

CITY OF HAYWARD

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



CITY OF
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HEART OF THE BAY

Agenda

Wednesday, September 7, 2016

4:00 PM

City Hall, Conference Room 2A

Council Economic Development Committee



CITY OF HAYWARD

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

Agenda Council Economic Development Committee

Wednesday, September 7, 2016

4:00 PM

City Hall, Conference Room
2A

SPECIAL COUNCIL ECONOMIC DEVELOPMENT COMMITTEE MEETING

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 16-074](#) Approval of Minutes of Council Economic Development Committee on June 6, 2016

Attachments: [Attachment I Draft Minutes of June 6, 2016](#)

REPORTS/ACTION ITEMS

2. [RPT 16-108](#) Approval of CEDC Regular Meeting Schedule

Attachments: [2016-2017 CEDC Regular Meeting Schedule](#)

3. Report Back on Winter in July Event

4. [RPT 16-105](#) Economic Development Strategic Plan Service & Retail Industry
 Work Task Update

Attachments: [Staff Report](#)
 [Work Task Chart](#)

FUTURE AGENDA ITEMS

5. [RPT 16-107](#) Future Agenda Items

Attachments: [Future Meeting Topics as of Sept. 2016](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



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File #: MIN 16-074

Attached is a copy of the Draft Minutes of the Regular Council Economic Development Committee Meeting on June 6, 2016.



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – June 6, 2016

CALL TO ORDER: Mayor Pro Tempore Mendall called the regular meeting to order at 4:01 p.m.

ATTENDANCE:

Committee Member	Present 6/6/16	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Michael Ly	✓	6	1	6	1
Didacus-Jeff Joseph Ramos	✓	7	0	7	0
Mayor Halliday (Chair)		6	1	6	1
Council Member Jones	✓	6	1	6	1
Council Member Mendall	✓	7	0	7	0
Vacancy (Anjanette Scott, resigned 4/1/16)					
Vacancy (Navneet Ratti, resigned 2/23/16)					

OTHERS IN ATTENDANCE:

Fran David, City Manager; David Rizk, Director of Development Services; Micah Hinkle, Economic Development Manager; Paul Nguyen, Economic Development Specialist; Paul Mueller and David Dowd, Newmark Cornish & Carey; Janiene Langford, CSU East Bay Program Manager Institute for STEM Education; Kim Huggett, President and CEO, Hayward Chamber of Commerce; Paul Hodges, Board of Directors, HARD; Suzanne Philis, Senior Secretary

PUBLIC COMMENTS

None

1. APPROVAL OF MINUTES OF APRIL 4, 2016

Motion to approve minutes with one minor correction made by Council Member Jones with a second by Member Ramos. Minutes from the April 4, 2016 Regular Meeting were approved with Mayor Barbara Halliday absent.

2. INDUSTRIAL REAL ESTATE UPDATE

Paul Mueller, Senior Managing Director of Newmark Cornish & Carey, started the update by noting the market was on fire with no product available for lease or sale. Mr. Mueller then went through a handout distributed at the meeting.

Regarding Historical Vacancy versus Asking Rates for Industrial, Mayor Pro Tempore Mendall asked why the vacancy rate was so high if there were no products available. David Dowd, Managing Director, explained that new construction showed as a vacancy and even one new building could impact the percentage and Hayward had three.

Mr. Mueller confirmed for Mayor Pro Tempore Mendall that the reason companies were pushing farther out into the central valley was because they were desperate for large spaces and lower rents.

Mayor Pro Tempore Mendall asked why Hayward was considered “safe.” Mr. Dowd explained that because of its central location, truly the Heart of the Bay, goods coming to Hayward via the Port of Oakland were only four hours away from market.

Mr. Mueller stated that Hayward was considered a “deep market” because of its large industrial base of industrial and warehouse-based businesses. Mayor Pro Tempore Mendall asked if that same reasoning explained why Hayward was not known as a research & development hub. Mr. Mueller said yes and explained that similar business uses liked to group together.

Mayor Pro Tempore Mendall commented that the City was studying the feasibility of a shuttle service for the industrial sector now and Council may be making a decision in the fall. This was in response to Mr. Mueller’s comment that one challenge facing businesses in the industrial sector was getting their workers from BART stations to the business.

Council Member Jones asked if there was a sweet spot for the per square foot rate where the lease rate would cover the cost of construction. Mr. Mueller said he thought they were in that position now or fast approaching it with just a 20 cent difference between what was being asked and what would need to be asked per square foot. Council Member Jones also confirmed that most companies were looking for 32 foot ceilings rather than the current 20 foot ceilings if redevelopment was going to occur.

Council Member Jones said it was exciting that redevelopment of existing businesses was taking place rather than property owners trying to get the most rent out of an old building. Mr. Mueller noted that upgraded sprinkler systems (fire prevention) were probably the number one upgrade.

Council Member Jones asked if any one business was hoarding warehouse space and Mr. Mueller said not in the Hayward market. Economic Development Manager Hinkle said he had noticed the trend of businesses selling property on the Peninsula at a premium, buying bigger buildings here, and subletting the extra space until they were ready to expand. Manager Hinkle also noted staff was already seeing remodeling going on by property owners of under-utilized spaces to garner higher rents.

Director of Development Services Rizk asked why Historical Vacancies versus Asking Rates for R&D had jumped so high for Hayward compared to the I-880 Corridor, if it was a trend and whether it would continue. Mr. Mueller said the spike was caused by new construction and speculative development. Mr. Dowd explained that Hayward rates were also catching up to the rest of the market. Manager Hinkle noted that several buildings that had stood vacant for some time and were now being filled.

Economic Development Specialist Nguyen asked how high rents would have to climb to shift Hayward from Industrial/Warehouse to R&D. Mr. Mueller said rates would have to reach \$1.50 per square foot. He also said that the rising cost of the land could make warehouses less economical and City streets hitting capacity could deter more truck traffic. Mr. Mueller also pointed out that just as San Mateo was an extension of Highway 92, for other uses to migrate to Hayward, they would require key upfront locations along the highway.

Mayor Pro Tempore Mendall said he sees trends changing and thinks Hayward could now fill office space. Mr. Mueller said Hayward would need to provide the housing and retail amenities that would draw people from across the San Mateo Bridge to live and work here. He suggested surveying commuters on Highway 92 to find out where they were going.

Council Member Jones also noted that Hayward needed to provide amenities in the industrial sector to attract workers and businesses from the Peninsula.

Mayor Pro Tempore Mendall said that although he was sad to lose Gillig he also sees it as an opportunity to completely change the synergy of the site. Mr. Mueller said absolutely and noted the site was big enough to do almost anything.

Mayor Pro Tempore Mendall pointed out to staff that this was conversation the committee had had before but now the rest of City Council needed to hear it to change how they see Hayward. Member Ramos asked if he meant a presentation to Council and Mayor Pro Tempore Mendall said he would leave it up to staff to decide.

3. REVIEW OF HAYWARD STEM COMMUNITY PROGRAM AND PARTNERSHIP

Economic Development Manager Hinkle introduced CSU East Bay Program Manager Institute for STEM Education Janiene Langford who gave the presentation.

Ms. Langford noted the Institute was housed at CSUEB, but was privately funded primarily by corporate donors. The STEM Career Awareness Day, held on April 13th, was an industry-led, one-day program where high school students toured and met with local businesses, she said. The event in Hayward was a grassroots effort to build bridges between education, business and local government. She added that a mixer, sponsored by the Economic Development Division, was held April 7th at City Hall to introduce business representatives to educators before the main event.

Member Ramos asked what was next after the one-day events; what was the goal of the program and what would on-going efforts entail. Ms. Langford said continuing to link government to businesses and schools; leveraging those relationships to create internships for students; creating opportunities for businesses to continue to meet and work together; and bringing year-round programing like Circle Labs, currently located and funded by businesses in Berkeley, down to Hayward.

Council Member Jones said he hoped the program could continue and commented that it would be beneficial to measure success, by, for example, counting how many students who go through the program go on to college. He said such measurables could be used to secure more funding from businesses and cities. Ms. Langford noted that two lead teachers were identified at each high school to create consistency. She also said another goal she had was getting families and parents more involved.

Member Ramos asked if Promise Neighborhood students in Jackson Triangle were involved in the program and Ms. Langford said yes, but noted the program wasn't limited to students in the Jackson Triangle.

Member Ramos suggested creating metrics for those students since other data was already being collected.

Economic Development Manager Hinkle acknowledged Ms. Langford's work in implementing the program and bringing the different groups together for a successful event. He pointed out that each year the event would get better as the groups got to know each other and expanded on the advantages of working together. He noted these efforts were included in the Economic Development Strategic Plan (EDSP) as Goal SR6: Improve Hayward's education-to-job bridge through an active community partnership.

Mayor Pro Tempore Mendall acknowledged that creating metrics to measure success for this program would be difficult, but he encouraged Ms. Langford to try to find some evidence, even if some of it was anecdotal or the number of businesses and students that wanted to participate again next year.

Member Ly asked how many students participated. Ms. Langford said the goal was 200 total from the four high schools and they ended up with 125. Member Ramos pointed out that was up from zero.

Member Ramos asked if Moreau Catholic High School was contacted and Ms. Langford said no she'd only worked with HUSD.

Ms. Langford concluded by saying she was pleased with the results of the first year and the partnerships created.

4. COMMERCIAL INCENTIVES PROGRAM

Economic Development Manager Hinkle said that both the General Plan and the EDSP mention the development of incentive plans for the retention, attraction and expansion of business, but how to do that was open to a lot of different options. He outlined what had been done in the past and the ideas staff was considering and the associated complexities.

Mayor Pro Tempore Mendall said four years ago, when he was campaigning to be a member of the City Council, he was talking about some of these same potential incentives and the feedback he received was, that's not the problem, fix the City's permitting process to make it more business-friendly. He told staff to take credit for the changes already made to not only the permitting process but for the implementation of the Business Concierge Program, which both save time and money and send a different message about Hayward's attitude toward business.

Mayor Pro Tempore Mendall told staff to stop focusing only on the downtown area. Any incentive programs should be applicable city-wide, he said. He also said to be very careful with anything that appears to subsidize retention because all businesses would want help. Mayor Pro Tempore Mendall said he may support subsidizing expansion and attraction, but the program would have to be well-crafted. He also supported sales tax sharing for a limited time and only for the businesses the City wanted to attract.

Regarding buildings that have been vacant for a long time, Mayor Pro Tempore Mendall said he would rather see the City develop a program that subsidized the sale of the property or for infrastructure improvements, he said, that would improve the entire area. Both could potentially attract investors with a better vision for the property's potential and with more access to capital.

Council Member Jones said he struggled with the concept of incentives because often it ended up subsidizing a failed business model. He agreed that concentrating on improving infrastructure lifted the whole area up and was worth pursuing in blighted areas both in and outside of downtown.

Council Member Jones suggested considering subsidizing aspects of development like sewer hook-up fees, increasing water meter capacity for fire sprinklers, and energy upgrades. He also pointed out that some cities offer specific incentives to encourage a particular use desired for specific buildings, for example, a restaurant or other entertainment uses.

In regards to vacant properties, Council Member Jones said he prefers performance loans over sales tax rebates because over the long-term rebates weren't healthy for the community. He pointed out that a lot of businesses moved as soon as the rebate ended.

Member Ly asked how many buildings staff hoped to assist and how much it would cost and Economic Development Manager Hinkle said six to eight buildings at a cost of approximately one million. Member Ly asked where the funding would come from and Manager Hinkle staff would have to look at various sources including the General Fund.

If downtown property owners purchased the building so long ago, Member Ly asked if they couldn't, or just wouldn't, sell the property for a profit. Economic Development Manager Hinkle said it was difficult to determine the exact reason owners held on for so long, but he suspected they were emotionally invested to a particular vision and wanted to be part of the windfall when it happened.

Member Ramos said downtown property owners were using buildings as a tax write-off and the City would have a hard time beating that income. He agreed that infrastructure improvements were a good idea and that incentives were a bad idea because the City would never get its money back; bad uses would fail. He suggested bringing together investors and property owner for a Shark Tank-like presentation and he reminded staff to reserve spaces for strategically placed retail nodes to provide neighborhood services.

Mayor Pro Tempore Mendall added that the cost of green building requirements could be spread out over time and made payable through water bills. He also suggested staff develop a list of targeted businesses and develop incentives to attract them.

Member Ramos pointed out that at the former Ford site staff had seen the opportunity for a hotel and connected the developer to the appropriate contacts. He said other cities didn't have that service. Mayor Pro Tempore Mendall said that was because of the pre-application meeting and Business Concierge service staff provided. Member Ramos commented that the developer wouldn't have had that vision on his own.

FUTURE AGENDA ITEMS

Mayor Pro Tempore Mendall requested that Future Agenda Items be listed as a separate report rather than as part of the minutes.

Member Ramos requested an update about Green Shutter developments.

Mayor Pro Tempore Mendall asked when the incentive program would come back for approval and staff said they would work with the City Manager to determine timing.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Economic Development Manager Hinkle announced that staff was attending the national Biotech Conference in San Francisco later on in the week as part of Team California and would be manning a booth in partnership with the East Bay Economic Development Alliance. Specialist Nguyen mentioned

that the Team California pavilion was one of the largest booths and would be front and center when participants walked into Moscone Center.

ADJOURNMENT: The meeting was adjourned at 5:51 p.m.



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File #: RPT 16-108

Attached is a copy of the proposed CEDC Regular Meeting Schedule for 2016-2017.



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE 2016-2017 MEETING SCHEDULE

Meeting Location: CITY HALL
2ND FLOOR, CONFERENCE ROOM 2A
777 B STREET
HAYWARD, CALIFORNIA

Meeting Time: 4:00 P. M.

Meeting Dates: The Council Economic Development Committee meets on the first Monday of each month except where noted otherwise.

September 7, 2016 Alternate meeting date due to City holidays

October 3, 2016

November 7, 2016

December 5, 2016

~~January 2, 2017~~ Cancelled

February 6, 2017

March 6, 2017

April 3, 2017

May 1, 2017

June 5, 2017

July 10, 2017 Second Monday due to City holiday



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File #: RPT 16-105

DATE: September 7, 2016

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

Economic Development Strategic Plan Service & Retail Industry Work Task Update

RECOMMENDATION

That the Committee reads report and provides feedback to staff.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Work Task Chart



DATE: September 7, 2016

TO Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

Economic Development Strategic Plan - Service & Retail Industry Work Task Update

RECOMMENDATION

That the Committee reads the report and provides feedback to staff.

BACKGROUND

In 2013, the City of Hayward adopted an Economic Development Strategic Plan (EDSP) in order to create a purposeful and concentrated effort to further establish Hayward as a desirable place to conduct business and to grow the City's economic base. The EDSP has three focus areas: 1) Branding and Marketing; 2) Industrial Sector; and 3) Service & Retail Industry. Staff has been working toward task completion as outlined in the EDSP and identifying potential future tasks and amendments to the EDSP.

Economic Development staff presented an annual update on the EDSP to City Council on December 1, 2015. The annual update identified program accomplishments over the past year and acknowledged the completion of the baseline foundational data. Significant time and effort has been dedicated to understanding Hayward's business community in order to assist in business retention, attraction, and expansion. In addition, through coordinated efforts, staff has been working on development opportunities with the City and customer service enhancements to facilitate development of quality projects. City Council requested that the EDSP be updated by staff and revised to reflect and address strategic approaches and activities of the Economic Development Division.

DISCUSSION

In order to update the EDSP, staff has focused on each of the three core sections reviewing Goals, Tasks, and Performance Measures. Staff will be updating each section separately. The intent is to have a dialogue with the CEDC and get direction on policy approach and targeted goals that have been identified by staff. Based on the feedback, staff will develop specific work tasks and performance measures.

Service & Retail Industry

In order to understand our retail and service market, staff developed a baseline profile of businesses in Hayward's retail corridors. The baseline covers demographics, sales tax generation, categorized goods and services, building types, and potential retail opportunities. This information helped provide context for what exists in the City, barriers for new businesses, and the overall condition of our retail and service space.

As reported in previous CEDC meetings on retail, the City's role in retail development is layered and fluid given that factors for successful retail development change over time. The City has strived to find a balance of providing needed goods and services for the community while capitalizing on our regional market strength. Hayward's central location to major retail markets is both an asset and a liability. Surrounding communities with goods and services not offered in Hayward have been able to draw Hayward's retail purchases. As part of the review process for new development, staff has been advocating that projects provide quality development that brings in retailers to meet the community needs. Retail has taken the majority of staff efforts to date, but retail is a subcategory of commercial which includes other land use types such as hospitality (hotel, entertainment, and dining) and office.

Economic Development staff has been very active in development and recruitment of commercial space within all commercial corridors. Staff has been successful in facilitating development applications and new commercial businesses within the Downtown, Mission, Southland Mall, and Hesperian Retail Corridors. Through the process of understanding space availability and outreaching to the brokerage community, Hospitality and Office have been identified as key land use types that have a place in our community. However, they are not mentioned within the Economic Development Strategic Plan and are recommended to be included as key components to a vibrant Commercial sector.

Staff's view of the strategic plan for retail and services is that it is too narrowly focused and should be recast with a broader "Commercial" category with retail, hospitality, and office as subcategories in which staff can expand the EDSP to include. Retail is driven by market demand for goods and services, by promoting additional development in the hospitality and office markets, vibrant retail could be established.

A full update of the Retail Work Tasks is included in Attachment II. Staff is happy to take CEDC comments on recommended staff direction and task development.

NEXT STEPS

Staff's recommendation is to recast the Retail & Services Industry section of the EDSP into a larger "Commercial" category. This would be similar to the "Industrial" category in the plan and would allow greater flexibility to include Hospitality and Office as subcategories along with Retail.

Prepared and Recommended by: Micah Hinkle, Economic Development Manager

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', is positioned above a horizontal line.

Kelly McAdoo, City Manager

Service & Retail Industry

GOAL SR1: Support existing businesses, especially in the area of safety

Work Task		Year to be Completed	Current Status	Recommendation
SR1.A	Identify key safety concerns and crime patterns in the retail areas, utilizing information from the new CAD/RMS and anecdotal evidence collected	2014	Ongoing. Staff coordinates with PD and merchants on safety concerns and crime patterns within the retail corridors. PD activity to address concerns is reported in the PD quarterly reports presented to Council. This is an ongoing coordination effort between ED and PD staff along with the business community to address safety concerns and crime.	Move to Ongoing Tasks with reportables tied to PD quarterly updates
SR1.B	With the Police Department and Code Enforcement, establish a crime prevention and property improvement program for property managers	2014	Task Complete. The City, through its PD Crime Prevention Office, provides services to commercial property owners and developers.	Recommend Deletion - Task Complete
SR1.C	Establish a comprehensive retention program for existing businesses	2014	In 2015, the Economic Development Division created the City's Business Concierge Program, which is designed to address business attraction and retention. The program has been successfully implemented and we are currently assisting businesses in both business attraction and expansion activities. In order to fully implement the program additional resources are required to enhance the existing business visitation program; with over 4,000 businesses outreaching targeted businesses and clusters can be challenging.	Recommend Deletion - Task Complete
SR1.D	Design and offer incentives to existing service/retail businesses for expansions and improvements	2015	The Economic Development Division is exploring various commercial revitalization incentive programs. A presentation was made to the CEDC on incentive program approaches on June 6, 2016. The CEDC provided direction for staff to explore programs that bring capitol improvements to buildings and infrastructure. Staff is currently developing program guidelines and requirements for future Council review.	Ongoing Task - Recommend moving to 2017

SR1.E	Assist the Chamber, BIA, and workforce development organizations with starting a mentoring/consulting program for small businesses	2017	Through partnerships with other organizations within Alameda County, the City has been able to partner to provide small business support programs. Staff recommends adjusting policy to be modified to read as follows: "Continue to partner with Chamber, BIA, Alameda County Small Business Development Center, Workforce Development, Rubicon, and other support organizations to address the needs of the small business community as it relates to staffing, employment training, financial planning and other resources to assist in the establishment and growth of small business."	Ongoing Task
IS1.H	Develop a method to survey businesses that close or leave Hayward to learn from common issues	2017	Activity on this task has not occurred. Staff anticipates working with Revenue Department to establish a survey to be submitted for business closures and relocations out of City limits.	Still targeting 2017
IS1.I	Identify a method to track how different ethnic groups are represented in the Hayward economy	2017	This is a difficult task to develop a reliable data source that does not require substantial resources to develop and implement. Recommend modification of the Task to read as follows: "Track demographic data of Hayward resident's and identify trends related to potential market shifts in providing goods and services to specific ethnic markets."	Still targeting 2017

Service & Retail Industry

GOAL SR2: Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward

Work Task		Year to be Completed	Current Status	Recommendation
SR2.A	Establish a comprehensive retail attraction program for desired retailers	2014	This is a multi-layered task that requires multiple sub-tasks in order to create a comprehensive program. Staff has completed the retail baseline study identifying current available spaces within the Hayward commercial corridors. The next step is to identify retail locations that would be attractive for desired retailers. Staff is currently working with retail consultants for analysis of retail corridors and creation of an attraction program. In addition, staff is working with the development community for inclusion of quality commercial space when applicable.	Ongoing Task
SR2.B	Increase proactive code enforcement efforts around catalyst sites and other highly visible sites	2014	Complete. ED and Code Enforcement staff work regularly on various blight issues surrounding catalyst sites. The City has been successful in facilitating the development of the Green Shutter and are working collaboratively on other locations throughout the City.	Recommend Deletion - Task Complete

SR2.C	Design and offer incentives to new retail businesses, such as business loans and fee waivers	2015	See Task SR1.d - In addition, the City offers current programs through CDBG Economic Development Programs. Also, staff has been working with Utilities and Environmental Services on a fee deferral program targeted for restaurants micro beverage manufacturing businesses. Funding will continue to be an issue as fully funding the need for small businesses is a challenge.	Ongoing Task
SR2.D	Update psychographic data (example: Buxton Study)	2014	Staff plans to work with consultant to update psychographic data along with other analytical data points that will better define the community need and development opportunities.	Ongoing Task - Recommend moving to 2017
SR2.E	Grow relationships with retail brokers	2018	Ongoing. Staff continues to develop marketing materials targeting brokers. The Business Concierge Program brochure, Hayward Fact Sheet and #HaywardUpward website complement our efforts in relationship building. Future plans include a broker appreciation event. Staff will increase attendance at trade shows, regional events and host more outreach events to attract developers and retailers.	Ongoing Task
SR2.F	Develop relationships with the property owners of the catalyst sites in the retail area	2018	Ongoing activity.	Ongoing Task
SR2.G	Develop marketing material for the catalyst sites that can be used by brokers	2015	ED staff to develop comprehensive marketing materials for Hayward associated with Marketing Tasks.	Ongoing Task
SR2.H	Identify metrics to measure private investment in Hayward	2016	Staff working with Development Services to identify private investment for development projects. In addition, tracking Venture Capitol invested in Hayward.	Ongoing Task

Service & Retail Industry

GOAL SR3: Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward

Work Task	Year to be Completed	Current Status	Recommendation
SR3.A	2015	Infrastructure analysis for the downtown will be part of the Downtown Specific Plan slated to be completed in 2018. Assessment of commercial corridors and infrastructure needs is ongoing.	Ongoing Task

SR3.B	Complete the way-finding sign program for the 238 Corridor	2014	Complete	Recommend Deletion - Task Complete
SR3.C	Complete parking study for downtown retail area	2014	Underway - Transportation Division currently undertaking parking analysis and determination of recommendations.	Underway
SR3.D	Create an implementation plan to address deficiencies identified in the infrastructure assessment	2016	Downtown Specific Plan update currently being led by Development Services	Ongoing Task
SR3.E	Pre-install grease traps and other infrastructure to support restaurant development	2016	Capitol expenditures for pre-installation of grease traps can be cost prohibitive and not effective on attracting restaurant users. Recommend developing incentive programs to help off-set construction costs for restaurants related to infrastructure improvements ranging from commercial kitchen buildouts to grease interceptors.	Recommend Modifying Language
SR3.F	Work with Southland Mall to identify and address infrastructure needs	2016	Ongoing	Ongoing Task
SR3.G	Develop gateway program	2016	Economic Development Staff is in the process of identifying locations for gateway markers. Phase II of the program will focus on key entry points into City of Hayward.	Underway

Service & Retail Industry

GOAL SR4: Create proactive, site-specific land use policies that clearly convey information to potential businesses

Work Task		Year to be Completed	Current Status	Recommendation
SR4.A	Identify desired uses for the catalyst sites with the CEDC and ensure that current zoning allows for the desired uses	2014	Recommend modifying language to reflect City's pre-application process and Council workshops to receive policy direction on catalyst sites. It is difficult to select an individual desired project as there is a balance of needs of the community.	Ongoing Task - Recommend modifying language
SR4.B	Confirm the City's zoning assessment with commercial brokers	2014	Ongoing	Ongoing Task
SR4.C	Revise the Sign Ordinance	2014	Complete	Recommend Deletion - Task Complete

SR4.D	Monitor developments at Airport Land Use Commission and improve process to ensure appropriate influence	2018	Ongoing	Ongoing Task
SR4.E	Modify/create dining entertainment districts that include owner accountability systems	2015	Recommend Deletion. The Downtown Specific Plan will establish the dining and entertainment district and owner accountability is tied into zoning requirements associated with entitlement permits.	Recommend Deletion
SR4.F	Complete the Downtown Plan update	2016	Underway	Ongoing Task - Recommend moving to 2018

Service & Retail Industry

GOAL SR5: Ensure a timely and predictable permit process

Work Task		Year to be Completed	Current Status	Recommendation
SR5.A	Develop and promote an ombudsperson program to streamline retail business applications and permits	2014	Continue Business Concierge Program to improve the customer experience by providing a single point of contact to address market analysis and site selection, development assistance and business and workforce assistance.	Recommend Deletion - Task Complete
SR5.B	Optimize the permit process by utilizing online technology and other available tools	2018	Ongoing	Ongoing Task
SR5.C	Update/review fire connection requirements	2014	Recommend deletion. Fire Connection requirements are standard and compliant with the Building and Fire Code. Staff has made great strides working with existing and potential businesses to cover standard health and safety issues and Fire Connection Requirements are consistent with standard process and procedures.	Recommend Deletion - Task Complete
SR5.D	Facilitate the streamlining of ABC review while developing equally balanced accountability measures for problem users	2015	Complete	Recommend Deletion - Task Complete

SR5.E	Streamline restaurant permitting	2015	Complete	Recommend Deletion - Task Complete
SR5.F	Expand the permit performance measures to include other departments that are involved in permitting and inspections	2016	Development Services Department has taken the lead on streamlining processing of permits. Performance measures are currently established for review timelines.	Ongoing Task

Service & Retail Industry

GOAL SR6: Improve Hayward's education-to-job bridge through an active community partnership

Work Task	Year to be Completed	Current Status	Recommendation
SR6.A	2018	Ongoing	Ongoing Task
SR6.B	2018	Ongoing	Ongoing Task
SR6.C	2016	Looking to identify data sources that track academic achievement to employment. Data may not be available and task item may need to be modified.	Ongoing Task
SR6.D	2017	Staff will work to partner with businesses in an effort to create a career pathways. Staff will continue to support Manufacturing Day, STEM programs and partnerships with Workforce Development Board, ACSBDC, Rubicon, CSUEB, Chabot and others.	Recommend modifying language using first part of SR6.A and last part of SR6.D



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File #: RPT 16-107

Attached is a copy of Future Agenda Items for the Council Economic Development Committee.

Future Meeting Topics as of Sept. 7, 2016

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS
Development Services	Quarterly update from Development Services
Economic Development	Presentation from Southland Mall reps on the new theater and updates
Economic Development	Provide more statistical data and analysis of existing retail (Spring 2016)
Economic Development	Report on the changing demand for retail
Economic Development	Update on the Community Benefits District process
Economic Development	Improve marketing of City events to local businesses to keep workers in town
Economic Development	Discuss effectiveness of concept meetings with Council (Spring 2016)
Economic Development	Report on impact of minimum wage increase (When data is available)
Economic Development	Additional major retailer comparison data from MuniServices
Economic Development	Report back on the impact of additional housing on property and sales tax revenues