

CITY OF HAYWARD

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



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Wednesday, October 5, 2016

8:00 AM

City Hall, Conference Room 2A

Downtown Business Improvement Area Advisory Board

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS:

The Public Comment section provides an opportunity to address the Oversight Board on items not listed on the agenda. The Board 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 Board or are within the jurisdiction of the Board as the Board is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

MINUTES

1. Approval of the Minutes of the Regular Downtown Business Improvement Area Advisory Board Regular Meeting on July 6, 2016

Attachments: [Draft Minutes of July 6, 2016](#)

REPORTS

2. Election of Officers and Approval of DBIA Regular Meeting Schedule

Attachments: [Proposed DBIA 16-17 Regular Meeting Schedule](#)

3. Downtown Streets Team Request for Funding

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

4. Hayward Chamber of Commerce Request for Funding

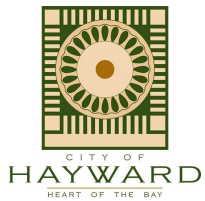
Attachments: [Attachment I Staff Report](#)
[Attachment II Funding Request](#)

BOARD MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT

NEXT MEETING – Wednesday, January 4, 2017

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Manager at (510) 583-4300 or TDD (510) 247-3340.



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File #: MIN 16-082

Attached is a copy of the Draft Minutes of the Regular Downtown Business Improvement Area Advisory Board Meeting on July 6, 2016.

**MINUTES
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**REGULAR MEETING
July 6, 2016**

ATTENDANCE:

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Alfredo Rodriguez Jr.*	X	
Sid Hamadeh	X	
Syed Karim		X
Rui Li (Resigned)		
Benjamin Schweng	X	

**Chair*

VISITORS: Kim Huggett, Hayward Chamber of Commerce, AT Stephens, Hayward Area Historical Society; Chad Bojorquez and Jade Millourn, Downtown Streets Team

STAFF: Micah Hinkle, Economic Development Manager; Ramona Thomas, Economic Development Specialist; Lt. Jim Denholm and Sgt. Jose Banuelos from Hayward Police; Suzanne Philis, Senior Secretary

I. Call to Order

Chair Rodriguez called the meeting to order at 8:02 a.m.

II. Roll Call

All present with acknowledgement of Member Davis' resignation effective April 30, 2016. Member Li announced that she would also be resigning due to family obligations that would move her out of the area.

III. Public Comments

Chad Bojorquez, Hayward Project Director of Downtown Streets Team, gave background on the mission of the organization and current activities in Hayward.

Chair Rodriguez asked how long the Team had been working in Hayward and Mr. Bojorquez explained that groundwork started in February and that the Hayward Team had been active for two weeks and already had 13 volunteers. He noted the Hayward Team was conducting their first major clean-up of a local creek.

Member Hamadeh asked how volunteers could find more information and if Mr. Bojorquez worked with Hayward Police. Mr. Bojorquez explained that volunteers were recruited via word-of-mouth and by talking to people on the street. He noted that police representatives came to Team meetings to keep lines of communication open, but they tried to keep

themselves separate from police so homeless wouldn't associate the two or think the Team was the police.

Chair Rodriguez asked what was the best way to learn more about the Downtown Streets Team and Mr. Bojorquez suggested coming to meeting and visiting the new website streetsteam.org.

Hayward Area Historical Society Executive Director AT Stevens, representing the Hayward Rotary Club, provided responses and more information related to the funding request submitted at the last meeting for two Hayward Rotary Club welcome banners.

Member Hamadeh asked several questions about the banners and the logistics of hanging them which Mr. Stevens answered. Chair Rodriguez said he liked the new color choices.

Chair Rodriguez asked police representatives if they had anything to report. He said activity in the downtown had increased with the absence of the downtown bike patrol. Lt. Denholm noted calls for service in the downtown had actually been declining for the last three months, but officers were still conducting regular checks.

Member Schweng said enforcement of laws prohibiting the use of shopping carts by the homeless had made a huge difference. Lt. Denholm mentioned that since July of 2014, over 300 shopping carts had been collected.

Kim Huggett, President of the Hayward Chamber of Commerce, reported on Mayor Halliday's State of the City address at Chabot College on June 23rd and the Downtown Street Party on June 16th. He noted in the past 16 years the Chamber had never been asked to pay an encroachment permit fee for the Downtown Street Parties until this year and that the cost caught him off-guard. Mr. Huggett said he would be requesting more funding from the DBIA to cover the cost. He also mentioned that the Bike Festival wasn't as successful as they had hoped and next year he was considering rolling the event into the June Downtown Street Party and use the funding to help cover the cost of the permit.

Member Hamadeh asked staff if they knew the Chamber would be charged for an encroachment permit fee and Economic Development Manager Hinkle explained that Mr. Huggett had been warned the fee was coming and noted the cost to the City to close downtown streets was expensive. Mr. Hinkle also mentioned that Mr. Huggett had submitted a letter requesting the fee be waived, but the City Manager had said no.

Member Hamadeh asked if the fee could be waived since it was new and the DBIA didn't know about it when they made the funding recommendations. Mr. Hinkle explained that the item wasn't on the agenda and suggested Mr. Huggett bring a proposal to the next DBIA meeting since there was room in the budget to increase funding.

Member Schweng said he was still experiencing problems with people accessing his large trash bins. He said he'd tried a number of solutions, including some at his own expense, and complained Waste Management was not being responsive and was not being forthcoming about available solution options.

Sgt. Banuelos noted that a new downtown bicycle officer, a replacement for Officer Fovel, was starting that day.

IV. **Approval of Minutes of Special Meeting held April 6, 2016**

Member Hamadeh made the motion to approve the minutes, Member Schweng seconded, and the motion carried with Member Karim absent.

V. **DBIA Budget Update**

Economic Development Manager Hinkle noted the DBIA's budget recommendations had been approved by Council. He said Improvement Area fees were still not being collected and he noted with the resignation of Public and Media Relations Officer Frank Holland, no progress had been made in the formation of the Community Benefits District. Mr. Hinkle said the budget attached to the DBIA staff report outlined that spending primarily focused on funding special events.

Member Hamadeh asked if new and replacement members were being recruited for the DBIA and Mr. Hinkle said yes. Member Hamadeh asked if anyone could apply and Mr. Hinkle explained that potential members still needed to have businesses in the Improvement Area since the funds being spent down had been paid by those businesses.

Staff clarified the process for recruiting new members and mentioned the deadline to apply was July 15th.

Member Schweng asked about sidewalk cleaning and Mr. Hinkle confirmed drought restrictions had been lifted, but questioned whether City maintenance staff would be willing to clean the entire improvement area. Member Schweng said he wanted sidewalk cleaning with gum removal for the entire district at least once a year. Mr. Hinkle said staff would come back with that cost and Maintenance Services' routine cleaning schedule.

Economic Development Specialist Thomas noted the Board still had \$15,000 in the budget put aside for "beautification" and Member Schweng said he thought the cost would be closer to \$50,000.

Member Schweng asked who was responsible for cleaning sidewalks when a restaurant had outside seating. Economic Development Manager Hinkle said the City had no regulations in place, but would need to generate some as more and more restaurants come in.

Member Hamadeh asked what happened to the \$7,000 set aside for the Holiday Decoration program and staff said that money was rolled back into the DBIA budget. Member Hamadeh asked if anyone participated and staff said no.

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

None.

VI. **Adjournment**

The meeting was adjourned at 8:54 a.m.

STAFF	ACTION ITEMS
Econ Dev	Notify DBIA Board of any upcoming Downtown Specific Plan Update community meetings.
Econ Dev	Attendance counts for recurring events and financial information including costs versus revenues and/or event guidelines



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777 B Street
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File #: RPT 16-125

DATE: October 5, 2016

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT

Election of Officers and Approval of DBIA Regular Meeting Schedule

RECOMMENDATION

That Board members elect a Chair and Vice Chair and approve the Regular DBIA Meeting Schedule.

ATTACHMENTS

Attachment I: Proposed 2016-2017 Regular Meeting Schedule



DOWNTOWN HAYWARD BUSINESS IMPROVEMENT
AREA ADVISORY BOARD (DBIA)
2016-2017 MEETING SCHEDULE

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

Meeting Time: 8:00 A.M.

Meeting Dates: The Downtown Hayward Business Improvement Area Advisory Board (BIA) meets quarterly on the first Wednesday of the month unless otherwise noted.

October 5, 2016

January 4, 2017

April 5, 2017

July 5, 2017

October 4, 2017



CITY OF HAYWARD

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777 B Street
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File #: RPT 16-123

DATE: October 5, 2016

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT

Downtown Streets Team Request for Funding

RECOMMENDATION

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and evaluates the attached funding request for expansion of the beautification project by Downtown Streets Team.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Funding Request



DATE: October 5, 2016

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT: Downtown Streets Team Request for Funding

RECOMMENDATION

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and evaluates the attached funding request for expansion of the beautification project by Downtown Streets Team.

BACKGROUND/DISCUSSION

The purpose of the DBIA is to promote the economic revitalization and physical improvement of the downtown business district and to attract new businesses and visitors to the downtown. Historically, the DBIA has funded activities in the following categories: (1) events and marketing, (2) security, and (3) beautification.

The primary duty of the Advisory Board is to submit an Annual Report to the City Council which contains: 1) any proposed changes to the boundaries or the benefit zones of the BIA; 2) proposed improvements and activities for the upcoming fiscal year; 3) a budget for the proposed activities. The Advisory Board meets periodically to review the activities and programs funded by the DBIA.

Downtown Streets Team (DST) is a non-profit organization whose mission is to eradicate homelessness by empowering volunteer homeless and low-income individuals. Team members working collaboratively on beautification projects are provided with resources needed to rebuild their lives. In return for their hard work and dedication, Team Members receive a non-cash stipend to help cover their basic needs. The ultimate goal of DST is to transition Team Members into employment and permanent housing within one year.

Earlier this year, the City entered into a pilot project to fund DST efforts for one year with a focus on downtown. On September 14, 2016, the DST submitted a proposal for funds to expand the program services (see Attachment II).

Hayward was DST's first entry into the East Bay market. DST has already established housing, job placement and education programs in Palo Alto, Sunnyvale, San Rafael and San Francisco over the past decade. The Downtown Street Team volunteer work-experience program provides great value to partnered local business, City governments, and residents. Since June

2016, DST has been working hard to beautify downtown Hayward. Per the request and information provided by the fund requester, the DST has all of the necessary equipment, carts, devices and supplies to offer self-contained beautification service by cleaning debris in the generally defined area between City Hall and Foothill and between A and C Streets.

FISCAL IMPACT

The proposed support from DBIA would allow these services to expand and reach additional individuals and coverage of the downtown core. DST is proposing two options:

- 1) Total year one cost for Mondays - \$14,297
- 2) Total year one cost for Mondays and Fridays - \$20,381

The DBIA allocated \$15,000 for miscellaneous beautification activities in the current budget year.

ECONOMIC IMPACT

The Downtown Streets Team proposes the expansion of existing services to include Mondays and the additional option of Fridays. Through a contract with the DBIA, DST will expand its existing beautification project to help ensure a clean and friendly environment for downtown Hayward residents, visitors, patrons, employees, and business owners.

Better streets mean better business. Attractive public space attracts more people and more activity, thus strengthening the community, the businesses that serve them, and the City's economy as a whole.

NEXT STEPS

If approved, staff will incorporate the allocation into the DBIA budget for FY 2016-2017.

Prepared by: Ramona Thomas, Economic Development Specialist

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAdoo, City Manager

Attachments:

Attachment II Hayward Downtown Streets Team Expansion Proposal



HAYWARD DOWNTOWN STREETS TEAM EXPANSION

Downtown Streets Team (DST), in partnership with the Downtown Hayward Business Improvement Area (DBIA), proposes the expansion of DST's existing services for Mondays, and the additional option of Fridays. Through a contract with the DBIA, DST will expand its existing beautification project, to help ensure a clean and friendly environment for downtown Hayward residents, visitors, patrons, employees, and business owners.

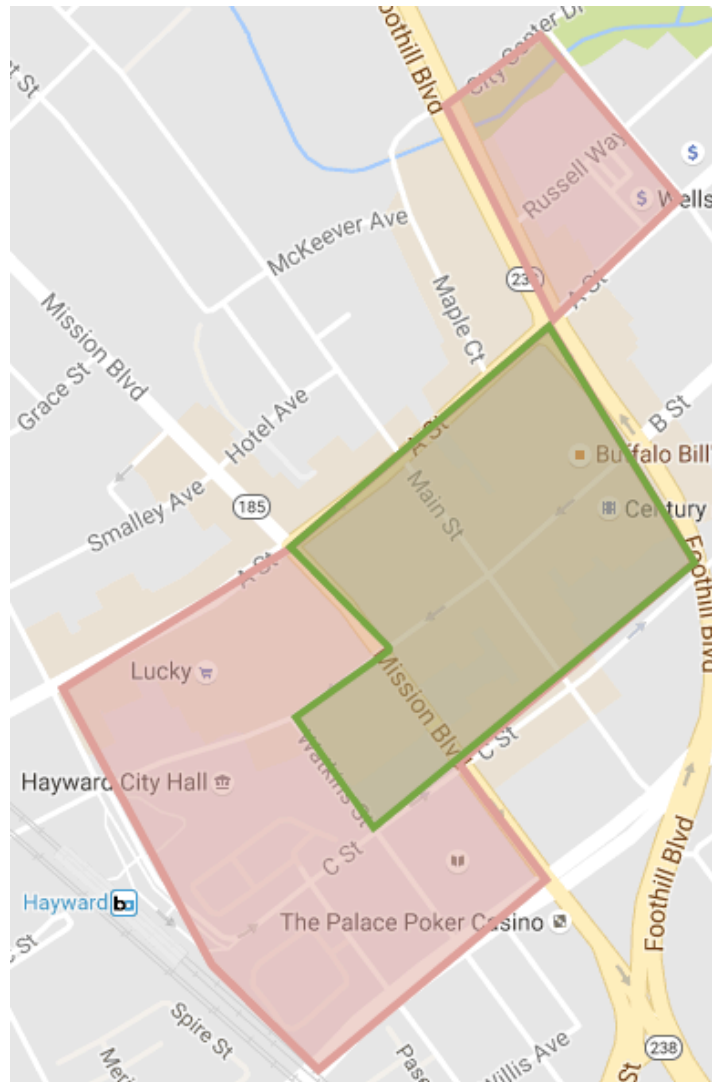
PROPOSAL

Who: The mission of **Downtown Streets Team (DST)** is to eradicate homelessness by empowering homeless individuals to be part of the solution, rather than just the problem. DST members participate in a volunteer work-experience program that provides great value to partnered local businesses, City governments, and residents. In exchange, Team Members earn food/basic needs stipends, housing assistance, housing/shelter placement, case management, transportation assistance, Job Search Skills classes, employment placement, and more; all while rebuilding their dignity, re-engaging with the greater community, and becoming part of a team that encourages and supports them as they work toward rebuilding their lives.



The primary duty of the **Downtown Hayward Business Improvement Area (DBIA)** is to propose changes to the boundaries or the benefit zones of the BIA; propose improvements and activities for the upcoming fiscal year toward beautification and quality of experience for downtown patrons; a budget for those proposed activities; and any proposed changes in the method and basis for levying the assessment.

Where: The project area for the Hayward Downtown Streets Team is generally defined as between City Hall and Foothill, and between A and C Streets, and is also **highlighted in Red below**. For this proposed contract extension, the additional volunteer work experience would focus Mondays (with the additional option of Fridays) in the downtown core, primarily on B Street between Watkins and Foothill, and between A and C Streets, and **outlined in Green below**:



When: The additional work experience shift will be primarily focused on capturing the debris left from the weekend's activities, and will operate within the following schedule:

HAYWARD DOWNTOWN STREETS TEAM SCHEDULE						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8am-12pm	8am-12pm	8am-12pm	8am-12pm	8am-12pm or 12pm-4pm	--- (can be discussed)	--- (can be discussed)

Downtown Streets Team operates at least 50 weeks out of the year.

How: Downtown Streets Team has been successfully beautifying the downtown core in Hayward since June 22nd, 2016, and communities across the Bay Area for over 11 years. We have all of the necessary equipment, carts, capture devices, and supplies to offer a self-contained beautification service. This proposal specifically targets the post-weekend debris, as well as the 2nd option to cover a high traffic, high visibility period. *Support from the DBIA also allows any member business to request a special cleanup within the downtown core to be completed no later than the next shift available (see schedule above), at no additional cost.*



Downtown Streets Team will maintain a crew of at least 10 Team Members per additional shift, including a proven and trusted Team Lead, and provides these Team Members access to dedicated

housing and employment support, as well as a stipend for basic needs (in the form of gift cards, housing, transportation, or communication assistance). The proposed support from DBIA would allow these services to expand and reach additional individuals and coverage of the downtown core.

DBIA Supported Expansion Budget

Year One

Option 1 , adding Mondays:

Item	Cost
Voucher Stipends	\$12,220
Cleaning Equipment & Supplies	leveraged
Debris/Waste Disposal	leveraged
Project Management, Case Management	leveraged
Management, Legal, Accounting and G&A	\$2,077
Total Year One Cost	\$14,297

Option 2, adding Mondays and Fridays:

Item	Cost
Voucher Stipends	\$17,420
Cleaning Equipment & Supplies	leveraged
Debris/Waste Disposal	leveraged
Project Management, Case Management	leveraged
Management, Legal, Accounting and G&A	\$2,961
Total Year One Cost	\$20,381

Downtown Streets Team is ready to expand services immediately upon agreement of this proposal. We welcome any questions, discussion, and negotiation.

Thank you for the opportunity!

CHAD BOJORQUEZ

Hayward Project Director

Mobile: (408) 679-4218

chad@streetsteam.org

www.streetsteam.org



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
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File #: RPT 16-126

DATE: October 5, 2016

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT

Hayward Chamber of Commerce Request for Funding

RECOMMENDATION

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and evaluates the attached funding request for Hayward Chamber of Commerce.

ATTACHMENTS

Attachment I: Staff Report
Attachment II: Funding Request



DATE: October 5, 2016

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT: Hayward Chamber of Commerce Request for Funding

RECOMMENDATION

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and evaluates the attached funding request for Hayward Chamber of Commerce.

BACKGROUND/DISCUSSION

The purpose of the DBIA is to promote the economic revitalization and physical improvement of the downtown business district and to attract new businesses and visitors to the downtown. Historically, the DBIA has funded activities in the following categories: (1) events and marketing, (2) security, and (3) beautification.

The Hayward Chamber of Commerce has partnered on multiple community events to promote the City of Hayward and the business community over the years. The DBIA approved \$33,500 in FY 2017 for Chamber Events.

For the 2017 Event Season, the Chamber was allocated funding for three Downtown Summer Street Parties in FY 2016/2017, the annual Light-Up the Season winter event, the Mariachi Festival in conjunction with the Chamber's Latino Business Roundtable, and the Bicycle Rodeo event featuring BMX demonstrations. These events create a sense of community for residents and bring people downtown to shop and dine at local businesses.

On July 29, 2016, the Hayward Chamber of Commerce requested funds in the amount of \$3,500 to cover additional costs. The Chamber is recommending cancellation of the Bicycle Rodeo in 2017 and folding elements of it into the June 2017 Street Party.

FISCAL IMPACT

There is approximately \$78,800 in the DBIA reserve account which represents the remaining collected funds from the DBIA District. DBIA has allocated the following for FY 2017 Chamber events: \$24,000 for the next three Downtown Summer Street Party series; \$7,500 for the 2016 Bike Rodeo; and \$500 for the Mariachi Festival 2016. With cancellation of the allocation for the 2017 Bicycle Rodeo, \$7,500 will be returned to the DBIA budget. The Chamber is

requesting \$3,500 for additional expenses which will leave \$4,000 to be returned to the DBIA FY 2017 budget.

ECONOMIC IMPACT

Special events in Downtown Hayward create both direct and indirect economic impacts. Direct economic impacts include the increased sales and exposure experienced by businesses on the day of the event. Special events are also an important tool for creating community cohesion and marketing Hayward as a whole. As more residents and visitors experience the downtown's revitalization through events, they are more likely to return and patronize these and other Hayward businesses.

NEXT STEPS

If approved, staff will incorporate the allocation into DBIA budget for FY 2016-2017.

Prepared by: Ramona Thomas, Economic Development Specialist

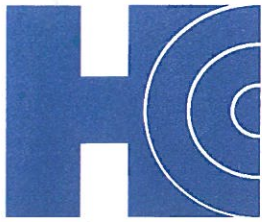
Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAadoo, City Manager

Attachments: Attachment II Funding Request



HAYWARD
CHAMBER of
COMMERCE

Attachment II

To: Members of the DBIA Advisory Committee
From: Kim Huggett, Hayward Chamber of Commerce
Date: July 29, 2016
Subject: Encroachment Fees and the DBIA Budget

Since encroachment fees – not previously levied by the city - were not in the original budgets proposed to the DBIA for 2016-2017 events, please adjust the budget as proposed below to allocate payments for the following:

Street Parties

\$500 June 16, 2016
\$500 July 21, 2016
\$500 August 18, 2016
\$500 June 15, 2017

Mariachi Festival

\$500 Sept. 16, 2016

***Light Up The Season**

\$500 Dec. 3, 2016

The DBIA contribution for this event was originally \$1,500 (see DBIA budget meeting minutes, motion by Joe Davis), but it was left off the final budget.

**(Depends on whether the city will waive this fee because it is assuming most of the overall cost)*

Bike Festival 2017

\$1,000 re-allocation to June 2017 street party
\$7,500 delete event (after re-allocation, \$6,500 balance remaining)

After discussion with the committee and sponsors, we propose to delete the \$7,500 designated for this event
Add the successful elements of this event to the June Street Party at a cost of \$1,000 (\$800 for the 'Street Jam' and \$200 for a county health permit for an additional water station).

Thank you for your consideration,

Kim Huggett