

CITY OF HAYWARD

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



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Thursday, June 24, 2021

5:00 PM

Remote Meeting

Council Economic Development Committee

COVID-19 Notice: Consistent with State of California Executive Order No. 29-20 dated March 17, 2020, and Alameda County Health Officer Order No. 20-10 dated April 29, 2020, the Task Force will be participating in public meetings via phone/video conferencing.

Please note that we are now using the Zoom Webinar platform to conduct meetings and receive live public comment.

How to submit written Public Comment:

Send an email to suzanne.philis@hayward-ca.gov by 2:00 p.m. the day of the meeting. Please identify the Agenda Item Number in the subject line of your email. Emails will be compiled into one file, distributed to the Council Economic Development Committee and staff, and published on the City's Meeting & Agenda Center under Documents Received After Published Agenda. Written comments received after 2:00 p.m. that address an item on the agenda will still be included as part of the record.

How to provide live Public Comment during the meeting:

Please click the link below to join the webinar:

*<https://hayward.zoom.us/j/98651030746?pwd=V2VvY29Ua3NBZjYvdzhxczRxbHFqQT09>
Passcode: CEDC6-21!*

Or

Dial: +1 669 900 6833

*Webinar ID: 986 5103 0746
Passcode: 550352881*

A Guide to attend virtual meetings is provided at this link: <https://bit.ly/3jmaUxa>

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS:

(The Public Comment section provides an opportunity to address the City Council Committee on items not listed on the agenda as well as items on the agenda. The Committee 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 Committee is prohibited by State law from discussing items not listed on the agenda, any comments on items not on the agenda will be taken under consideration without Committee discussion and may be referred to staff.)

APPROVAL OF MINUTES

1. [MIN 21-083](#) Approval of the Council Economic Development Committee May 27, 2021 Regular Meeting Minutes

Attachments: [Attachment I May 27, 2021 Regular Meeting Minutes](#)

REPORTS/ACTION ITEMS

2. [WS 21-031](#) Provide Feedback on Proposed COVID-19 Economic Recovery Programs

Attachments: [Attachment I Staff Report](#)
[Attachment II Detailed Plan and Process for Expenditure of Stimulus Funding](#)
[Attachment III Business Needs Survey Results](#)
[Attachment IV Summary of COVID-19 Economic Recovery Plan](#)

FUTURE AGENDA ITEMS

3. [RPT 21-077](#) Future Meeting Topics as of June 24, 2021

Attachments: [Attachment I Future Meeting Topics as of June 24, 2021](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: MIN 21-083

DATE: June 24, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Approval of the Council Economic Development Committee May 27, 2021 Regular Meeting Minutes

RECOMMENDATION

That Committee members review and approve the Regular Meeting Minutes from May 27, 2021.

ATTACHMENTS

Attachment I Draft minutes from the May 27, 2021 CEDC Regular Meeting



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – May 27, 2021

CALL TO ORDER: The Regular meeting was called to order at 5:00 p.m.

ATTENDANCE (September 2020-July 2021):

Committee Member	Present 5/27/2021	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Council Member Salinas	✓	6	0	6	0
Council Member Wahab	✓	4	0	4	0
Council Member Andrews	✓	4	0	4	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Assistant City Manager; Michael Lawson, City Attorney; Alex Ameri, Director of Public Works; Joseph Brick, Assistant City Attorney; Paul Nguyen, Economic Development Manager; Leigha Schmidt, Senior Planner; Catherine Ralston, Economic Development Specialist; Suzanne Philis, Senior Secretary

Council Member Salinas opened the meeting with one minute of silence in memory of the victims of the VTA mass shooting.

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF SPECIAL MEETING APRIL 22, 2021

A motion to approve minutes from the April 22, 2021 Special Meeting was made by Council Member Wahab and seconded by Council Member Andrews. The motion was approved.

2. PRELIMINARY CONCEPT REVIEW: PROPOSED AMAZON LAST MILE DELIVERY USE AT 25450-25550 CLAWITER ROAD

Assistant City Manager Ott, acting as the Director of Development Services, introduced the item noting the applicant was looking for high-level feedback on a possible revision to the existing application and that most likely the item would go to the full Council for a decision. Acting Principal

Planner Leigha Schmidt gave the presentation and answered questions from Committee members.

Council Member Wahab asked if the City would receive sales tax revenue from the facility and was told no. She then asked if the City would receive property taxes and was told yes.

Council Member Wahab asked if the City would receive any infrastructure funding for the anticipated wear and tear to surrounding roads. Schmidt said not currently, but a condition of approval could be added to capture the cost.

Council Member Wahab asked why the number of anticipated vehicle trips was listed as unknown and was told Amazon did not provide that information.

Council Member Wahab noted according to the application 350-400 jobs would be created and the lease would last 10-12 years, but she wondered how long those jobs would last before being replaced by automation. George Condon, West Region Partner of Dermody Properties, noted that if Amazon ever left the site, Dermody Properties would replace the parking lot with a second building. Amazon Program Manager Melissa Watkins said that automation wouldn't replace employees, it would aid with sorting. She noted that technology was always evolving but a machine would not replace a person. Council Member Wahab pointed out that if a machine delivered the packages that would be a machine replacing a person. She asked if Amazon could offer any guarantees that automation wouldn't replace human beings.

Stephen Maduli, Amazon Economic Development Policy Manager, pointed out that a huge investment was being made both in the building and the electric vehicle fleet and there would always be a need for drivers. Council Member Wahab said that still wasn't a guarantee and emphasized that replacing people was the purpose of automation. Mr. Maduli noted that wasn't a risk exclusive to Amazon. He said the current intent was a traditional delivery station with full-time employees earning benefits.

Mr. Condon said the employee pay would be double compared to most warehouses and the technology cutting edge. From a jobs perspective, he said the number of employees at this site would be double what would typically be expected from a typical warehouse operation.

Council Member Wahab asked if the 400 jobs would be part-time or full-time and was told 80% full-time.

Council Member Wahab asked for an estimated number of vehicle trips and was told a traffic study was the next step. When she pushed for a number Jeff Zyglar, Partner for Dermody Properties, said a maximum of 282 vehicle trips per day except at Christmas when drivers might come and go twice in a day. He noted the site would have more parking than the City required and there would be less truck traffic than if there were two buildings on the site.

Council Member Wahab asked how long it took to load a vehicle and was told approximately 30 minutes. On a typical day, Mr. Maduli said drivers arrive at 8am, vans are loaded, and they leave around 10am to avoid impacting the morning commute. Drivers are gone all day, he said, returning around 7 or 8pm and rarely going back out again. Mr. Maduli noted that the object of having multiple warehouses was to get closer to customers and be a good neighbor to cities. He said they would work collaboratively with partners and the City of Hayward.

After calculating a rough number of truck trips per day, Council Member Wahab asked staff about nearby street capacity. Director of Public Works Ameri said there were one-lane streets in both directions.

Mr. Condon noted the project location was a quarter mile from Highway 92 and that they were required to make improvements to the surrounding streets. Council Member Wahab said this was the perfect location for this use and asked if there was a Project Labor Agreement in place. Mr. Condon said there would be before construction started.

Council Member Wahab asked if employees would be paid \$15 an hour and was told that the starting wage would be \$17/hr in the warehouse and \$22-25/hr for drivers, both with full benefits. She asked what other positions would be available. Mr. Maduli said a Warehouse Supervisor for logistics. He also said that through their Career Choice Program, employees would be offered \$2,000 a year for up to three years for educational attainment. He said Amazon would pay 95% of those costs upfront and employees would not be obligated to stay with the company.

Council Member Wahab asked what the expected number of vehicle miles each truck would make each day. Mr. Maduli said six to 20 miles but noted that number would go down as more delivery stations opened.

Council Member Wahab asked staff what the Hayward Chamber of Commerce's position was on the proposal. Economic Development Nguyen said the Chamber typically does not take a position on projects until a formal application had been submitted.

Council Member Andrews asked what kind of programs and community benefit Amazon would bring to Hayward. Mr. Maduli explained that Amazon looks at the needs of the community to determine the best way to help whether it was homeless shelters, food delivery, supporting small businesses, etc. He said one of their marquee programs was the Amazon Future Engineers Scholarship Program for graduating high schoolers interested in a career in computer science or engineering.

Council Member Andrews asked if Amazon would be adding amenities for Hayward and non-employees like a café. She noted there weren't a lot of food options in the industrial corridor and that the City had created a Light Industrial zoning area between traditional industrial uses and housing that a café or other amenities might serve. Mr. Maduli said he didn't know about food service, but in Seattle Amazon had built a homeless shelter. He said they hadn't decided all the details of the Hayward site but they could consider creating a small retail space.

Mr. Condon mentioned the employee break area could be modified to host food trucks so neighboring workers could come too. Mr. Maduli confirmed Amazon would consider doing that.

Council Member Salinas asked why Amazon was considering Hayward. Mr. Maduli said, number one, Amazon wanted to serve customers by getting their packages to them within 24 or 48 hours. He said they wanted to serve Hayward community members.

Council Member Salinas asked what kind of synergy the area could expect after the building was complete. How had other delivery stations impacted the surrounding area, he asked. Mr. Maduli

pointed out for a logistics company it was really about jobs. He said most cities wanted biotech but noted these were valuable jobs for young adults and other workers with robust benefits. He gave an example of a young woman who left part-time work at Walmart to come to Amazon and doubled her pay, improved her quality of life, received benefits and could plan for her future. Mr. Maduli said every community had someone who needed a job and Amazon would offer that plus educational attainment and growth.

Mr. Condon asked Ms. Watkins to talk about gas tax revenues. Mr. Maduli explained that that number was hard to calculate and noted the intention was to have a 100% electric fleet by 2024. He said rollout of electric vehicles would start in 2022 with 30-35% of the fleet and in three years, 100%. He said Amazon had made a pledge to improve the climate and air quality for the community.

Mr. Condon said based on his calculations, this project would generate approximately \$130,000 a year in additional property tax revenues for the City.

Council Member Salinas confirmed the length of Amazon's lease as 12 years and asked if Amazon could leave at the end of the lease and was told yes.

Council Member Salinas mentioned that when the City reviewed the zoning for the industrial sector this type of use wasn't what the City envisioned, but it did fit for use. He explained that the intent for the area was biotech, farm tech, office space and some food manufacturing. Council Member Salinas asked for feedback from staff on how far this use would break from the City's vision.

Acting Principal Planner Schmidt said from a planning perspective the original site plan with two buildings would be a more exciting development. The spaces in the two buildings would have been smaller and invited a greater variety of uses, she said, but brokers say logistics are right for Hayward. Short term, she said, the project would be a win for the developer by creating jobs, but the City would end up with a huge parking lot instead of two smaller buildings.

Council Member Salinas said he used the exit near the development from Highway 92 all the time and he noted the road was not in good condition.

Economic Development Manager Nguyen said when the industrial district zoning regulations were updated in 2019, the City set aside certain parcels to encourage other types of development. The site being considered, he said, was zoned heavy industrial. He further stated the real estate market and consumer trends were driving this demand for logistics uses and that logistics is a key part of Hayward's business diversity.

Although he said he would also prefer two buildings, ED Manager Nguyen continued, this concept proposal was consistent with the City's vision for this parcel. That said, there were concerns and staff needed guidance from CEDC members.

Mr. Condon reminded staff and Council Members that Hines had tried to engage biotech development to come over from the peninsula with two glass-fronted buildings and couldn't do it. He said this proposal looked good and having one big building with lots of parking could be used by many kinds of businesses. He noted parking was highly coveted by businesses.

Council Member Salinas said the Council put a lot of work into envisioning the future of the industrial corridor and if this project moves forward, he wanted to see Amazon do something significant to meet the City's vision. If the building is extraordinary, he said, then his expectations will be too. Amazon will have to bring a significant benefit to the city, he said, starting with the roads leading to and from the development. He said he expected a huge investment on road improvements and agreed with Council Member Andrews that there should be a community benefit as well.

Council Member Salinas opened the floor for public comments but there were none.

Council Member Wahab thanked staff for the report. She said for her, it wasn't about one vision, it was the vision for the entire City and what she wanted to see. She said she had multiple concerns about the project. She said number one, for a company that made billions, she wanted to see more than just low-wage jobs.

Regarding Mr. Maduli's story about the young woman who doubled her wages by coming to work for Amazon, Council Member Wahab said she had also heard stories about workers having to urinate in water bottles. Besides a patio, she asked, what else can Amazon offer its workers.

Council Member Wahab also expressed concern about the number of vehicles, the amount of traffic and that it would be a 24-hour facility. She said she wanted the business in Hayward, but the site wouldn't generate sales tax revenues, there was currently no infrastructure requirement and residents would complain if they couldn't get on the freeway because of all the Amazon trucks. She acknowledged the site would generate property tax revenue.

Council Member Wahab said that she was committed to building a green city but this project would not fulfill any aspect of that goal. She recommended the applicant talk to labor groups and devise a plan. She pointed out that \$18 was not a livable wage in the Bay area and instead of food trucks, she asked why not give employees free food. Council Member Wahab said she expected more but was appreciative that they had asked for the opportunity to receive honest feedback.

Council Member Andrews said residents had expressed sorrow that Berkeley Farms had left and having Amazon come in to replace it might feel personal and hit residents hard. She said residents wanted good jobs and products that help their families.

Council Member Andrews said she wanted to hear about the benefits to the community and had hoped they would complement the existing uses in the industrial sector and serve residents on the west side of town. She said this huge parcel was an opportunity to bring in an incubator or some other type of use missing from Hayward. An Amazon delivery station was the opposite, she said. My father was a truck driver, she said, and that job allowed him to provide for the family. She acknowledged that logistics were important and that Hayward residents shopped on Amazon but having a warehouse at that location was not what residents wanted.

3. FUTURE MEETING TOPICS AS OF MAY 27, 2021

Economic Development Manager Nguyen reviewed upcoming topics including a discussion of potential COVID recovery programs in June, a potential hotel concept review in July, the impact of City policies on businesses, and taking a look at incubators and shared work space models in October.

Council Member Salinas asked if the City policies to be discussed helped or hurt businesses. Manager Nguyen said it would be a discussion of those policies that created barriers to incoming businesses.

Council Member Andrews requested that the impacts of COVID should be included in the work spaces discussion.

Council Member Wahab thanked staff for making the suggested changes to the list of topics and especially for adding the policy discussion. She suggested getting input from the Chamber of Commerce and talking to businesses in south Hayward about what they liked or didn't like about coming to Hayward.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Economic Development Manager Nguyen then introduced Economic Development Specialist Ralston who gave a presentation on the pulse of retail and the many new businesses opening in Hayward even during the pandemic. She noted that overall, the City was doing very well but mentioned the Hayward Faultline hindered some improvement plans and that vacancies may go up in June with the Commercial Eviction Moratorium ends.

Economic Development Manager Nguyen spoke about the development at the old Kmart location, mentioning that besides Sprouts, Raising Cane's and In-N-Out Burger, staff had successfully encouraged the developer to activate the Mission Boulevard side of the building and now six new tenant spaces would be created.

Council Member Wahab thanked and congratulated staff for their hard work on the Kmart project and noted labor groups were not opposed to Sprouts coming in. She said she couldn't wait to try Raising Cane's.

Council Member Andrews thanked Economic Development Manager Nguyen for speaking at the Black Business Roundtable and noted that the June meeting was cancelled so members could attend Juneteenth festivities. She also congratulated staff on the Kmart project.

Council Member Salinas thanked staff for keeping the Kmart site 100% retail.

ADJOURNMENT: The meeting was adjourned at 6:29 p.m.



File #: WS 21-031

DATE: June 24, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Provide Feedback on Proposed COVID-19 Economic Recovery Programs

RECOMMENDATION

That the Council Economic Development Committee (CEDC) receives the information on the proposed COVID-19 Economic Recovery Program items and provides feedback and direction to staff for prioritization and implementation.

SUMMARY

The America Rescue Plan Act of 2021 (ARPA), also known as the COVID-19 Stimulus Package, included over \$65 billion in direct federal relief to cities to address the economic and fiscal impacts of the COVID crisis and to assist in the recovery of local communities. The City of Hayward is estimated to receive approximately \$38 million in local relief from the federal government to address the internal and external needs of the City associated with the COVID crisis. Staff is currently proposing to allocate approximately \$2 million towards economic recovery programs to support local businesses and the resident workforce. The funds are intended to be flexible as long as they address a need in the City associated with the COVID-19 crisis and are expended by December 2024.

At the April 27th meeting, Council adopted a resolution authorizing the acceptance of the stimulus funds and provided comments on a detailed expenditure plan and process for allocating the funds. The detailed expenditure plan included a process for making funding recommendations to various Council Committees and Commissions for further feedback on the specific projects to be funded before returning to the Council in July 2021 with a budget appropriation for expenditure of stimulus funding. This process included presenting recommendations on potential economic recovery programs to the CEDC for feedback.

The following programs proposed by staff focus on economic development and recovery for small businesses and other impacted business industries, improvement of access to training and employment opportunities for the workforce, and promotion of our business community. These programs will focus on the needs of Hayward's most vulnerable populations and implementing funding and programs with an equity lens as has been achieved throughout the City's COVID response. Upon receiving feedback from the CEDC and approval from the Council in July, staff will begin the full development and implementation of these programs over the next 12 to 36 months. Recovery efforts will take time to fully implement. In addition, the needs of the businesses may change as the economy recovers and moratoriums for evictions

end. Adjustments to the proposed programs would be brought back to the CEDC as needed to ensure programs are designed and implemented that reflect the current needs of the community.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Detailed Plan and Process for Expenditure of Stimulus Funding
Attachment III	Hayward Upward - COVID Recovery Plan
Attachment IV	Business Needs Survey Summary



DATE: June 24, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT: Provide Feedback on Proposed COVID-19 Economic Recovery Programs

RECOMMENDATION

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SUMMARY

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At the April 27th meeting, Council adopted a resolution authorizing the acceptance of the stimulus funds and provided comments on a detailed expenditure plan and process for allocating the funds.¹ The detailed expenditure plan included a process for making funding recommendations to various Council Committees and Commissions for further feedback on the specific projects to be funded before returning to the Council in July 2021 with a budget appropriation for expenditure of stimulus funding. This process included presenting recommendations on potential economic recovery programs to the CEDC for feedback.

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¹ [CITY OF HAYWARD - File #: LB 21-012 \(legistar.com\)](#)

implementing funding and programs with an equity lens as has been achieved throughout the City's COVID response. Upon receiving feedback from the CEDC and approval from the Council in July, staff will begin the full development and implementation of these programs over the next 12 to 36 months. Recovery efforts will take time to fully implement. In addition, the needs of the businesses may change as the economy recovers and moratoriums for evictions end. Adjustments to the proposed programs would be brought back to the CEDC as needed to ensure programs are designed and implemented that reflect the current needs of the community.

BACKGROUND

On March 4, 2020, the Governor of California proclaimed a State of Emergency to exist in California as a result of the threat of COVID-19. On March 11, 2020, the City Manager, in her capacity as Director of Emergency Services, proclaimed a local emergency due to the spread of COVID-19, which was affirmed by the Council on March 17, 2020.

On March 13, 2020, the President of the United States declared a National Emergency due to the COVID-19 pandemic. On March 16, 2020, the Health Officer of Alameda County issued an Order directing all individuals to shelter in their homes to slow the progression of the COVID19 pandemic (hereinafter, "Shelter-In-Place order").

Since the start of the pandemic over 14 months ago, the business community in the City of Hayward experienced significant impacts. Restaurants made significant changes to their operations including being take-out only for many months, then allowed to have some outdoor dining, and being allowed to have limited capacity indoor dining. Retailers experienced similar limitations with capacity limitations during the Shelter in Place order. Personal Service businesses such as hair and nail salons were forced to close entirely for more than 9 months before they were able to begin limited operations. Meanwhile, the hotel industry has seen significant drops in travelers as only essential travel could occur for most of the past year.

Few businesses were immune to the COVID-19 disruption. Most industries made cuts to their staffing to accommodate losses in revenue. Some businesses do not expect to ever recover fully, while some say it will take 12 or more months to make up for the losses. The road back to "normal" will include many new challenges, including, but not limited to, meeting new safe operating requirements, regaining consumer confidence, planning for shifts in inventory demand and supply chain, and earning back market share from e-commerce competitors.

Meanwhile, many employees are still feeling the effects of the business layoffs that occurred over the past year. At the height of the Shelter in Place order in April 2020, the unemployment rate for Alameda County was at 14.6%. Over 3,590 employees were let go either on a permanent or temporary basis from 55 different Hayward companies that had more than 50 employees and were required to file official WARN notices. Additional data provided from the East Bay EDA and Dun & Bradstreet indicates that during the past year, over 5,200 businesses have closed in Alameda County. Of that, 450 were located in the City

of Hayward and represent 24 different industries. Most of the businesses (414) had between 1 – 9 employees. While the unemployment rate has dropped to 6.3% in April 2021 for Alameda County, many employees have been unable to return to their previous employment due to lack of childcare options, on-going school closures, business closures or reduced operating hours, or permanent position elimination.

ARPA, also known as the COVID-19 Stimulus Package, included over \$65 billion in direct federal relief to cities to address the economic and fiscal impacts of the COVID crisis and to assist in the recovery of local communities. The City of Hayward is estimated to receive approximately \$38 million in local relief from the federal government to address the internal and external needs of the City associated with the COVID crisis. Staff is currently proposing to allocate approximately \$2 million towards economic recovery programs to support local businesses and the resident workforce. The funds are intended to be flexible as long as they address a need in the City associated with the COVID-19 crisis and are expended by December 2024.

At the April 27th meeting, Council approved a resolution authorizing the acceptance of the stimulus funds and provided comments on a detailed expenditure plan and process for allocating the funds.² The detailed expenditure plan included a process for making funding recommendations to various Council Committees and Commissions for further feedback on the specific projects to be funded before returning to the Council in July 2021 with a budget appropriation for expenditure of stimulus funding (Attachment II). This process included presenting recommendations on potential economic recovery programs to the CEDC for feedback.

In preparation for creating COVID-19 economic recovery programs to assist our community, the Economic Development team launched a [Business Needs Survey](#) seeking input from the business community on how they would like the City of Hayward to assist with their recovery efforts. The survey was sent to over 6,000 businesses that have registered emails with the City of Hayward Business License system, as well as promoted via social media, through the Chamber of Commerce and the Downtown Hayward Improvement Association. Staff also conducted presentations to the Black Business Roundtable and Latino Business Roundtable. In addition, staff directly outreached to businesses directly along the Tennyson corridor through phone calls.

As of June 10, staff received 107 responses to the survey. While most businesses would like additional access to capital through grants, the survey focused on mid- and long- term initiatives to support building resiliency and growth such as business-owner and employee training, permitting, marketing, developing an e-commerce platform, etc. Of the survey respondents 16 were Retail and Restaurant businesses. These businesses indicated a majority were interested in assistance with driving customers back to their business, establishing a better online presence, and the need for assistance with marketing. A significant portion of the businesses in the other industries also indicated web and marketing assistance were important for recovery. The programs below reflect the responses from the survey as

² [CITY OF HAYWARD - File #: LB 21-012 \(legistar.com\)](#)

well as pulling best practices from other communities across the country. In addition, several programs have also been included that focus on workforce development and helping Hayward residents become more competitive in the labor market. The results of the Business Needs Survey can be found in Attachment III.

DISCUSSION

As vaccine roll out continues in the State, regulations affecting businesses have been loosened and businesses are beginning to return to a more normal operation. The State of California ended the Blueprint for a Safe Economy on June 15th, which removed the majority of business activity restrictions. In order to assist with the recovery staff developed the following proposed plan for COVID-19 economic recovery programs that contains specific programs to not only provide direct assistance to the businesses, but also to employees that were displaced and engagement of customers to bring them back to Hayward businesses (Attachment IV). This report presents the various options staff is recommending to move forward with as part of the recovery efforts. This report contains programs focused on our retail, restaurant, and service sectors. Also included are programs geared towards workforce development, training, and growing the economy.

Below are potential programs that can be implemented over the course of the next 12 – 36 months. A description of each program along with required resources such as staffing and funds are included. A table summarizing these proposed programs can also be found as Attachment IV.

1. “Hayward Open for Business” – A Consumer Confidence Marketing Campaign

Over the last year, consumers use of online shopping and third-party delivery mobile applications increased exponentially. For local brick and mortar stores to fully bounce back, they will need customers to come physically dine and shop at their establishments. Retail experts indicate that consumer confidence and comfort must be re-established and retailers need to continue to focus on “storytelling” and creating authentic experiences to draw customers. Forty-five, or approximately 42 percent of, survey respondents indicated they would like the City to provide assistance with marketing and promotions, use of social media, and assistance developing or improving websites and online sales platforms. Thirty-one percent of respondents indicated they will need to increase marketing efforts in the next six months.

To help businesses tackle these issues, this broad-based marketing program would include the launch of digital, print, and radio messaging to demonstrate that it is safe to shop at brick and mortar stores in Hayward and encourage customers to return to the physical shopping and dining experiences. As part of this marketing initiative, video vignettes of Hayward businesses would be created that showcase the resiliency of businesses. Businesses can share how they survived and what changes they made to thrive after the pandemic. The vignettes would have an emphasis on highlighting our minority-owned businesses, legacy businesses and new businesses that have joined our community over the past year. In addition, staff can work to develop Hayward branded merchandise items and

giveaways that can be earned by shoppers as they return to support our local businesses. This program provides support to businesses while also building upon the City of Hayward brand and placemaking goals.

Estimated Funds needed for Launch of Program:

\$300,000

Estimated Staffing Needs:

Marketing consultant and associated photographer, videographer/editor, Economic Development staff to led project development and manage consultant.

2. “Shop Hayward” – A “Shop Local” Gift Card Program

Sixty percent of survey respondents indicated that a “buy local” campaign for local small business, institutions, or residents was very or somewhat important to their business’ recovery. To address this need, staff is proposing “Shop Hayward”, a program designed drive more business into our local stores through the purchase of gift cards and use of rewards incentives. This program would reward patrons for shopping Hayward small businesses with discounts on gift card purchases and rewards. The funds allocated under this program would cover set up and merchant fees for this electronic gift card program so that all purchased funds will go directly to local businesses, and assist those businesses that may need technical assistance to begin accepting gift cards. In addition, the City’s contribution would also be used for consumer incentives to encourage customers to purchase the gift cards. For example, customers purchasing an electronic or “EGift” card of \$20.00 will receive an additional \$5.00 EGift as a Thank You. To encourage larger purchases, a \$40 EGift will be rewarded with an additional \$15.00 and a \$75.00 purchase will net an additional \$25.00. Participating businesses would also be encouraged to offer additional promotions, discounts, or giveaways associated with customers who use the gift cards.

This type of program has been launched in communities across the country and closer to Hayward including Fremont, Livermore, and Concord. The Bay Area communities report great success in bringing much needed revenue to the local businesses while encouraging and rewarding customers to discover, return to, and support the local businesses. The program would continue as funds are available for the additional reward gift cards. Other key program elements will be the development of marketing materials including posters for stores, a website portal, branded electronic and possibly physical gift cards, and social media campaign.

Estimated Funds needed for Launch of Program:

\$400,000

Estimated Staffing Needs:

Economic Development staff to select third-party gift card platform, manage and launch the program.

3. “Get Digital” – An E-commerce Expansion Assistance Program

The onslaught of the pandemic changed the ways consumers interacted and purchased products. Thirty-six percent of respondents to the Business Needs Survey indicated they do not have online ordering or sales capabilities. E-commerce was expected to become a dominant means of obtaining goods over the next five years. That five-year timetable was compressed to 30 days as Shelter-in-Place orders went into effect across the country. Now that customers have become more accepting of e-commerce, small businesses need to adjust their business practices to remain viable in a competitive market.

In conjunction with outside partners and contractors, Economic Development would coordinate a series of training sessions and mentoring sessions available for small business owners to participate. This technical assistance would focus on establishing and utilizing a web presence or other e-commerce seller platforms to market and generate new revenue streams. Work would also include providing support in creating websites, harnessing online shopping and payment processing platforms and using social media to create marketing buzz about the business.

Estimated Funds needed for Launch of Program: \$200,000

Estimated Staffing Needs:

Web, Marketing, and E-commerce consultants and Economic Development staff to develop application process and administer program.

4. Restaurant Relaunch & Outdoor Dining Program

One positive that came out of the pandemic has been the number of businesses that have added outdoor dining options to their restaurants. Historically, few Hayward restaurants offered outdoor dining experiences. Many have seen success with these new spaces because it draws more attention to the business by activating the storefronts and provides additional seating that equates to additional revenue streams. Many restaurants have expressed the desire to continue to accommodate outdoor dining beyond the COVID requirements.

As part of the Restaurant Relaunch and Outdoor Dining Program, funds would be used to create permanent parklets for outdoor dining. The parklets would be built out creating a level surface for tables and chairs and make the space more accessible than the current set up. For restaurants located outside of the downtown area, a grant program would be created that would assist restaurants with the costs of establishing permanent outdoor dining areas. The grant funds could reimburse businesses for the purchase of furniture, heaters, umbrellas, landscape planters and other needed items services such as design professionals.

And finally, under the Restaurant Relaunch and Outdoor Dining Program, technical assistance would be made available to restaurants geared toward: reconfiguring indoor and outdoor spaces and back-of-house workflow for safety; updating menus and pricing;

establishing an online presence for off-premise sales; designing customer loyalty programs; and creating and launching marketing initiatives to drive customer traffic to the business.

Estimated Funds needed for Launch of Program: \$250,000

Estimated Staffing Needs: Economic Development staff and Web, Marketing, and E-commerce consultants.

5. "Hayward Restore and Reopen" - A Façade Improvement Program

The City of Hayward has a long history of offering façade assistance to businesses to help improve the visual presence. The proposed program would allocate dollars that could be used for small grants or larger forgivable loans to assist businesses along the major commercial corridors. The funds could be used for repairs and exterior improvements including lighting, signage, windows, signs, and related city permit fees. This program would help to combat blight and activates older dilapidated centers. For example, businesses may apply for grants to replace or repair broken signs, storefront windows, and awnings.

Estimated Funds needed for Launch of Program: \$200,000

Estimated Staffing Needs:

Economic Development staff and a storefront design consultant is needed to launch, monitor and process grant rebates.

6. Hire Hayward – Local Hire Subsidy Program

This local and targeted hiring program would establish a rebate grant program that provides financial incentive to businesses that hire and maintain employment of a Hayward resident. This program would encourage businesses to expand their hiring networks and reduce the barriers to employment for residents. Businesses would be required to offer a minimum hourly wage of \$15.00 per hour. Participating businesses would earn a rebate for a percentage of wages up to a maximum threshold for hiring a Hayward resident for the first eight weeks to account for training and onboarding costs. Tasks to implement the program includes designing application materials, engaging local businesses and resident jobseekers to encourage participation, processing and monitoring the rebate payments.

Estimated Funds needed for Launch of Program:
\$250,000

Estimated Staffing Needs:

Economic Development staff and a workforce consultant is needed to launch, market, monitor and process grant rebates.

7. Workforce Development – Tuition Assistance

This program would provide tuition assistance for Hayward residents that register and attend courses offered through Chabot Community College, Cal State East Bay, other technical schools offering industry accepted certificates or other professional training courses that enhance a job seeker's skill set and overall competitiveness in the marketplace. The courses are part of a technical skills certification program to improve job skills and marketability. These programs help the individual pursue jobs which offer higher pay for the improved skills and prepare the individual for pursuing their entrepreneurial aspirations. These certificate programs can generally be completed taking 6 – 8 courses depending on the program. Below are a sampling of the various programs offered through each institution. These programs are designed to help the student advance their career and many are designed for working adults.

Chabot Community College Programs:

- Certificate in Business Administration
- Certificate in Digital Media Arts
- Certificate in Family Child Care Entrepreneurship
- Certificate in Small Business Management

Cal State East Bay Programs:

- Certificate in Project Management
- Certificate in Social Media Marketing
- Certificate in Pharmacy Technician
- Certificate in Construction Management

Estimated Funds needed for Launch of Program:

\$150,000

Estimated Staffing Needs:

Economic Development staff or consultant/community partner is needed to launch, market monitor and process tuition rebates.

8. Workforce Development – Alameda County Workforce Development Board or similar type organization

Similar to the Earn and Learn program piloted by the City of Fremont, participants affected by COVID-19 layoffs are given the opportunity to jumpstart a new career in advanced manufacturing. Participants will receive paid work experience at a Hayward-based advanced manufacturing or bio-tech company and an industry-recognized Certificate of Competency after completion of a short-term, customized occupational skills training program. Upon successful completion of the program, participants may be offered a full-time job at the participating company or will be able to transfer the valuable skills they learned to another manufacturing company.

Estimated Funds needed for Launch of Program:

\$150,000

Estimated Staffing Needs:

Economic Development staff or consultant is needed to launch, monitor and process applications.

9. Small Business Assistance Grants

In addition to the programs listed above, the Economic Development Division will continue to operate the Microenterprise Small Business Assistance Grant program. This program will be funded through the annual CDBG allocation and not the ARPA funds as the other proposed programs will be. As in years past, those businesses with five or fewer employees will be eligible for a \$5,000 grant that can be used for various business expenses including new equipment, signage, marketing, and more. This year, staff will focus on serving our minority owned businesses with the goal of a majority of funds going to Black-owned and women-owned small businesses. In addition, the program will emphasize funding for sectors hardest hit by the pandemic including, but not limited to, personal services, childcare, entertainment, restaurant and food services industries. A total of \$100,000 has been allocated thus allowing 20 businesses to be served.

In order to serve small businesses that exceed the 5-employee count limitation as directed by the CDBG funding, staff recommends an additional \$100,000 be allocated using the ARPA funds. These grants would be focused to the same targeted industries and demographics as the above program but would be used to serve those businesses with 6 – 20 employees.

Estimated Funds needed for Launch of Program:

The City Council appropriated \$100,000 in FY 2022 Community Agency Funding (CDBG) to this existing program. Staff recommends an additional \$100,000 of the ARPA funds to serve 20 businesses with 6 – 20 employees.

Estimated Staffing Needs:

Economic Development staff will continue to implement this program.

ECONOMIC IMPACT

The proposed programs, if selected by the Council Economic Development Committee to proceed forward, will have a positive economic impact for the businesses that are able to take part in the programs. While some programs such as the gift card and grants will have short term immediate impacts, other programs such as the E-commerce training will provide longer lasting assistance for the businesses. In addition, the workforce development programs will allow our residents to seek higher paying job positions which in turn will have a positive impact on our local economy.

FISCAL IMPACT

The proposed eight programs would have an estimated cost of \$2 million for the implementation of the programs over a 36-month period. For those that would utilize consultants, the cost of those consultants are captured in the estimated costs. For those programs that list Economic Development staff, the cost of those staff members has not been included in the program cost, but is included in the current approved budget. There may be a need to retain part-time temporary staff that would be included in the program cost once the programs are more fully developed. Under the current adopted budget for Economic Development, none of these programs have any funding available for implementation except the CDBG-funded Small Business Assistance Grant Program. The remainder of these programs will be reliant on the allocation of ARPA funds.

In addition, the Economic Development Division currently has a vacant Specialist position. The position was unfrozen in the adopted FY 22 budget and is in the recruitment stage. Filling this position will be critical to accommodate the additional workload associated with the programs.

NEXT STEPS

Upon receiving feedback on the proposed programs from the CEDC and funding appropriations from Council in July, staff will begin work developing detailed work plans and schedules for each initiative and then move forward with implementation. For those programs that require the use of a paid technical consultants, staff will prepare and process Request for Proposals/Qualifications to identify and contract with individuals or firms to assist as needed.

Prepared by: Catherine Ralston, Economic Development Specialist
Paul Nguyen, Economic Development Manager

Recommended by: Jennifer Ott, Assistant City Manager

Approved by:



Kelly McAdoo, City Manager

ATTACHMENT II
UPDATED Plan and Process for Expenditure of Stimulus Funding
per Treasury Guidelines

[CEDC review items highlighted in grey shading]

A. SUPPORT PUBLIC HEALTH EXPENDITURES, INCLUDING CAPITALIZING INVESTMENTS IN PUBLIC FACILITIES TO MEET PANDEMIC OPERATIONAL NEEDS					
Project	Department Lead	Budget Amount	Phasing	Outreach & Review	Budget Appropriation
Technology Investment in City Operations	Information Technology	\$2,700,000	FY22, FY23, and FY24	CIC review and recommendation	July Stimulus Budget Approval
Building Safety Upgrades	Maintenance Services	\$300,000	FY22	CIC review and recommendation	July Stimulus Budget Approval
Weekes Branch Feasibility Assessment	Library	\$40,000	FY22 and FY23	CIC review and recommendation	July Stimulus Budget Approval
Fire Training Center Funding Gap	Fire /Public Works	\$1,600,000	FY22	CIC review and recommendation	July Stimulus Budget Approval
The Stack Contribution	City Manager's Office	\$2,000,000	FY22 and FY23	CIC review and recommendation	July Stimulus Budget Approval
TOTAL		\$6,640,000			
B. ADDRESS NEGATIVE ECONOMIC IMPACTS CAUSED BY THE PUBLIC HEALTH EMERGENCY					
Project	Department Lead	Budget Amount	Phasing	Outreach & Review	Budget Appropriation
Economic Development Business Recovery	City Manager's Office	\$2,000,000	Various programs over all 3.5 years	Outreach to business community, and CEDC review and recommendation	July Stimulus Budget Approval and 6-Month Reviews
Community Agency Funding Augmentation	City Manager's Office	\$500,000	FY22 and FY23	May 19 th CSC review and recommendation	July Stimulus Budget Approval
Extend Hotel Annex Program	City Manager's Office – Community Services	\$3,000,000	FY22 and FY23	Let's House Hayward! process and plan	July Stimulus Budget Approval and Let's House Hayward! Council Approval
Expand Winter Warming Shelter Year Round	City Manager's Office – Community Services	\$2,000,000	FY22, FY23, and FY24	Let's House Hayward! process and plan	July Stimulus Budget and Let's House Hayward! Council Approval
Let's House Hayward! Plan Recommendation – Flexible Funding	City Manager's Office – Community Services	\$1,500,000	FY22, FY23, and FY24	Let's House Hayward! process and plan	July Stimulus Budget and Let's House Hayward! Council Approval
Hayward Navigation Center Contribution	City Manager's Office – Community Services	\$1,000,000	FY22 or FY23	June HHTF	July Stimulus Budget Approval
Foreclosure Legal and Financial Assistance	City Manager's Office – Housing	\$1,000,000	FY22, FY23, and FY24	Outreach to housing stakeholders, and June HHTF review and recommendation	July Stimulus Budget Approval and 6-Month Reviews

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per Treasury Guidelines

[CEDC review items highlighted in grey shading]

Relocation Assistance for Displaced Tenants	City Manager's Office – Housing	\$250,000	FY22, FY23, and FY24	Outreach to housing stakeholders, and June HHTF review and recommendation	July Stimulus Budget Approval and 6-Month Reviews
First-Time Homeowner Downpayment Assistance Program	City Manager's Office – Housing	\$2,000,000	FY22, FY23, and FY24	Outreach to housing stakeholders, and June HHTF review and recommendation	July Stimulus Budget Approval and 6-Month Reviews
Tax-Defaulted/Foreclosed Property Program	City Manager's Office – Housing	\$1,000,000	FY23, and FY24	Outreach to housing stakeholders, and June HHTF review and recommendation	July Stimulus Budget Approval and 6-Month Reviews
Hotel Vouchers for Encampment Abatements	Maintenance Services and Police Department	\$175,000	FY22, FY23, and FY24	Complete	July Stimulus Budget Approval
Encampment Clean-Ups	Maintenance Services	\$875,000	FY22, FY23, and FY24	Complete	July Stimulus Budget Approval
Mobile Pressure Washer for Encampment Clean-Up	Maintenance Services	\$50,000	FY22 and FY23	CIC review and recommendation	July Stimulus Budget Approval
Operation Clean Sweep – Citywide Enhanced Clean-Up	Maintenance Services	\$350,000	FY22, FY23, and FY24	Complete	July Stimulus Budget Approval
TOTAL		\$15,700,000			
C. REPLACE LOST PUBLIC SECTOR REVENUE					
Project	Department Lead	Budget Amount	Phasing	Outreach & Review	Budget Appropriation
Replacement of Lost Public Sector Revenue	Finance	\$14,500,000	FY22	Complete	July Stimulus Budget Approval
D. INVEST IN WATER, SEWER, AND BROADBAND INFRASTRUCTURE					
Project	Department Lead	Budget Amount	Phasing	Outreach & Review	Budget Appropriation
Tech Lending Library: Chrome Books/Hot Spots for 3 Years	Library	\$388,000	FY22	CIC review and recommendation	July Stimulus Budget Approval
Corporation Yard Renovation to Support Infrastructure Work	Maintenance Services/Public Works	\$900,000	FY22 and FY23	CIC review and recommendation	July Stimulus Budget Approval
Fleet Shop Expansion to Support Infrastructure Work	Maintenance Services	\$250,000	FY23, and FY24	CIC review and recommendation	July Stimulus Budget Approval
TOTAL		\$1,540,000			

ATTACHMENT II
UPDATED Plan and Process for Expenditure of Stimulus Funding
per Treasury Guidelines
 [CEDC review items highlighted in grey shading]

REMOVED DUE TO INELIGIBILITY AND/OR PLANNED FUNDING FROM OTHER SOURCE OF FUNDS				
Project	Department Lead	Phasing	Outreach & Review	Budget Appropriation
Replenishment of General Fund Reserves	Finance			
Repayment of Employee Concessions	Finance/Human Resources			
Security Cameras in Garage and Heritage Plaza	Maintenance Services/Public Works			
Enterprise Transfer Site Paving	Maintenance Services			
Mission Blvd Phase 3 Contribution	Public Works			
City Hall Intercom/Communication System	Maintenance Services			
Fully Electric Utility Vehicle	Maintenance Services			
Public Safety Workshop Pilot Contribution	City Manager's Office			
Rescue Pumper Vehicle	Fire/Maintenance Services			

Attachment III – Summary of Business Needs Survey

In preparation for creating a COVID Recovery plan to assist our community, Economic Development Staff launched a Business Needs Survey, that was available for input during the months of April and May 2021, seeking input from the business community on what they would like the City of Hayward to assist with as part of their recovery efforts. The survey was sent to over 6,000 businesses that have registered emails with the City of Hayward Business License system, as well as promoted via social media, through the Chamber of Commerce and the Downtown Hayward Improvement Association. In addition, staff directly outreached several businesses directly along the Tennyson corridor through phone calls. A total of 107 responses were submitted as of June 3, 2021.

The following is a summary of the questions asked and responses received for the survey.

Which race best describes the majority business owner? (please choose only one)

- American Indian or Alaskan Native - 1
- Asian/Pacific Islander - 26
- Black or African American - 4
- Hispanic - 16
- White/Caucasian - 34
- Multiple ethnicity/Other - 13
- Prefer not to Answer - 11

Please indicate the type of business you own.

- Administrative Services - 1
- Arts or recreation - 2
- Eating Establishment - 7
- Educational Services - 4
- Health Care Services - 9
- Home-based business - 3
- Hospitality - 2
- Professional or technical services - 15
- Retail - 9
- Service Business - 28
- Other - 27

How many employees do you currently have?

- 0 Employees - 23
- 1 – 4 Employees - 43
- 5 – 9 Employees - 13
- 10 – 19 Employees - 17

- 20 – 49 Employees - 4
- 50 – 99 Employees - 2
- 100 – 249 Employees - 1
- 250 – 500 Employees - 1
- More than 500 Employees - 2

What is the current status of your business?

- Fully Operational - 58
- Limited Operating Hours - 40
- Permanently Closed - 1
- Temporarily Closed – 6

Did you apply for any grants or loans for your business?

- Yes – 57
- No - 47

If you applied for grants or loans and received funds, please indicate the programs from which you received funds. (Check all that apply)

- Paycheck Protection Program Loan (SBA) – 43
- Economic Injury Disaster Loan (SBA) – 23
- Economic Injury Disaster Grant (SBA) – 5
- City of Hayward Small Business Resiliency Grant Program – 9
- Alameda County CARES Grant – 9
- California Small Business COVID-19 Relief Grant – 12
- Private Banking Loans – 3
- Other - 7

Do you offer online ordering or sales for your customers?

- Yes – 19
- No – 39

If your business does have an online sales component, what portion of your sales comes from online sales?

- More than 75% - 2
- 51 – 75% - 0
- 26 – 50% - 2
- 0 – 25% - 12

At this time, what are your most concerned about? Check all that apply.

- Paying this Month's rent or Mortgage – 22
- Making payroll this pay period and beyond – 10
- Employee's financial welfare – 11

- Losing work opportunities – 23
- Losing Employees – 16
- Getting inventory and supplies – 19
- Customer Traffic – 23
- Accessing government support related to COVID – 19 – 18
- Other – 15

What challenges are you facing in operating your business? Check all that apply.

- Restricted Operating hours and occupancy – 23
- Cost of personal protective equipment and supplies required by County health orders – 17
- Cost of materials, supplies and products for sale by business = 29
- Difficulty obtaining materials, supplies, and products for sale by business – 19
- Difficulty understanding county and state health orders – 8
- No money or time for marketing and promotion of business – 25
- Difficulty hiring employees – 14
- Difficulty retaining employees – 12
- Other – 18

How long do you think it will take your business to recover to where it was pre-COVID-19?

- 1 – 6 Months - 6
- 6 – 12 Months - 11
- More than a year - 23
- Unsure - 22
- Our Business Has Already Recovered - 10

Other than Grants and Loans, please indicate which of the following assistance and resources would be most helpful to your business for the next year. Check all that apply.

- Assistance with marketing and promotions - 22
- Use of social media - 13
- Assistance developing or improving websites and online/e-commerce sales platforms - 10
- Technical assistance with website, merchandising, store layouts, menu options, etc. - 6
- Technical assistance meeting State and County safe reopening guidelines - 8
- Technical assistance on modifying my business model - 7
- Finding employees - 14
- Assistance with regulatory permitting (city, county, state and federal) - 8
- Streamline permitting (building, planning, public works) and waiving fees for modifying business space to operate under new health orders such as outdoor dining. - 14
- Gift card or other promotions to bring customers back - 12
- Other - 22

In the next 6 months, do you think your business will need to do any of the following? Check all that apply:

- Obtain financial assistance or additional capital - 34
- Identify new supply chain options - 10
- Develop online sales or websites - 10
- Increase marketing or sales - 34
- Learn how to better provide for the safety of customers and employees - 9
- Find and hire new employees - 22
- Make a capital expenditure (new equipment purchases, etc.) - 20
- Cancel or postpone a planned capital expenditure - 8
- Permanently close this business - 6
- None of the above - 10

Many cities are promoting “buy local” campaigns for local businesses, institutions and residents. How important is this issue to you and your business’ recovery?

- Very Important - 25
- Somewhat Important - 20
- Not Very Important - 16
- Not At All Important - 14

What would a successful “buy local” campaign look like in Hayward? With #1 being most important, please rank the following potential actions by how important they would be to the recovery and ongoing health of your business?

Response	#1 Importance	#2 Importance	#3 Importance	#4 Importance
A Buy Local campaign in TV/radio/print/social media campaigns promoting shopping in Hayward	23	19	22	12
Launching an online gift certificate or gift card program to allow businesses and individuals to support local businesses easily	12	23	22	19
Creating and distributing a database/list of all businesses in Hayward	15	17	20	24
Encouraging Hayward businesses, governments, and institutions to redirect a percentage of their existing procurement to local, Hayward businesses	26	17	12	21

Many cities are considering making outdoor public spaces such as parks and streets permanently available for restaurants, retailers and other businesses so that they can serve customers in a socially distant

- Very Important - 15
- Somewhat Important - 17
- Not Very Important - 18
- Not At All Important - 22

Which potential use of public space would be most important/useful to your business?

- Space for patios/dining - 9
- Space for queuing customers/line-up - 5
- Space for selling or displaying merchandise - 14
- Space to hold activities/classes - 25
- Space for delivery drivers or curbside pickup - 23

With #1 being most important, please rank the following potential actions related to Business Use of Public Spaces by how important they would be to the recovery and ongoing health of your business?

Response	#1 Importance	#2 Importance	#3 Importance	#4 Importance
Allowing for more food service and alcohol consumption in Hayward parks	13	11	14	38
Closing/limiting certain street, sidewalks, green spaces or other public areas to allow for more patios and outdoor dining space	16	19	28	13
Creating safe events/programming to promote dining locally	24	25	18	9
Fast and flexible permitting rules to allow for restaurants looking to extend patios	23	21	16	16

What advertising or promotion tools do you use? Check all that apply.

- None - 18
- Social media - 36
- Web site - 50
- Print advertising in local newspapers or ad supplements - 5
- Consistent printed or electronic communication with customers - 22
- Promotion of sales and incentives to encourage customer loyalty and attract new customers - 9

What other policy or code changes should the City of Hayward make that would be helpful to your business and the recovery efforts?

Financial support for small businesses such as cleaning
Help promote the type of services and sales through the business registry that those of us who have businesses carry out to activate employment again and the economy.
Be more flexible with permissions and rules
Proportional information of offices seeking cleaning companies
Not sure
LESS RESTRICTIVE PROCESS TO OPEN A BUSINESS OR RELOCATE A BUSINESS
Make fees easy
Investing in workers, not just current business owners, by helping them start their own worker-cooperatives. Connect them with the training and financial resources they need to create sustainable employment that stays in Hayward! Contact me if you have questions about this approach, I have connections to experts!
Don't again close businesses deemed not "essential;" Don't narrow 4 lane streets through business districts or business parks; Give businesses one place to call for quick removal of homeless encampments and transient effects such as trash and human feces; Improve response time for Access Hayward (it took 13 days for me to get a response on a homeless encampment); encourage development of all kinds of grocery stores; encourage AC Transit to keep east-west lines serving business parks; bring back events that spotlight businesses such as the Downtown Street Parties, Mariachi Festival, and Light Up The Season; Bring back the Downtown Holiday Giveaway promotional campaign.
More patrols by police officers to prevent/lessen property destruction as many know that we are not open full time or on weekends and we have had multiple issues occur during these times even with camera systems in place.
n/a
no
Lower business taxes during this time
Reduction of fees like Fire permit fee, though I understand they need revenue too. Adding city -wide internet access.
not sure
Spend wisely the money in every part of the city and accountability. Have the most possible of city employees living in Hayward, that way they will take better care of the city and the resources.
Nothing
Security and Safety
Streamline license renewal
Safety
Can't think of any, we have been operating during Covid on a lower rate than usual but we were essential business.
I'm in the event planning industry. Opening venues where events can be held both in and outdoors would be helpful to my business.
Less medians please
Cheaper rent.
Provide more resources to secure existing business from break ins and vandalism

I don't even know what policy or code will impact my business since my business was a startup and didn't have one customer when Covid hit and all commercial offices were closed down forcing me to go back to work in the Food Manufacturing Industry, which has been deemed essential.
Allow parking in front of all Foothill Blvd. businesses
None
N/A
N/a
The police need to be more present in the industrial areas of Hayward at night.
easier online services
can't think of any
NA
Reduced city tax
Not sure
bring city uniforms and other dry cleaning and uniform repairs to us. A City Contract would be great.
none
don't know
Develop programs/methods/techniques to allow more public gathering for live sound events
No policy or code change will ever bring back Buffalo Bill's like it was.
?
Ongoing investigation of business needs by segments of businesses
Limit restrictions on business activities and permitting process. Speed up the process for business. Having city doors open full time so businesses have access to the government during normal business hours.
Fix the streets in Russell City. A lot of businesses there have heavy equipemnt/rigs and the horrible streets literally shake my rig and sensitive testing equipment apart. We had to stop carrying our equipment in our rig due to the shaking and vibrations of driving down Winton Ave. & north section of Cabot Blvd. It has cost us thousands on repairs.
We need more customers
Lease. Help us negotiate leases to remove personal guarantee, so we can be more comfortable restarting the business.
N/A
Let us recover on our own through the ceasing of these unnecessary and unscientific edicts!
None
Lower rent

What is the best way to communicate information to you? Check all that apply.

- Email - 66
- Cell phone (text or call) - 2
- Social media -2
- City website - 1
- Traditional mail/USPS – 1
- Chamber of Commerce newsletter - 2
- City newsletter - 0

Would you like a follow up phone call with Economic Development staff to discuss any of these issues or other items or ideas you may have?

- Yes - 22
- No - 53

Attachment IV – Summary of Proposed Hayward Upward COVID-19 Economic Recovery Programs

Program	Staffing Needed	Proposed Budget
<p><u>“Hayward Open for Business” – A Consumer Confidence Marketing Campaign</u> This marketing program would include the launch of a digital, print and radio messaging to demonstrate that it is safe to shop at brick and motor stores in Hayward and encourage customers to return to the physical shopping and dining experiences.</p>	Marketing consultant and associated photographer, videographer/editor, Economic Development staff to led project development and manage consultant.	\$300,000
<p><u>“Shop Hayward” – A “Shop Local” Gift Card Program</u> This is an incentive program to reward patrons for supporting Hayward small businesses when they need it the most. The City of Hayward would contribute funds to cover set up and merchant fees for the program so that full EGift purchase funds will go directly to the businesses and assist those businesses that may need technical assistance to begin accepting gift cards. In addition, the City contribution would also be used for consumer incentives to encourage customers to purchase the gift cards</p>	Economic Development staff to manage and launch the program. Once launched the program is operated through existing gift card vendors.	\$400,000
<p><u>“Get Digital” – An E-commerce Expansion Assistance Program</u> <u>This</u> program would coordinate a series of training sessions and mentoring sessions available for small business owners to participate in that would focus on establishing and utilizing a web presence to market the business, generate new revenue streams and adapt to the changing customer presence. Work would include creating websites, implementing utilizing online shopping platforms, using social media to create marketing buzz about the business.</p>	Web, Marketing, and E-commerce consultants and, Economic Development staff to develop application process and oversee consultant.	\$200,000
<p><u>Restaurant Relaunch & Outdoor Dining Program</u> – This program would help create permanent parklets for outdoor dining. For restaurants located outside of the downtown area, a grant program would be created that would assist restaurants with the costs of establishing permanent outdoor dining areas. The grant funds could assist with the purchase of furniture, heaters, umbrellas, landscape planters and other needed items services such as design professionals. Technical assistance would be made available to restaurants geared toward: reconfiguring indoor and outdoor spaces and back-of-house workflow for safety; updating menus and pricing; establishing an online presence</p>	Economic Development staff and Web, Marketing, and E-commerce consultants.	\$250,000

for off-premise sales, designing customer loyalty programs, and creating and launching marketing initiatives to drive customer traffic to the businesses.		
<u>“Hayward Restore and Reopen “ - A Façade Program -</u> This program would provide small grants or larger forgivable loans to assist businesses along the major commercial corridors. The funds could be used for repairs and exterior improvements including lighting, signage, windows, signs and related city permit fees. This program would help to combat blight and activates older dilapidated centers.	Economic Development staff and a design consultant is needed to launch, monitor and process grant rebates.	\$200,000
<u>Hire Hayward – Local Hire Subsidy Program</u> This initiative would establish a rebate grant program that provides financial incentive to businesses that hire and maintain employment of a Hayward resident. Businesses would be required to offer a minimum hourly wage of \$15.00 per hour. The rebate incentive would be to be businesses and would be a rebate a percentage of wages up to a maximum threshold for hiring a Hayward resident. The rebate period would run for the first eight weeks of the resident’s employment to account for training and onboarding costs.	Economic Development staff or consultant is needed to launch, monitor and process grant rebates.	\$250,000
<u>Workforce Development – Tuition Assistance</u> This program would provide tuition assistance for Hayward residents that register and attend courses offered through Chabot Community College or Cal State East Bay, other technical schools offering industry accepted certificates or other professional training courses that enhance a job seeker's skill set and overall competitiveness in the marketplace. The courses are part of a technical skills certification program to improve job skills and marketability. These programs help the individual pursue jobs which offer higher pay for the improved skills and prepare the individual for pursuing their entrepreneurial aspirations.	Economic Development staff or consultant/community partner is needed to launch, market monitor and process tuition rebates.	\$150,000
<u>Workforce Development – Alameda County Workforce Development Board or similar organization –</u> This program would provide participants affected by COVID-19 layoffs the opportunity to jumpstart a new career in an advanced industry. Participants will receive paid work experience at a Hayward-based advanced industry company and a receive industry-recognized Certificate of Competency after completion of a short-term, customized occupational skills training program.	Economic Development staff or consultant is needed to launch, monitor and process applications.	\$150,000
<u>Small Business Assistance Grants</u> This program will serve businesses which will be eligible for a \$5,000 grant that can be used for various business expenses including new equipment, signage, marketing, and more. Grants will focus on serving our minority owned businesses with the goal of a majority of funds going to Black-owned and women-owned small businesses. In addition, the program will emphasize funding for sectors hardest hit by the pandemic including, but	Economic Development staff to launch, monitor and process applications.	\$100,000

not limited to, personal services, childcare, entertainment, restaurant and food services industries. These grants would be focused to serve those businesses with 6 – 20 employees.

Total Budget ARPA Funds

\$2,000,000



CITY OF HAYWARD

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

File #: RPT 21-077

DATE: June 24, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Future Meeting Topics as of June 24, 2021

RECOMMENDATION

That Committee members review and comment on the attached Future Meeting Topics.

ATTACHMENTS

Attachment I Future Meeting Topics as of June 24, 2021



**Council Economic Development Committee
Future Meeting Topics as of June 24, 2021**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Economic Impacts of COVID-19 & Recovery Updates	Standing Item
DSD/Planning Staff	Preliminary Concept Review: Hotel Use at 29183 Dixon Street	July 2021
Economic Development/ Planning Staff	Review of Select Policies Impacting Businesses	September 2021
Economic Development	Report on how other cities (SF, Oakland, SJ) are using or developing shared workspace and incubators	October 2021
Public Works/ Information Technology	Update on City Fiber/Broadband Initiatives (Following report to Infrastructure Committee Update)	2022
Economic Development	Impact of Cannabis Industry on Economic Development	2022

*Subject to change