better communicate and interact with members of the community can only strengthen the relationship between law enforcement and the public as well as help reduce crime and keep the community safe.

ICAT (Integrating Communications, Assessment, and Tactics) is a new way of thinking about use-of-force training for police officers. ICAT takes the essential pieces of critical thinking, crisis intervention, communications and tactics and combines them into a complete training. It is centered on a critical decision-making model that helps officers assess situations, make safe and effective decisions, and document and learn from their actions. The goal of ICAT is to enhance officer safety and the safety of the public by providing officers with more options and additional tactical and communication skills to safely and effectively manage critical situations and resolve conflicts peacefully whenever possible. Tactical communication skills taught include detailed instruction on communicating with people who are agitated and initially not complying with officers. They learn active listening as well as non-verbal communication skills designed to help them manage the situation and gain voluntary compliance. In 2017, all Hayward police officers went through eight hours of ICAT training that included modules that addressed crisis recognition and response, tactical communications, and operation safety tactics. Additionally, ICAT is now being taught in the in-house academy for all incoming officers.

The Internal Affairs Office tracks the use of force data for the Department. Reportable use of force is defined in the Hayward Police Department Policy Manual and includes incidents when any application of force caused a visible injury or complaint of pain, or when an impact weapon is used or control device (Taser) is applied or displayed. The Internal Affairs Office also tracks “show of force incidents,” verbal warnings and canine searches where a suspect self-surrenders and no suspect contact was made by the canine; however, these incidents are defined as a “show of force” and pursuant to policy, are not defined or included as reportable uses of force. In 2015, there were 218 use of force reports and 126,324 total calls for service. That decreased to 175 in 2016 with 129,273 calls for service, and by 2017, there were 180 use of force reports with 131,671 calls for service. That is a 17% reduction from 2015 to 2017 while seeing an increase in service load. This decline in use of force can be attributed to the ICAT and CIT training that all officers are receiving now. In addition to the decline in use of force reports, the Department is also consistently providing training to officers when a use of

force is used within policy, but could have been handled differently. Taking advantage of “teachable moments” is another way the Department is creating a professional work environment where employees feel valued and satisfied.

While many police departments just require CIT training to their sworn personnel, Hayward PD mandated all police department personnel (including professional staff) participate in eight hours of crisis intervention behavioral health training. The course introduced students to the stigma associated with mental illness, intellectual disabilities, and substance use disorders and how to reduce the stigma by dispelling negative stereotypes and showing respect and treating all people with dignity. The course covered identifying persons with these disorders and how to de-escalate conflict in a variety of situations. Additionally, utilizing resources within the community and state systems to provide assistance to those with these disorders were covered as well.

Due to uncertainty in the Federal immigration policies, the Department began an intensive outreach campaign to ensure our community was aware of our policies and procedures relating to civil and criminal immigration enforcement. This included a PSA in English and Spanish, collaboration with HUSD, and attendance at a variety of community meetings and forums. The Department also began and continues to work with the Community Task Force’s Police/Community Relations and Sanctuary City Sub-Committees, to share and develop policies to better serve our diverse community. To further enhance these goals, the Department has begun developing a Chief’s advisory panel, to help improve communications, response, and transparency between the community and the Office of the Chief, and has published the department policy manual on the department’s website.

The importance of trust and transparency within the community were on display this past year in many other ways through events and projects coordinated by District Command personnel.

The Law Enforcement Torch Run (LETR) is a campaign to benefit the Special Olympics. It began in 1981 in Wichita, Kansas, and is the largest grass-roots fundraising movement for the Special Olympics. The Hayward Police Department participates in the Special Olympics Northern California Law Enforcement Torch Run. Law enforcement personnel from all over Northern California participate state wide and are committed to raising thousands of dollars through fundraising and public awareness to support Special Olympic athletes. The Hayward Police Department employees participate by running the Flame of Hope torch through the streets of Hayward during the month of June. Participating law enforcement agencies pass the torch to one another making its way to the summer games held on the U.C. Davis campus. HPD usually has 10 to 20 employees participating annually. HPD has been participating since the early 2000s.

Cops for Kids’ is the Department’s annual program that provides meals and toys to families in need. This year, approximately 120 families in need were served with the support of residents and businesses within the Hayward community. The Department was awarded a \$4,000 grant from Share the Spirit this year as well. The Share the Spirit non-profit grant was a collaboration between the Contra Costa Crisis Center and the Bay Area News Group to fund

organizations in Alameda and Contra Costa Counties that provided holiday programs and seasonal outreach.

Each year, District Command hosts Community, Spanish, and Youth Academies that are designed to give participants a working knowledge of the police department. This program also works toward the goal of creating trust and transparency with the community. On average there are approximately 40 attendees at the Community Academy, and 30 at each of the Spanish and Youth Academies. The academies focus on relevant topics such as personal safety, child abuse, gangs, immigration, and domestic violence. In addition to their classroom studies, tours and demonstrations of first responder departments such as K9, dispatch communications, and the fire stations are included as well.

The Department, along with our business partners (Snappy's Café, St. Clements Church, Xenia's Gelato, Charlotte's Ice Cream and Café, Starbucks, and Casa Sandoval) hosted seven Cops and Coffee, Pizza, Cones, and Cookie events. All were well attended and created a positive environment for the residents of Hayward to have one-on-one time with their police officers.

Hayward has also participated in the Barbershop Forums. The Barbershop Forums were started in November 2016 by two law enforcement officers and a community activist, Jack Bryson, whose son was with Oscar Grant the day he was killed. The goal of the forums is to bridge the gap between law enforcement and the community and to build quality partnerships between the two. The forums are open to all and have representatives from law enforcement, the community and returning residents (formerly incarcerated individuals).

In addition to the events that District Command hosted, the officers also worked hard to collaborate with other City of Hayward and Alameda County departments and private businesses to assist with homeless encampments. In the area of A St and 4th St, District Command worked closely with city code enforcement, private property management, and homeless outreach programs to clean up the creek and provide the people there with much needed services. In the Tennyson Corridor, District Command continued their partnership with the Downtown Streets Team and Abode Services to assist the homeless with finding jobs and permanent placements.

Another way the Department is working to build trust and maintaining transparency with the community is through social media. The Police Department's social media footprint has continued to grow, in size and popularity over the year. The Department currently maintains accounts with these forms of social media: Facebook, Twitter, Nextdoor, Nixle, Instagram and YouTube.

Facebook is currently the primary means of communication and the most widely used. The focus is to provide a variety of stories on community policing, notable arrests, and asking the public for help in solving open cases. As of the end of 2017, the Hayward Police Department Facebook Page had 13,174 followers. Most of the followers are from the United States, but 44 other countries are represented as well. Throughout 2017, the average number of people a Facebook post reached went from 3,555 in January to 7,736 in December. The Department

more than doubled the audience of our posts over the course of one year. A few notable Facebook posts throughout the year are:

In April, Officer Gillette investigated the vandalism of a family who had no means to install a security surveillance system. Officer Gillette went to a local business that agreed to donate a security camera system. Officer Gillette and his family installed the security cameras for the family. This post reached 27,500 Facebook followers.

In May, patrol officers were looking for a missing ten-year-old child. He had run away because he tried to cut his hair and did a bad job. Due to the late hour, there were no barbershops open when the child was found. Officer Rick Tran offered to cut the child's hair so he wouldn't be embarrassed the next day at school. This post reached 216,100 Facebook followers and was picked up by the news stations.

With a large following built up, the department has started to use the Facebook platform to post missing person alerts. In July, a missing person was found because his picture was seen on the Hayward Facebook page. The Department has also switched to utilizing Facebook for official press releases. A select set of reporters is no longer sent an email. This has allowed the Department to provide information efficiently and equally to all interested people, not just reporters, but the public as well.

Twitter is used less frequently, mainly to retweet information. There are currently 2,529 followers on Twitter. There are plans to use Twitter as a news dissemination outlet in the future. The format of Twitter, a character limit of 140, lends itself to pushing out short, brief messages to the public. Examples of these types of messages are critical incidents heavily affecting the public, and official instructions.

Nextdoor is predominantly used by Community Policing to provide information to neighborhoods. Updates about neighborhood watch meetings or other city functions are pushed out to Hayward residents through Nextdoor. There are currently 12,456 subscribers in 55 neighborhoods.

Instagram is not currently being used, but there are plans to push the information from Facebook to Instagram to reach a different demographic. The Police Department's YouTube channel houses videos created for marketing, public service announcements and recruiting. The Department is considering partnering with a public relations firm to assist with the content and pushing out more effective recruiting videos.

YFSB had another successful year as well, maintaining their goal of strengthening the Hayward community through creating opportunities for children to grow up in healthy and safe neighborhoods and schools. Site-based services at ten schools across Hayward were provided as well as free counseling and crisis intervention to at-risk youth and their families in English and Spanish. YFSB had the distinct honor to be highlighted in a video that was shared throughout the International Association of Chiefs of Police (IACP) conference in September (www.youtube.com/HaywardPoliceDept).

Under the supervision of YFSB, the School Resource Officers (SROs) were involved in many positive programs as well this year. SROs successfully maintained order while upholding Constitutional rights for students to peacefully march and protest political events. Several hundred students conducted walkouts from their schools and marched to City Hall to protest the Presidential inauguration. The SROs collaborated with Hayward Unified School District (HUSD) staff to provide Gang Resistance Education and Training (GREAT) to elementary and middle school students who are at the most susceptible ages to be recruited and exploited by street gangs. Approximately 180 students at four school sites are currently being taught GREAT by the SROs.

YFSB is also committed to the Hayward Police Department's goal of building trust and transparency with the community. Through participation in the Youth Commission, officers lead a subcommittee of youth whose focus is on improving relationships. Fostering positive interaction between police and youth in the community can improve the relationships as those youth grow into adults. SROs provided cross-training to HUSD students, staff and parents on handling conflict de-escalation, which will help them in their interactions with school and law enforcement. It is also a beneficial life skill that can be transitioned into all situations.

The annual Junior Giants summer baseball program served approximately 600 at-risk youth, encouraging the development of baseball skills in addition to healthy lifestyle skills and positive character development. Other notable programs this year included: the "Girls on the Run" program with approximately 40 girls participating from three elementary and middle schools; the Rotary club sponsored "Child Spree" which provided over 100 Hayward youth with new school clothes; and a "back-to-school" drive that provided backpacks and school supplies to over 100 children in need.

The Hayward Animal Shelter had a busy year as well. They expanded the volunteer program, provided humane education to the public, attended events and adopted out animals to loving families. A total of 436 animals were adopted out. Over 1,100 animals were transferred to other rescue organizations to be adopted. The Hayward Animal Shelter partners with private organizations, SPCAs and Humane Societies throughout California as well as other states. The Shelter also provides education to school children on responsible pet ownership and facilitates tours of the shelter to service clubs such as the Girl/Boy Scouts. The work of the dedicated volunteers translated into almost 4,000 hours of socializing dogs and 500 hours of socializing cats so they can be adopted and almost 2,500 hours of doing dishes and laundry to support the work done in the shelter. The new youth volunteer and teen volunteer programs now bring children in to participate in learning about animal welfare and caring to help the animals.

Goal #4 – Create efficiencies and utilize technology

The Hayward Police Department IT team was committed in 2017 to making sure the current hardware and software systems were improved upon and made stable without making new purchases. One project that involved the purchase of new equipment was modems in the patrol vehicles. The modems the department was using were an older technology and not

reliable for officers out in the field. After conducting a 30-day trial, a new modem was found to be successful. It provided reliable coverage in all areas of the city, including the hills, where the previous modem had issues with connectivity. Additionally, the new modems allow for remote monitoring, which saves the IT technicians from having to touch every unit individually to push out updates and provide maintenance.

The Hayward Police Department is proud of its technology forward programs. One of the successful programs is the body-worn cameras (BWC). BWCs were deployed throughout the patrol division of the department in October 2015. Since then, the department has seen several positive results. The BWC program touches on two of the Department's goals. Goal #3, to improve and build trust with the community and Goal #4, to increase technology and efficiencies.

In 2015, there were 34 formal and informal citizen complaints with seven sustained findings. By the end of 2016, with one full year of BWC deployment, the number of complaints dropped to 20 and the findings dropped to three. This year, the department is proud to report that the number of resident complaints has dropped to ten and the number of sustained findings was five. That is a 74% reduction in citizen complaints from 2015 to 2017. The Department had a total of 126,324 calls for service in 2015, and 129,273 calls in 2016 and 131,671 calls for service in 2017. While the number of calls for service continues to increase, the number of complaints decreased. It is hard to say definitively what we can attribute the decrease in complaints to. There are a range of factors that could be involved, including that when people know they are being recorded, both officers and the public, their behavior changes. The decrease in sustained findings could be a result of investigators having hard evidence to review as well as that frivolous complaints can easily be refuted. The ICAT training officers receive to deescalate situations when possible, combined with the BWCs, has had a positive effect on community interactions. The department has seen a decrease in complaints overall and in unfounded complaints.

One specific community building success that came out of the BWC video was the Victory Outreach Heart Church vs. Hayward Police Department softball game. In July, the Special Duty Unit located a known gang member who fled when they tried to stop and talk to him. As he was running from them, the officers saw the man throw a pistol over the roof of a house. The officers were able to detain him quickly afterwards and an associate of the gang member immediately ran into a nearby church. The person was arrested in an area of the church where a youth meeting was being run by Victory Outreach. Victory Outreach is an organization that has developed rehabilitation homes and training centers in inner cities. The officers entered the church and arrested the person that fled from them. The disruption of the meeting caused an acrimonious interaction between the attendees and officers. The church leadership later contacted the police department and made allegations of police misconduct. A review of the BWC footage was conducted by the Department in accordance with policy. After reviewing the footage, staff determined that the allegations were unfounded. In an effort to bring the community and police department together and build a better relationship, the pastor of the church and other church leaders were invited to observe the BWC footage. They were thankful for this opportunity and concurred with the Department's assessment that the allegations of police misconduct were unfounded. To

expand on this newly formed connection, a softball game was proposed between Victory Outreach Heart's competitive team and members of the Hayward Police Department. A game was held in August and played at Weekes Park. It was attended by more than one hundred spectators as well as police personnel and city officials. After the game, a lunch was attended by all for a sit-down discussion between the youth members of Victory Outreach Heart and Hayward Police officers.

This year, the Department was awarded an unprecedented amount of \$230,000 in grant funds for traffic enforcement. This provided additional resources and visibility with the goal of reducing collisions. There was enough funding to allow a designated DUI enforcement officer to work almost every weekend through the year. Operations that were made possible in 2017 due to grant funding were:

- 3 DUI Checkpoint Operations
- 35 DUI Saturation Patrols
- 54 Traffic Enforcement Operations
- 22 Distracted Driving Operations
- 10 Motorcycle Enforcement Operations
- 26 Bicycle Pedestrian Enforcement Operations

Pushing forward with technology, the Traffic Bureau purchased a Crash Data Retrieval (CDR) tool this year. A CDR is a device that, when connected to a vehicle's control system, is able to download pre and post collision data. This data is used to supplement the reconstruction of a collision. The Traffic Bureau was assigned as the primary investigator on nine fatalities in 2017. The responding officers, while not officially "on call," responded to the scene to help alleviate the workload on the patrol division. Additionally, traffic officers were assigned to more than 30 non-fatal collisions, requiring intensive investigation and reconstruction.

The Traffic Bureau was involved in two commercial vehicle-related programs this year. First, in March, the City Council adopted a new ordinance regulating the travel of oversized commercial vehicles in the City. This policy requires all affected vehicles to apply for, and receive permission to travel to their destination prior to their desired travel date. The result of this ordinance is better tracking and the ability to collect fees, which will be used for road repairs or other related expenses. The Traffic Bureau is solely in charge of the screening and billing for this ordinance. The second program is the Commercial Vehicle Task Force. Traffic officers participate in bi-weekly commercial vehicle enforcement operations in neighboring jurisdictions as well as our own, in order to provide enforcement of commercial vehicle regulations.

Our Department is proud of the successes we had in 2017 in respect to our 21st century training program, social media presence, hiring diversified and qualified candidates, and technology program. We will continue pushing forward the four goals set forth this year to support the department's overall commitment to the Hayward community, to do our best to prevent and deter crime when possible, and make arrests and solve crimes when necessary. We will achieve this for the community by staffing the department with qualified and diverse

employees who feel engaged and part of the solution, and by continuing to work toward trust and transparency with the community in the most efficient way possible.

ECONOMIC IMPACT

There is no economic impact on the community as a result of this report.

FISCAL IMPACT

There is no fiscal impact associated with the review of this report.

STRATEGIC INITIATIVES

This agenda item is a routine operational item and does not relate to one of the Council's Strategic Initiatives.

Prepared by: Lesley Hayes, Sr. Crime and Intelligence Analyst

Recommended by: Mark Koller, Chief of Police

Approved by:



Kelly McAdoo, City Manager



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: WS 18-008

DATE: February 27, 2018

TO: Mayor and City Council

FROM: Interim Director of Public Works

SUBJECT

Downtown Parking Management Plan

RECOMMENDATION

That the Council reviews and provides comments on the Recommended Parking Demand Management Strategies for Downtown Hayward.

ATTACHMENTS

Attachment I Staff Report
Attachment II Draft Downtown Parking Management Plan



DATE: February 27, 2018

TO: Mayor and City Council

FROM: Interim Director of Public Works

SUBJECT: Downtown Parking Management Plan

RECOMMENDATION

That Council reviews and provides comments on the Recommended Parking Demand Management Strategies for Downtown Hayward.

SUMMARY

The Downtown Parking Management Plan provides strategy recommendations to more efficiently utilize the existing parking supply in Downtown Hayward. These recommendations were developed after a study of the existing and near-term Downtown parking needs. This report also includes feedback and direction received from the January 24, 2018, Council Infrastructure Committee (CIC) meeting. Contingent upon additional feedback and approval from Council, a year-long pilot program is proposed in the study area to evaluate the recommendations.

BACKGROUND

In fall of 2014, BART began the implementation of paid parking at the Hayward BART station. In response, pursuant to Council direction, staff implemented the following interim parking strategies to mitigate potential impacts to the Downtown parking supply:

- 4-hour parking restrictions in the City Hall parking structure and in the commercial and residential areas west of the BART station
- 2-hour on-street parking restrictions within a quarter mile radius of the Downtown Hayward BART station
- Enhanced enforcement to ensure adherence to time restrictions

In addition to the interim strategies, long-term, comprehensive parking policies were deemed critical to the growth and development of the Downtown area. The consulting firm, CDM Smith (CDM), was brought onboard and tasked with working with City staff to develop the Downtown Parking Management Plan with an objective to protect the valuable City-provided Downtown Parking resources from day-long use by BART patrons and other private park and ride users that will not contribute to the economic vitality of the

Downtown. The purpose of these resources is to support and enhance Downtown as a place where local employees, customers, residents and visitors can find convenient parking to suit their specific needs, while they are spending time in the Downtown.

The goal of the study was to ensure that existing parking regulations aligned with current demand, and to propose updates to those regulations and strategies to improve parking demand management in the Downtown area. CDM conducted a study that reviewed and expanded upon the initial 2015 report on parking space occupancy and utilization of both on-street and off-street public parking facilities owned and operated by the City in Downtown and the nearby BART station area. This study focused on both peak period occupancy and high demand areas during off-peak periods (See Page 3 of Attachment II). Some key findings include:

- The midday period (12:00 PM) consistently displayed the highest parking occupancy
- On-street parking occupancy was highest in the business core area along B Street, A Street, Watkins Street, and Main Street with peak occupancies exceeding practical capacity of 85%
- High demand was also observed in the residential areas to the west of the BART station
- Off-street parking facilities, such as City Hall Garage, has 60% and Cinema Place Garage has 72% parking occupancy during weekday peak periods. In addition, Muni lots, such as Lot 7, 11, 13, and Five Flags Lot has the highest occupancy during the weekday peak period.
- During weekends, off-street parking facilities, such as the Cinema Place Garage and Muni Lots in the core area, exceeded a practical capacity of 85%

This study developed a detailed set of comprehensive parking management strategies and policies, and is particularly timely because of upcoming residential and mixed-use projects that will increase the need for parking and will potentially impact parking in the Downtown.

DISCUSSION

The findings and recommendations of the study are incorporated in the Hayward Downtown Area Parking Management Plan (Attachment II). It includes the following components:

1. Parking Time Restrictions

Time restrictions are proposed as an efficient parking management policy to shift the parking demand from overutilized on-street facilities to off-street facilities, and increase turnover in high demand areas. The overarching objective of parking restrictions include: (1) discouraging long-term BART parking; (2) discouraging long-term employee parking in core areas; and (3) incentivizing employees to use Muni lots where unrestricted permit parking is allowed.

The following strategies and recommendations were developed for on-street and off-street facilities after extensive analysis of the existing parking behavior throughout the study area (See Page 7 of CDM Report's Executive Summary, Attachment II). Refer to the Permit Parking Policy section for further information on Residential and Business permits.

On-Street Restrictions

One-hour parking

One-hour parking restrictions are recommended on B Street and Main Street where parking is in high demand.

These restrictions will increase prime location turnover in the in the commercial area to accommodate short-term customers/visitors.

Two-hour parking along with permits to allow unrestricted parking to residents

Two-hour parking restrictions are recommended on the streets along A Street, Watkins Street, C Street, and Montgomery Avenue.

The mixed residential and commercial land uses in this area create a high demand for parking. Residents with permits would not be subjected to time restrictions.

Two-hour parking along with permits to allow unrestricted parking to residents and employees

Two-hour parking restrictions are also recommended on B Street and Grand Street west of the BART station.

This area has mixed residential and commercial land uses and consistently attracts BART patrons due to its proximity to the station. Because the Muni lots are not in accessible distance, residents and employees with permits would not be subjected to on-street time restrictions.

Four-hour parking along with permits to allow unrestricted parking to residents

Four-hour parking restrictions are recommended in the residential area west of Grand Street.

BART patrons heavily impact this residential area. Residents with permits would not be subjected to time restrictions.

The CIC agreed with the proposed on-street time restrictions.

Off-Street Restrictions

Four-hour parking along with permits to allow unrestricted parking to employees

Four-hour parking restrictions are recommended in all the Muni lots. Business employees with permits would not be subjected to time restriction in these lots. A limited number of spaces would be reserved for employees in the Cinema garage.

This recommendation simplifies the complex time restrictions currently in place in these facilities. Additionally, providing business permits would provide viable parking options for employees and incentivize them to not use high demand on-street parking.

The CIC agreed with and recommended approval of the proposed off-street time restrictions.

2. Permit Parking Policy

Permit parking programs are effective parking demand management tools that ensure efficient use of the City's limited public parking resources. Parking permits can be used to manage this demand by directing user groups, such as employees and residents, into the spaces most appropriate for their needs. Two types of permits are proposed: a) residential permits, and b) business or employee permits.

These strategies were developed after benchmarking and discussions with many cities that have successfully implemented parking permit programs in the Bay Area, such as Oakland, Berkeley, Emeryville, San Leandro, Union City, San Francisco, San Jose, Palo Alto, and Sacramento. In all cases, the proposed pricing policies are staff's recommendations.

The CIC recommended a lower, simplified rate structure discussed at the end of this section on Page 5.

Residential Parking Permits

A Residential Preferential Parking (RPP) permit program will protect on-street parking from intrusion by BART patrons and Downtown Hayward employees. The program is designed to discourage residents from using street parking for more than one car per household.

Pricing Policy:

- First permit free, second permit \$150 per year
- Limit of two permits per household
- Guest permits – 5-day limit - \$5.00 per permit

Because the City has taken the initiative to implement this RPP zone, unlike other zones where residents initiate the request, the first permit is proposed to be free of charge. Other

Bay Area cities charge anywhere from \$20 to \$160 for second permits. Staff's proposed pricing of \$150 for second permits reflects the unique need to balance parking requirements in areas of diverse land use, and to discourage multiple vehicle ownership in Downtown Hayward, which is a transit-oriented zone.

Business Parking Permits

A new Business Parking Permit program is proposed to accommodate Downtown Hayward business employees in off-street parking facilities and designated zones to the west of the BART station. These permits will shift long-term employee parking away from highly utilized on-street parking facilities.

Pricing Policy:

- 0-5 permits - \$25 per year per permit
- 5-10 permits - \$40 per year per permit
- 10-20 permits - \$60 per year per permit
- Limit of 20 permits per business

The proposed permit prices are relatively inexpensive to encourage participation by businesses. The charges increase with the number of employees per business to more equitably distribute permits amongst all Downtown businesses. The limit of 20 permits is proposed since, currently, out of seventy-one Downtown employers, only eleven have more than 20 employees, and these employers typically have their own off-street parking.

The CIC recognized the need to implement the permit parking policy. However, the Committee recommended a consistent and simplified cost structure irrespective of the type of permit - \$50 per year per permit for both residential and commercial uses. Additionally, the Committee recommended charging for the first residential permit after the pilot year.

3. Enforcement

Enforcement is a necessary component of a successful parking management system. Field observations and analysis of citations indicate that enhanced enforcement efforts aided by available technology and adequate staffing would help achieve good levels of parking access for all users.

Technology

The purchase and utilization of enforcement vehicles equipped with License Plate Recognition (LPR) equipment would greatly enhance enforcement efforts. The LPR system aids enforcement by replacing the conventional "chalking" method.

Staffing

Currently, parking enforcement efforts citywide are conducted primarily by a contract employee who is tasked with enforcing the existing eight RPP areas, the Downtown area, and the South Hayward BART RPP area. This lone contract employee cannot adequately enforce parking regulations in all these areas. Additionally, the upcoming two major developments near Downtown Hayward (Lincoln Landing and Maple Main) would require expansion of the planned RPP or new RPP zones. Staff recommends adding additional enforcement personnel if Council would desire the implementation of the Downtown RPP and Business Parking Permit programs.

Finances

A detailed financial analysis of the existing parking administration costs, citation revenues, and enforcement expenditures was conducted to understand current revenues and costs. This was used in concert with historic information on parking revenues and expenses, a proposed staffing plan, and an assessment of enforcement requirements to create a five-year projection of the Parking Management Program budget. Key findings include:

- The analysis of current parking administration, citation processing, and enforcement data showed a net revenue loss of \$47,495 for FY 2017-2018
- The purchase and use of a more efficient LPR equipped enforcement vehicle was projected to increase citation revenues in FY 2018-2019
- However, due to the capital expenditure requirements, a net revenue loss of \$38,571 was projected
- The proposed addition of a second enforcement employee would increase net revenues to \$141,000 per year in future years
- A positive net revenue of approximately \$81,000 has been projected for future years with the use of one LPR equipped enforcement vehicle.
- If Council chooses to add a second enforcement employee and a LPR equipped vehicle, positive net revenues of approximately \$200,000 has been projected for future years.

The CIC recommended purchasing one LPR equipped vehicle or retrofitting an existing vehicle with LPR equipment during the initial year. Additionally, the Committee recommended evaluating the efficiency of the new equipment before further consideration of hiring additional personnel or purchasing a second enforcement vehicle.

4. Wayfinding

A coordinated wayfinding system, better directional signage, and signs identifying parking lots and structures would improve the use of the off-street parking. Ideally, this program would be implemented when the Downtown Hayward parking restrictions, the RPP, and Business Parking Permit programs begin.

The CIC recommended prioritizing and funding the installation of wayfinding signs. The CIC also recommended that staff explore the possibility of showing the City's municipal parking lots on Google Maps. That work has been completed and Google Maps now shows the parking lots.

STRATEGIC INITIATIVES

This agenda item supports the Complete Streets Strategic Initiative. The purpose of the Complete Streets strategy is to build streets that are safe, comfortable, and convenient for everyone regardless of age or ability, including motorists, pedestrians, bicyclists and public transportation riders. This item supports the following goal and objectives:

Goal 2: Provide Complete Streets that balance the diverse needs of users of the public right-of-way.

Objective 1: Increase walking, biking, transit usage, carpooling, and other sustainable modes of transportation by designing and retrofitting streets to accommodate all modes.

This agenda item also supports the Complete Communities Strategic Initiative. 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. This item supports the following goal and objectives:

Goal 1: Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods.

Objective 4: Create resilient and sustainable neighborhoods.

FISCAL IMPACT

The City currently receives revenue from parking citations, RPP permit sales, and income from the South Hayward BART Station JPA parking. The Maintenance Services Department is responsible for the administration and enforcement of these programs. The Finance Department, Public Works Department, and Police Department also have certain areas of responsibility.

Over the five-year period, beginning 2019, and depending if the second vehicle is purchased, there will be an estimated capital expense of \$200,000, which includes Downtown Hayward RPP implementation costs (\$25,000), two LPR equipped vehicles (\$80,000 per one LPR equipped vehicle), and a Wayfinding Signage program (\$15,000).

As proposed, the RPP implementation, wayfinding signage installation, and purchase of one LPR vehicle with related technology would occur in FY 2018-2019. Staff recommends adding a second LPR equipped vehicle after obtaining sufficient data from the purchase and use of the first LPR.

The table on page 11 of Attachment II shows both the historic revenues/costs of the parking program, a five-year projection based on the purchase of the LPR vehicle, equipment in FY 2017-2018, and the addition of a second enforcement employee in FY 2019-2020.

ECONOMIC IMPACT

The Downtown Parking Management Plan, if approved, will provide an opportunity for residents and businesses in the Downtown to purchase permits allowing unrestricted parking in designated zones. Based on the initial recommendations, the first residential permit will be free while the second permit will cost \$150 per year. For businesses, the cost will vary based on the number of employees and ranges from \$25 to \$60 per year, per permit. Per CIC's recommendation, the cost will be \$50 per year, per permit for both residents and businesses

SUSTAINABILITY FEATURES

The Downtown Parking Management Plan if adopted, will support the mobility goals related to parking identified in the City's 2040 General Plan (Goal M-9) "Provide and manage a balanced approach to parking that meets economic development and sustainability goals". The plan particularly supports the Policy M-9.5 "Identify Parking Deficiencies and Conflicts" by analyzing the existing and near-term parking supply and demand, identifying deficiencies, and recommending policies to efficiently manage the public parking areas in the Downtown. The recommended Residential and Business Permit Parking Program would minimize the adverse effects of spill over parking from BART patrons. If approved, the proposed policies would discourage multiple vehicle ownership in Downtown which is a transit-oriented zone. Transit-oriented development is a key strategy for reducing greenhouse gas emissions in Hayward.

PUBLIC CONTACT

Staff presented results of the preliminary parking analysis to the Council Economic Development Committee (CEDC) on April 6, 2015. The CEDC commented on the need to balance the needs of Downtown merchants, employees, and patrons while providing flexibility to meet parking needs.

In October 2016, staff solicited comments from visitors to the Downtown Hayward area via surveys; 134 surveys were completed. To compliment this effort, a more detailed survey was posted on-line on the City's website, Facebook page, the social network Nextdoor, and disseminated via e-mail. Approximately 840 completed on-line surveys were submitted.

During the summer of 2017, staff also conducted interviews of merchants in the Downtown Hayward area, and residents in and around the Hayward BART station.

Staff presented the recommendations to the Chamber's Government Relations Council (GRC) on Friday, February 2, 2018. The Chamber GRC did not make a recommendation as a group; however, several merchants indicated they were satisfied with the existing parking management strategies in the Downtown.

NEXT STEPS

Following receipt of feedback from Council, staff will prepare a report with the recommendations for Council's approval in April 2018.

Staff's recommendation will likely include a year-long pilot program be implemented in the study area. At the conclusion of the pilot program, the impacts of the proposed recommendations will be evaluated and brought before Council for further consideration to determine whether to:

- Sunset the program and adopt potential alternative management strategies; and/or
- Extend the program indefinitely by adopting it into City code

Prepared by: Fred Kelley, Transportation Manager

Recommended by: Alex Ameri, Interim Director of Public Works

Approved by:



Kelly McAdoo, City Manager

DRAFT EXECUTIVE SUMMARY



Hayward Downtown and BART Station Area Parking Management Plan

January 2018



Executive Summary

In recent years Hayward’s Downtown area has entered a phase of transition. There has been significant new development with a focus on medium/high density residential projects coupled with commercial projects. New development projects are in the pipeline. At the same time BART instituted paid parking at the Hayward Station, which prompted concerns about parking intrusion by BART patrons into the residential and commercial areas around the station. Given these concerns the City of Hayward opted to prepare this parking management plan. This report summarizes the process used to develop the parking management strategy and plan for the Downtown and Hayward BART Station area and presents the results of the planning effort. It builds upon a previous report prepared for the City in 2015 entitled Hayward Downtown and Station Area Parking Analysis (CDM Smith, April 2015). That report provided an analysis of public parking space occupancy from August 2014 through February 2015. It addressed the utilization of both the public on-street parking and off-street parking in the various lots and structures owned and operated by the City in the Downtown and the nearby BART station area. This phase of the study builds on that analysis in order to provide strategies and recommendations for potential parking restriction and pricing policies.

Existing Parking Conditions

The study included a complete inventory or count of public on-street and off-street spaces (including the BART station parking) as well as a parking occupancy survey. Parking occupancy is the observed number of vehicles parked in a given area or facility at a given time.

As shown in **Table 1** the inventory survey totaled 4,905 parking spaces; this inventory includes 1,950 on-street spaces and 2,955 off-street spaces (14 surface lots and 3 structures).

Table 1 – Study Area Parking Inventory

Facility	Spaces
Off-Street	
City Hall Structure	405
Cinema Structure	245
BART Structure	1,241
Parking Lots	1,064
<i>Subtotal</i>	2,955
On-Street	
No Time Restriction	950
2-Hour Parking	505
4-Hour Park	413
90-Minute Parking	16
Other Restricted	66
<i>Subtotal</i>	1,950
Total	4,905

Parking occupancy peaks during the weekday midday, between 12 PM and 1 PM. **Figure 1** shows the occupancy observed at this peak time, in January of 2018, for all the on-street and public off-street parking in the study area.

Parking occupancy is particularly highest in the Downtown business core area along B Street from Montgomery Avenue to Main Street, on C Street from Grand Street to Myrtle Street, and on Montgomery Avenue from B Street to Smalley Avenue. Peak occupancies, here, typically exceed 85 percent.

Some other key findings include:

- Areas with the highest demand:
 - A Street from Myrtle Street to Alice Street
 - B Street from Main Street to Montgomery Avenue
 - C Street from Foothill Boulevard to Mission Boulevard and from Grand Street to Myrtle Street
 - Main Street from Smalley Avenue to B Street
 - Montgomery Avenue from Smalley Avenue to B Street
 - the medium density residential area southwest of the BART station area
- Peak period occupancy:
 - For all off-street facilities (not including BART station facilities) within the study area is 52 percent on weekdays (69 percent if including nearly 1,500 BART parking spaces)
 - BART Garage had the highest occupancy during the weekday peak period, followed by BART Lot, Lot 11, Lot 7, Five Flags Lot, City Hall Garage, and Lot 13
 - On-street parking is overutilized in the City Center focused on retail and office commercial, while off-street parking is largely available in the downtown
- Weekend occupancy (as shown in **Figure 2**):
 - Five Flags Lot exceeds a practical capacity of 85 percent during three consecutive time periods
 - Parking at off-street facilities (excluding BART station facilities) is 50 percent available (average) for three consecutive time periods (70 percent available [average] if including BART parking spaces)
 - On-street areas with high demand during the peak period include the south side of A Street from Filbert Street and Grand Street and B Street from Montgomery Avenue to Foothill Boulevard

Figure 1 – Peak Period (Weekday 12 PM) Parking Occupancy, January 2018

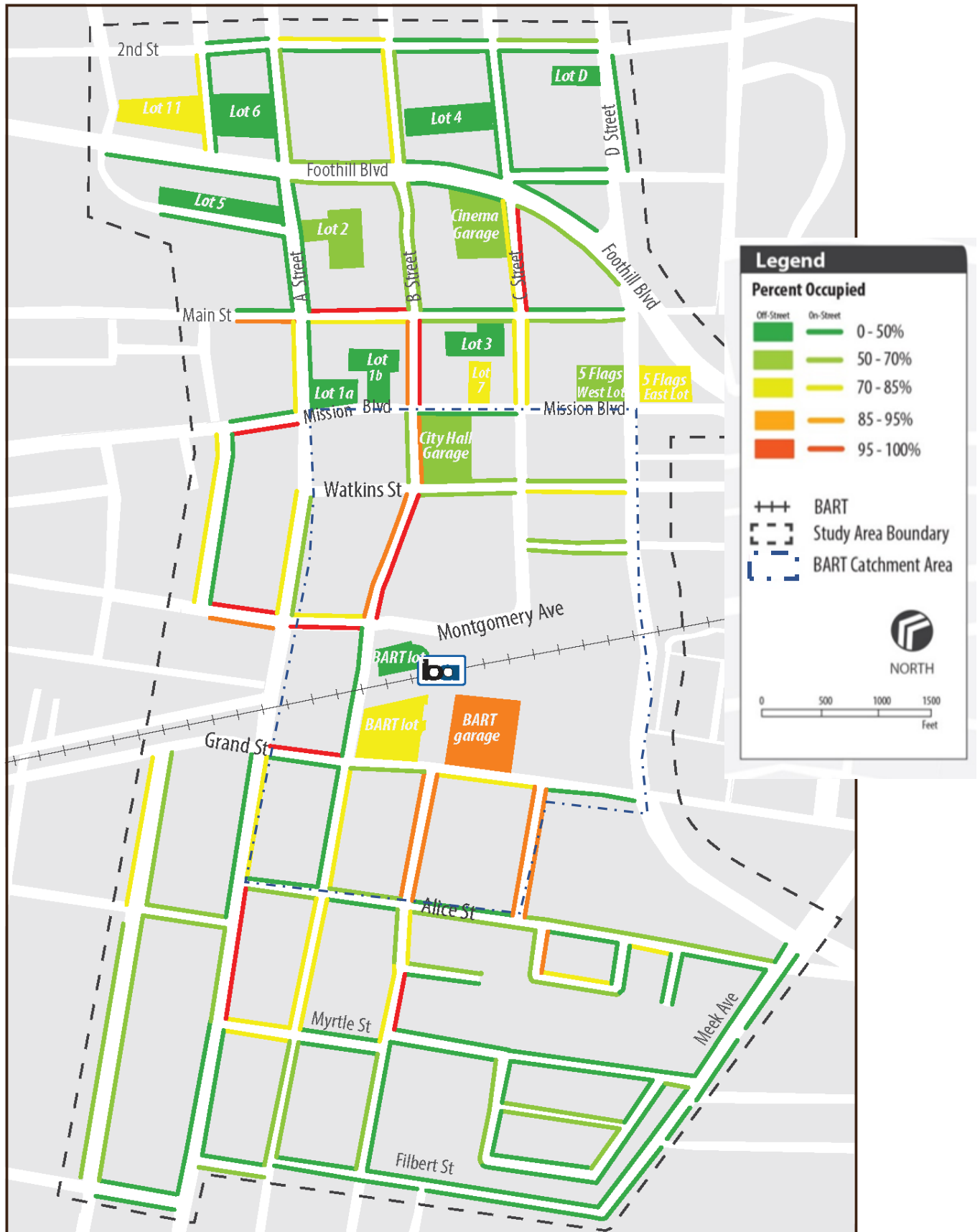
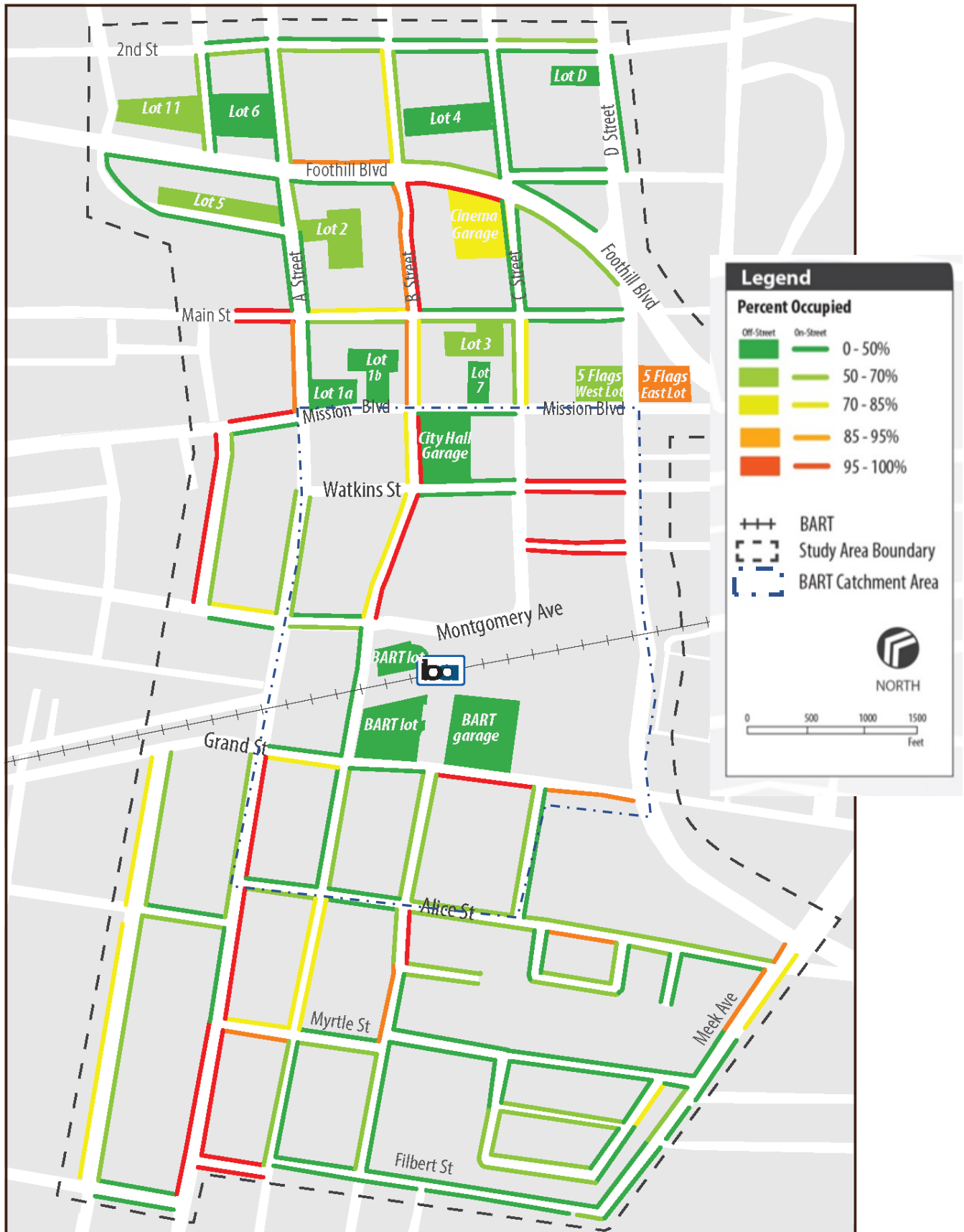


Figure 2 – Peak Period (Weekend 12 PM) Parking Occupancy, January 2018



- Parking Duration and Turnover:
 - Currently the City does not actively enforce the parking regulations in the study area.
 - The average user parking within the study area stays for just under 4 hours overall. This breaks down to: 71% of users parking 4 hours or less and 29% of users parking 6 hours or more.
 - The unregulated residential areas south of the BART station had the highest on-street parking stays, likely due to a combination of residents leaving their vehicles at home and BART riders and/or employees seeking parking.
 - In the areas north of the BART station, where two-hour time limits are predominant, a majority of blockfaces had durations of two to four hours; exceeding the established time limit.
 - 60 percent of all vehicles were likely customers or short-term parkers with the remaining 40 percent of vehicles likely residents or employees (long term parkers).
 - Overall, the duration analysis indicates that when enforced, the existing parking time limits are not adequately serving patrons, as many parkers currently exceed the posted time limits.

Parking Management Plan Recommendations

The parking management plan developed for the Downtown Hayward study area includes the following components:

Parking Time Restrictions

The map below (**Figure 3**) summarizes the proposed changes to time restrictions. The restrictions would be in place from 9:00 AM to 4:00 PM – Monday through Saturday.

On-Street Parking

- **One-Hour Parking, No Permit:** It is proposed that the on-street parking in the downtown core focused on B Street, Main Street and two blocks Foothill Boulevard be limited to one-hour parking. This restriction will allow free parking for visitors making short-trips to the downtown. It will also incentivize employees of downtown businesses to not park in highly-coveted on-street parking spaces and instead head for unrestricted free parking located at city lots and garages. Visitors seeking long-term parking will be incentivized to use one of the city lots or garages. Residential or Business Permit parking would not be allowed in these spaces.
- **Two-Hour Parking, Residential Permits Allowed:** A two-hour time restriction with Residential Preferential Permit (RPP) permitted parking is proposed in the area surrounding the six-block downtown area. The new restrictions allow for free short-term on-street parking for downtown visitors, while allowing downtown residents to have a place to park their car near their homes.

- **Two-Hour Parking, Residential and Business Permits Allowed:** A two-hour time restriction with Residential Preferential Permit parking (RPP) permitted parking is proposed in the area adjacent to the BART station on B Street and Grand Street. This would prevent BART patron use of this parking, while providing residents and downtown employees with permits a place to park.
- **Four-Hour Parking, Residential Permits Allowed:** On-street parking in the area west of Grand Street be limited to four-hour parking and RPP parking. The restrictions will provide the residential area with more opportunities for on-street parking and limit long-term parking by BART users and downtown employees. Future expansion of the RPP area to the south is anticipated as the area continues to add housing.

Off-Street Parking

- **Four-Hour Parking, Business Permits Allowed:** All of the City's off-street parking lots and structures (BART parking excluded) would have a four-hour parking limit. Employees with business permits would also be allowed to park in these facilities, although in some cases permit parking would be limited to specific areas or space. This would simplify the current complex system of time restrictions in these facilities and provide a viable parking option for employees. Business permits would not be valid in on-street parking spaces, and if employees choose to park on-street they would have to adhere to the posted time restrictions on that street.

Residential Parking Permits – Downtown

With the continuing growth in and around the Downtown and the high level of parking associated with the BART station there is a need to consider an RPP program. This will protect on-street parking from intrusion by BART patrons and downtown employees. The program will also be designed to discourage residents from parking more than one car per household on street.

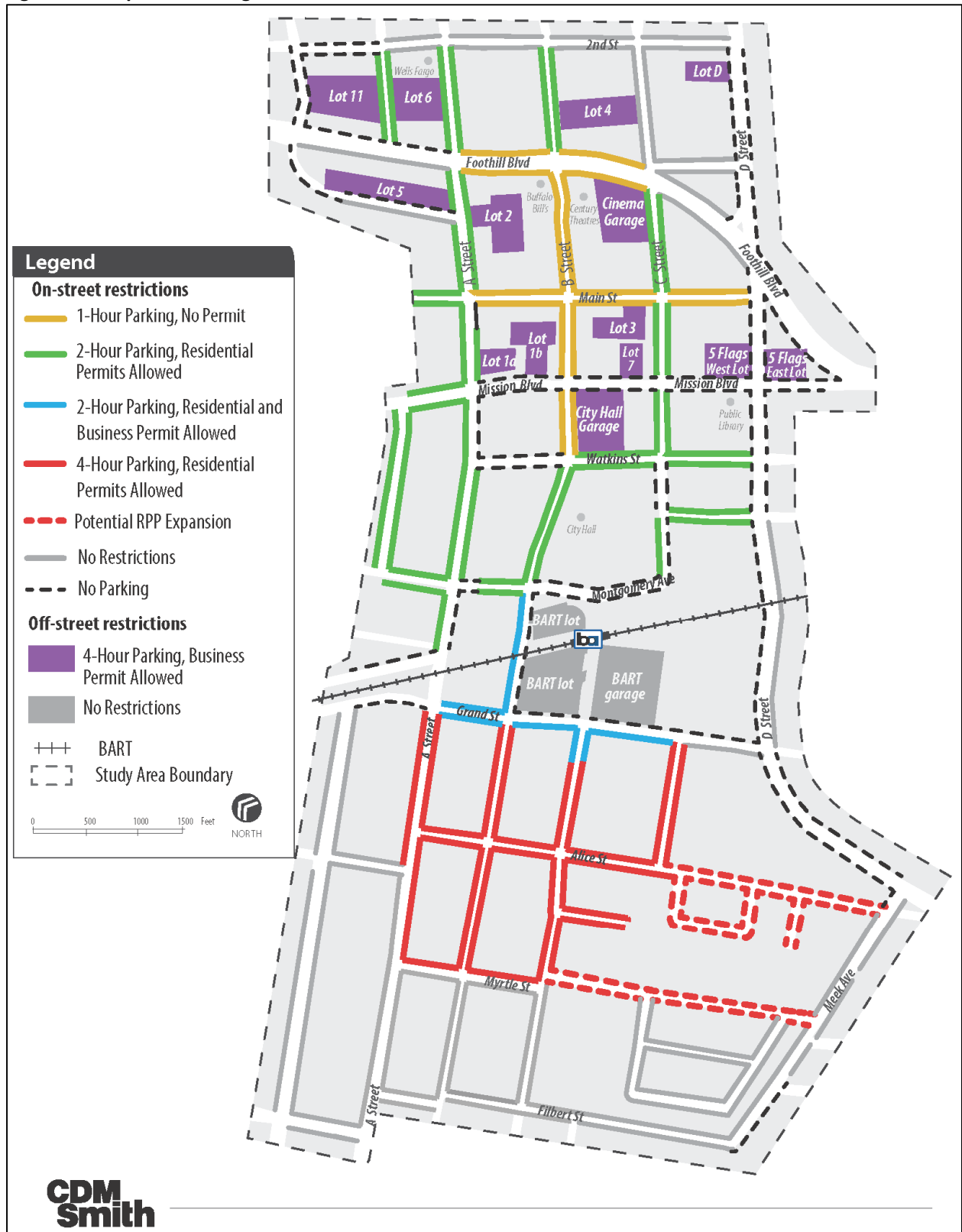
- Pricing Policy:
 - First permit free, second permit \$150 per year
 - Limit of two permits per household
 - Guest permits: 5-day limit - \$5.00 per permit

The rationale for this pricing strategy is as follows: The first permit is free because the City would take the initiative to implement this RPP zone. This is different from the other RPP zones in the City which were requested by the residents. The prices for the second permit would be relatively high compared to what other cities charge (see **Table 2** below), but reflect the desire of the City to discourage household ownership of multiple vehicles in this transit oriented zone.

Table 2 – RPP Programs Implemented in Nearby Cities

City	Annual Fee	Comments
Oakland	\$59.00 to \$160.00	Depends on location Visitor permits one day \$5-10 Visitor permits two-weeks \$25-50
San Francisco	\$111.00	No limit on # of permits
Berkeley	\$55.00	No limit on # of permits
Emeryville	\$20.00	No limit on # of permits
San Leandro	\$20.00 for the first permit \$40.00 for the second permit	Limit of two permits 14-day visitor permits at \$10 each
Union City (BART Station Area North)	\$11.00 for the first vehicle \$3.82 for up to two additional vehicles	guest permit placards \$11.00 for the first guest permit and \$3.82 for the second guest permit
San Jose	\$35.00	No limit on # of permits
Palo Alto	\$50.00	Daily Visitor Permit for \$6.00
Sacramento	Free	Guest Permits are also free
Hayward (Existing RPP Zones)	\$50.00	No limit on # of permits. Guest Permits are \$25.00
Hayward (Proposed Downtown RPP Zone)	First Permit is free Second Permit is \$150.00	Guest Permits are \$5.00 for a five-day permit, limit of two permits

Figure 3 – Proposed Parking Restrictions



Business Parking Permits

Businesses in the study area would be allowed to purchase business parking permits for their employees. These permits would also allow employees to park in any of the Downtown parking lots or structures. The City may limit the number of spaces available for permit parking in each facility. The permits would be inexpensive in order to encourage participation by businesses, but the cost would go up with the number of permits sold to discourage abuse of the system. **Table 3** below shows the current cost of the business or employee permit sold by other nearby cities. The permit prices proposed for Downtown Hayward would be similar to those charged by most of the nearby cities.

- Pricing Policy:
 - 0-5 Permits - \$25 per year per permit
 - 5-10 Permits - \$40 per year per permit
 - 10-20 Permits - \$60 per year per permit
 - Limit of 20 permits per business

Currently, out of 71 employers in the downtown, only 11 have more than twenty employees and these employers tend to be the ones that have their own off-street parking.

Table 3 – Employee Permit Pricing in Nearby Cities

City	Annual Fee	Comments
Oakland	\$96.00	
San Francisco	\$110.00	
Berkeley	\$154.00	
Emeryville	\$20.00	
San Leandro	\$45.00 regular - \$75.00 reserved	
Union City (BART Station Area North)	\$40.00	
San Jose	\$35.00	
Palo Alto	\$100.00 to \$466.00	Daily Visitor Permit for \$6.00
Sacramento	Free	For Low Income Employees
Hayward (Proposed Business Permit)	<ul style="list-style-type: none"> • 0-5 Permits - \$25 per year per permit • 5-10 Permits - \$40 per year per permit • 10-20 Permits - \$60 per year per permit 	Limit of 20 permits per business

- **Private Shuttle Buses/Commuter Parking:** One of the main objectives of the Downtown Parking Management Plan has been to limit the impact of parking overspill from the BART station on valuable City provided Downtown Parking resources. The purpose of these resources is to support and enhance the vitality of the Downtown as a place where employees, visitors/customers and residents can find convenient parking to suit their specific needs. The idea of using this parking as a private shuttle bus access point for the employees

of employers located outside of Hayward is contrary to this objective, bring people into the Downtown that will not contribute to its economic vitality. Also, many of these people are likely not to be Hayward residents, which means the City would be providing parking for employers located outside the City for residents who do not live in Hayward. An alternative approach might be to find a City owned parcel or parking area outside of Downtown, such as at the airport or other facility (assuming that there is surplus space available).

Enforcement

The City currently has only one person (1 FTE), a contract employee, assigned to enforce parking in the Downtown area and all of the City's eight RPP zones and the South Hayward BART Station RPP area. Compared to other cities of a similar size Hayward issues very few parking citations. This is evident in the Downtown study area where abuse of parking time restrictions is common. Better enforcement is critical to maintaining good levels of parking access for visitors, residents and employees.

- **Technology:** Purchasing an enforcement vehicle and equipping it with License Plate Recognition (LPR) equipment would greatly improve the efficiency and effective of the current enforcement efforts. LPR is a good crime deterrent in general. Cost is approximately \$80,000.
- **Staffing:** Adding a second parking enforcement person should be considered when the Downtown RPP and Business Parking Permit programs are put in place. When this occurs, it is assumed that the existing enforcement position, which is now a non-benefited contract position, would be converted to a regular fully-benefited position. Also, there are two new major developments near Downtown, Lincoln Landing and Maple & Main, that will require expansion of the planned RPP or new RPP zones. Another issue is that there is currently no parking enforcement officer coverage in the Downtown on Saturdays.
- **Finances:** Currently, the City spends an estimated \$297,000 per year on parking administration, park citation processing and enforcement (see **Table 4**). This includes the \$100,000 amount for the contract parking enforcement person. Annual revenue is estimated at about \$247,000 for a net loss of \$50,000 (FY 2016-17). In FY 2018-19 adding the LPR technology would result in an estimated positive annual net revenue of \$81,000. There would be capital expense to purchase the equipment (\$40,000) and a vehicle (\$40,000). The City would also have the expense of implementing the Downtown RPP Program (\$25,000) and the Wayfinding Signage Program (\$15,000) for a total capital expense of \$120,000. Adding a second enforcement person is proposed in FY 2019-20 which would increase the net revenue to \$141,000 per year. There would be a capital expense of \$80,000 for a second LPR equipped vehicle. The table shows both the historic revenues/costs of the parking program and a five-year projection based on the purchase of the LPR vehicle and equipment in FY 2018-19, and the addition of a second enforcement person in FY 2019-20. Over the five-year period from FY 2017-18 to FY 2021-22 total net revenues would be an estimated \$645,000 and there would be capital expenses of \$200,000 (Downtown RPP signage, and two LPR equipped vehicles). After capital expenses the net revenue would be \$445,000.

Table 4 – Five-Year Parking Program Budget

	Fiscal Year							
	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Revenues	Actual	Actual	Actual	Estimated				
RPP Permits	\$ 1,813	\$ 18,548	\$ 10,180	\$ 15,270	\$ 16,770	\$ 18,270	\$ 19,770	\$ 21,270
Employee Permits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
South Hayward BART Station ¹	\$ 20,000	\$ 20,500	\$ 21,013	\$ 21,538	\$ 22,076	\$ 22,628	\$ 23,194	\$ 23,774
Citations (gross revenue) ²	\$ 193,284	\$ 215,168	\$ 215,672	\$ 219,501	\$ 415,978	\$ 690,465	\$ 792,769	\$ 898,109
Total Revenue	\$ 215,096	\$ 254,215	\$ 246,864	\$ 256,308	\$ 454,825	\$ 731,364	\$ 835,732	\$ 943,153
Expenditures								
Positions	1.7	1.7	1.7	1.7	1.7	2.7	2.7	2.7
Salaries and Benefits ^{3,4}	\$ 215,845	\$ 221,380	\$ 226,914	\$ 232,587	\$ 238,402	\$ 365,988	\$ 375,138	\$ 384,516
Citation Processing/Collections	\$ 61,782	\$ 69,876	\$ 70,009	\$ 71,217	\$ 134,994	\$ 224,094	\$ 257,302	\$ 291,495
Total Expenditures	\$ 277,627	\$ 291,256	\$ 296,923	\$ 303,803	\$ 373,396	\$ 590,082	\$ 632,440	\$ 676,011
Net Revenue	\$ (62,531)	\$ (37,041)	\$ (50,059)	\$ (47,495)	\$ 81,429	\$ 141,281	\$ 203,293	\$ 267,141
Capital Equipment⁵								
Enforcement Vehicles	\$ -	\$ -	\$ -	\$ -	\$ 40,000	\$ 40,000	\$ -	\$ -
LPR Equipment	\$ -	\$ -	\$ -	\$ -	\$ 40,000	\$ 40,000	\$ -	\$ -
Signage for Downtown LPR	\$ -	\$ -	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ -
Wayfinding Signage Program	\$ -	\$ -	\$ -	\$ -	\$ 15,000	\$ -	\$ -	\$ -
Subtotal Capital Equipment	\$ -	\$ -	\$ -	\$ -	\$ 120,000	\$ 80,000	\$ -	\$ -
Net Revenue Including Capital Expense	\$ (62,531)	\$ (37,041)	\$ (50,059)	\$ (47,495)	\$ (38,571)	\$ 61,281	\$ 203,293	\$ 267,141

Notes:

1 Revenue from the SHBSAA goes back into stations improvements, there is some citation revenue that the city receives but it is included under citation revenue.

2 Includes only Over Time Limit citations in the Downtown Area and the RPP plus another 50% added for other types of citations in these areas (12% of total citation revenue).

3 Includes a contract parking enforcement staff person at an annual cost of \$100,000.

4 Benefits are approximately 46% of salaries (excluding the contract employee's fee), the additional 35% for overhead covers cost of facilities, equipment maintenance and other personnel related costs.

5 The capital budget assumes purchase of an enforcement vehicle (\$40,000) equipped with license plate recognition equipment (\$40,000); \$25,000 in start-up costs for the Downtown RPP zone and \$15,000 for wayfinding.

Wayfinding

Better directional signage and signs identifying the parking lots and structures would help to improve the use of the off-street parking. This program could be implemented as part of the new signage which will be needed when the Downtown parking restrictions and the RPP and Business Parking Permit programs are put in place. **Figure 4** below shows proposed locations for wayfinding signs. The program initially would involve a small number of static signs at an estimated cost of \$15,000.

Figure 4 – Proposed Wayfinding Sign Locations

