

# **CITY OF HAYWARD**

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
[www.Hayward-CA.gov](http://www.Hayward-CA.gov)



CITY OF  
**HAYWARD**  
HEART OF THE BAY

## **Agenda**

**Monday, June 5, 2017**

**4:00 PM**

**City Hall, Conference Room 2A**

## **Council Economic Development Committee**

**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 17-079](#) Approval of Minutes of the Council Economic Development Committee Meeting on May 1, 2017

**Attachments:** [Attachment I Draft Minutes of 5/1/17](#)

**REPORTS/ACTION ITEMS**

2. **ACT 17-043** Review Draft Tennyson Corridor Strategic Initiative Two-Year Action Plan

**Attachments:** Attachment I Staff Report  
Attachment II Draft Tennyson Corridor Two-Year Action Plan

**FUTURE AGENDA ITEMS**

3. [RPT 17-083](#) Future Meeting Topics

**Attachments:** [Future Meeting Topics as of June 2017](#)

**COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS**

**ADJOURNMENT**



# CITY OF HAYWARD

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
[www.Hayward-CA.gov](http://www.Hayward-CA.gov)

---

**File #:** MIN 17-079

---

Attached is a copy of the Draft Minutes of the Council Economic Development Committee Meeting May 1, 2017.



**COUNCIL ECONOMIC DEVELOPMENT COMMITTEE**  
**MEETING MINUTES**  
**May 1, 2017**

**CALL TO ORDER:** Mayor Halliday called the Regular meeting to order at 4:02 p.m.

**ATTENDANCE:**

COMMITTEE MEMBER	PRESENT 5/1/17	ALL MEETINGS YEAR TO DATE		MEETINGS MANDATED BY RESOLUTION	
		PRESENT	ABSENT	PRESENT	ABSENT
Michael Ly		3	3	3	3
Didacus-Jeff Joseph Ramos	✓	5	1	5	1
Mayor Halliday (Chair)	✓	5	1	5	1
Council Member Márquez	✓	6	0	6	0
Council Member Mendall	✓	6	0	6	0

**OTHERS IN ATTENDANCE:**

Kelly McAdoo, City Manager; David Rizk, Director of Development Services; Stacey Bristow, Deputy Director of Development Services; Micah Hinkle, Economic Development Manager; Paul Nguyen, Economic Development Specialist; Ramona Thomas, Economic Development Specialist; Jeremy Lochirco, Principal Planner; Jay Hagglund, Morey Greenstein, William Lu, and Jeff Starkovich, representing 4150 Point Eden Way; Kim Huggett, President and CEO, Hayward Chamber of Commerce; Sid Hamadeh, Owner, Eko Coffee Bar and Tea House; Mark Taylor, East Bay Regional Park District; Angela Andrews; Suzanne Philis, Senior Secretary

**PUBLIC COMMENTS**

Hayward Chamber of Commerce President and CEO Kim Huggett noted the Chamber of Commerce Business Directory was in production and accepting advertising. He also announced upcoming events including “What Restaurants Need to Know in 2017” on Monday, May 8<sup>th</sup> at City Hall, and an International Trade Luncheon with the Commercial Counselor Yihang Yang from the Consulate-General of China in San Francisco on May 18<sup>th</sup> at the Golden Peacock Banquet Hall. He reported that 150 people attended the Biomedical Manufacturing Network event held at City Hall on March 30<sup>th</sup>.

Sid Hamadeh, owner of Eko Coffee Bar and Tea House, 1075 B Street, requested a comparison of the Downtown Specific Plan and Economic Development Strategic Plan, both currently being updated.

When asked for clarification, Mr. Hamadeh explained that he wanted to see goals and pending tasks side by side in one document or chart. Council Member Márquez pointed out that the EDSP was for the entire city, not just downtown. Member Ramos asked if he wanted a list of accomplishments and Mr. Hamadeh said he only wanted a list of next steps specifically for downtown retail.

1. APPROVAL OF MINUTES OF REGULAR MEETING FEBRUARY 6, 2017

A motion to approve minutes was made by Council Member Márquez with a second by Council Member Mendall. Minutes from the December 5, 2016 Regular Meeting were unanimously approved with Member Ly absent.

Mayor Halliday mentioned that she saw the Steph Curry advertisement that was mentioned in the minutes. Filmed at the Hayward Plunge, she said it was a cool advertisement for Kaiser.

2. ECONOMIC DEVELOPMENT PRELIMINARY CONCEPT REVIEW: 4150 Point Eden Way – Former Oliver Salt Works

Economic Development Manager Hinkle introduced the item noting the site was one of the most visible locations in Hayward at the eastern entrance of Hayward off Highway 92. The site was comprised of approximately 40 acres along the shoreline, of which eight acres were developable. A previous planning application had been processed by Planning staff and was recently withdrawn possibly because of technical and remediation issues due to its location off the bay and the existing building was determined historical. Manager Hinkle explained that since there is no formal application in process for the City, the project was eligible for the CEDC Concept Review process. Manager Hinkle highlighted the CEDC Concept review was a high-level feedback that allowed the CEDC Members to provide upfront comments on the proposal that would help the developer determine if they are on the correct course related to the project proposal. He then introduced Senior Vice President and project lead William Lu with CenterPoint Properties Trust who gave a presentation of the project concept plan.

Member Ramos said the historical interest of the site was more about its location next to the Oliver salt flats rather than the building itself and a plaque commemorating the site's historical significance would be enough for him. Without turning the site into a park, Member Ramos said he didn't know how the existing building could be incorporated into any development.

Member Ramos asked Mr. Lu if the building would support a single tenant or multiple and was told multiple. Member Ramos asked if solar panels would be installed and Mr. Lu said the building would be silver Leed Certified with the roof solar-ready if a tenant so desired. Member Ramos suggested green walls to control building temperatures. Mr. Lu said he would have his Leed consultant consider the idea.

Member Ramos also mentioned the City was conducting a shuttle study and if the site could be included in the route the amount of parking associated with the development could be reduced as well as traffic to the area. After being told there were no plans to create direct access to Highway 92 from the site, Member Ramos asked if any improvements to Clawiter were scheduled and Mr. Lu said some were already underway.

Manager Hinkle noted multiple improvements were being considered for the Clawiter/92 overpass and on-ramps including the Whitesell reliever route that had already been completed. He said any CalTran improvements would be based on identifying funding for a new overpass and free-way on/off-ramps. Member Ramos asked if that meant about five years and Manager Hinkle said probably longer. Mr. Lu said he knew of some minor improvements that had already been funded and Manager Hinkle confirmed the shoulder would be widened. Mr. Lu said they would be happy to pay for their

fair share of any improvements, but he expressed doubt that one project would trigger any required improvements.

Council Member Márquez said she appreciated the due diligence already completed for the site and the planned connectivity to the shoreline. She suggested using the color green to tie in with the City's branding efforts and creating a partnership or right-of-way to allow for City signage that referenced the history of the area and welcomed travelers to Hayward.

Regarding eCommerce and retail-oriented tenants, Council Member Márquez asked for examples of what companies would be targeted. Mr. Lu deferred the question to Mr. Jay Hagglund and Mr. Jeff Starkovich, brokers with Cushman & Wakefield.

Citing examples of companies that were actively looking for space, Mr. Hagglund said that just that morning he had met with a plumbing/HVAC company in Menlo Park that handled major projects, was union, had a lot of employees, and was looking for 25,000 square feet of office space. On the retail side because of its location next to the highway, Mr. Hagglund said he imagined a distribution center with a retail showroom outlet or eCommerce like Amazon. He agreed with Mr. Lu that Hayward wanted a use with more than ten employees and he said there were plenty of them out there. He said the location was too sexy and too expensive for a traditional distribution center.

Because of the high velocity of the market, Mr. Starkovich said there was a broad spectrum of businesses looking for space including food options like energy bars and craft brewers or assembly, light manufacturing that would be attracted to the marquee location. He pointed out that Mr. Lu owned the site and wanted to build something to stay there a long time. Mr. Starkovich said now was the time to combat people like the governor of Texas who spent a lot of time in the Bay area trying to woo away small manufacturers.

Mr. Hagglund added the Menlo Park company he met with wanted to stay in the Bay area. They didn't need the high visibility, but they wanted the image, the parking, and the proposed building design.

Council Member Márquez said for her, the priority was the employee count and the sales tax generation. Although the concern would probably be mitigated through CEQA (California Environmental Quality Act), she suggested checking in with the mosquito district before bringing more people to the area and adding connectivity to walking paths. She also reiterated her request to partner with the City regarding consistency with branding efforts.

Council Member Mendall said he didn't see a significant historical value to the existing building and its removal was a non-issue for him. He said the appearance of the new building was critical; he wanted a sexy building that made a statement with premium features that cost more to build and demanded a higher rent. Council Member Mendall said the perfect tenant would be office headquarters, but he deferred to staff for a recommendation.

Mr. Starkovich commented that adjacent to the proposed site was an existing two-story office building that they offered at a deep discount and it remained unfilled for years. Specialist Nguyen announced that Motor Coach Industries, a private motor coach manufacturer (private shuttles used by Google, Facebook and Apple), had leased the space for a service center that would employ 30-40 mechanics.

Mr. Hagglund added that the building next door to the office building had millions of dollars of biotech improvements made to it and it had also stood empty. He acknowledged the market had changed since then, but pointed out that the use proposed for the Oliver Salt Works site was a good compromise being in demand and not generating high levels of traffic.

Council Member Mendall said he had preferred uses, but was willing to be flexible. He said appreciated the extended glazing (glass) on the proposed design, but asked if more could be added on the west side of the building so people could see it was a beautiful building as they approached the City. Mr. Lu said the main angle articulation would show from the west, but on closer inspection Council Member Mendall pointed out it could be even more visible if it was rotated a bit more and encouraged Mr. Lu to consider doing so. Mr. Lu mentioned there would also be landscape screening, but said he understood the request.

Mayor Halliday agreed that how the building looked from the highway was very important and wanted a more interesting exterior on the side facing Highway 92. She said it was unlikely anyone would want to restore the existing historic building and noted the East Bay Regional Park District had done a good job of highlighting the history of the area.

Mayor Halliday said the proposed building was described as a hybrid structure and she asked what that meant. Mr. Lu explained that the front glazing of the building had a steel frame like an office building that tied into the concrete walls.

Mayor Halliday asked Mr. Lu about the 32 acres of the site that could not be used. Mr. Lu said he had some preliminary concepts pending approval with the Army Corps of Engineers and that he would follow their direction regarding mitigation and restoration. Mr. Lu said he would share the biological report with the City staff when it became available. Mayor Halliday commented that Hayward had a population that cared very much about the shoreline and the natural habitat.

Regarding the use of the building, Mayor Halliday said the options proposed sounded reasonable. She had also questioned eCommerce thinking it was a warehouse use, but now understood there was a new model. Mr. Lu mentioned that he just finished an eCommerce warehouse that had zero racking for “just in time” delivery. The Mayor commented that the eCommerce option became more attractive when the potential sales tax generation was mentioned. Economic Development Manager Hinkle noted that eCommerce sales tax went into the Alameda County-wide pool of which Hayward received 11%; only the tax from direct sales went directly to Hayward.

Mr. Hagglund mentioned that adding more glass to the building design could create a hazard for shoreline birds. He recommended keeping glazing on the highway side of the building. Member Ramos suggested painting windows on the building. Mayor Halliday said she liked the look of glass, but these were considerations.

Mayor Halliday said once formal plans were submitted she thought the project would move quickly through the approval process. Mr. Lu said his plan was to submit everything at the same time to the City and Army Corps of Engineer to create a timeline for potential tenants.

Economic Development Manager Hinkle said pathways for approval would be found and most issues had been identified with the previous project. He said the technical studies would be key and because the site was historical an EIR (Environmental Impact Report) would likely be required. He noted the loss of a historical resource could not be mitigated. Mayor Halliday said the existing building was an eyesore and asked at what point was a historic building not considered redeemable. Manager Hinkle said Council could weigh-in on the EIR and talk about the value the project brings to the City versus the loss of the historic resource.

On behalf of HASPA (Hayward Area Shoreline Planning Agency) Council Member Mendall mentioned that while they preferred that no development occurred at the site, they recognized it was zoned Industrial and entitled for development. He said concerns included appearance, trail configuration around the site, and a vista point; amenities from a naturalist's point of view.

Council Member Mendall noted for Mr. Lu that other projects that received CEDC review before submitting formal plans had successfully navigated the approval process and been met with a 7-0 vote from Council. That wasn't a guarantee, he said, but having the CEDC preview major developments was a new process that seemed to be working.

Mayor Halliday reviewed the considerations posed by staff to Committee member as they reviewed the project and reiterated her hope that any future tenant would pursue solar energy. She spoke in favor of connecting to the shoreline trail system to provide natural amenities for workers and the creation of commemorative signage related to the history of the area. Council Member Márquez suggested collaboration with the Hayward Area Historical Society (HAHS).

Robert Sakai, representing Morey Greenstein, the manager of Oliver Properties, noted the Historical Society and Eden Church were the beneficiaries of the property. Mr. Sakai said he just met Mr. Lu, but he was pleased that Mr. Lu was planning on being a long-time owner of the property, unlike other potential buyers who planned to build and leave. Mr. Sakai said he hoped that Council would recognize the commitment and allow the project to move forward.

Mr. Lu thanked the Committee for reviewing the project and said his next step was to submit the site plan package and technical study.

### 3. POP-UP PROGRAM UPDATE

Economic Development Specialist Thomas gave the presentation highlighting the timeline of the program, the role of the outside consultant, and participating downtown property owners. She noted the Small Business Week Pop-Up Program launch was happening that Wednesday, May 3<sup>rd</sup>, in the vacant bank building (a potential pop-up site) located at B and Main Streets.

Regarding why downtown buildings remain empty, Council Member Mendall said the findings confirmed what City staff had suspected: lease terms were too long and property owners were unwilling to make building improvements.

Specialist Thomas indicated that over 50 people had registered for the pop-up launch event, that included a panel discussion, and Mayor Halliday asked staff to make sure it was on her calendar.



Because Sarah Filley, the outside pop-up program consultant was unavailable to attend the meeting, Specialist Thomas showed a promotional video as an introduction to her and the successful pop-up program in Oakland.

Specialist Thomas said next steps included exploring an incentive piece that could include a two-part façade improvement program that provided a matching grant or reimbursement up to \$5,000 for initial planning and then up to \$35,000 to make improvements. Council Member Mendall asked how the program would be funded and Specialist Thomas said through Economic Development. Member Ramos asked how many improvements were needed for each building. Specialist Thomas said it varied by building and the amenities needed by the potential pop-up business. She mentioned there were already applications online for both the property owner and potential business owners and the outside consultant would match up the two. Member Ramos confirmed with Specialist Thomas that the Medicine Chest location on B Street was the first property to sign up.

Council Member Mendall asked why the grant program was focused on façade improvements rather than general improvements. Specialist Thomas explained that the City wanted the property owner to take more responsibility for infrastructure improvements.

Economic Development Manager Hinkle added that the incentive program was still being formulated and part of the delay was waiting for property owner participation. Now that one had signed up, he explained, the consultant would work to find a pop-up business partner and the nature of that business could influence the necessary improvements. Manager Hinkle said the total ask for incentive funding was still being determined based on these match ups.

Council Member Mendall said the pop-up program was a cool idea, but encouraged staff to focus on the underlining problems of why downtown buildings were vacant and not just the façade.

Council Member Márquez asked if any of the vacant sites on B Street would be equipped for a pop-up restaurant. Specialist Thomas said the first property to sign up was previously a restaurant, but didn't have a full commercial kitchen. She added that the former donut shop owner was willing to negotiate free rent for a potential restaurant pop-up, but would not fund any tenant improvements.

Council Member Márquez asked staff if only properties on B Street were being considered. Specialist Thomas said a lot of changes had taken place since the seven vacant properties were first identified as possible pop-up locations. Based on the success of the program, she said, the boundaries of the program could be revisited. Council Member Márquez encouraged her to expand the scope because of the number of restaurant sites on other downtown streets. Specialist Thomas mentioned that the Cannery Café (on Foothill Boulevard) was already hosting a pop-up dinner.

Council Member Márquez said it made sense to build the pop-up program based on the knowledge gained with each partnership, but she encouraged staff to explore other options noting the success of the pop-up program in Oakland was based on the popularity of the First-Friday artist event that brought lots of people to the area. Council Member Márquez suggested exploring shutting down B and Main Streets and other creative ideas that might entice potential businesses to the downtown.

Council Member Márquez clarified for Mayor Halliday that she meant closing B and Main Streets to traffic not permanently, but as part of a pilot program, maybe starting with a Sunday.

Mayor Halliday pointed out that Hayward was smaller, the downtown more contained, with a lot of good stuff going for it including downtown events and foot traffic. She asked staff about a previous pop-up business downtown and Specialist Thomas explained that due to family issues and irregular business hours that pop-up wasn't as successful as it could have been. Specialist Thomas said typical pop-ups stayed open for three to six months, but to give them enough time to test the market, she was targeting keeping pop-ups open for six-months.

Mayor Halliday said keeping regular business hours was important even for brick and mortar businesses. She said she preferred more shops and less food, noting she was concerned about creating competition for existing restaurants. Specialist Thomas said the feedback she'd received was that people wanted more diverse food choices.

Economic Development Manager Hinkle mentioned a second benefit to the pop-up program was marketing to a different audience, engaging the property owners by bringing businesses to them, and showing everyone how B Street could look.

Mayor Halliday reiterated her desire for retail and noted the popularity and success of showing local artwork at Cinema Place before the permanent tenants moved in. She suggested working with the Hayward Arts Council noting there was very little foot traffic at their location on Foothill Boulevard to see the artwork available for purchase there. Mayor Halliday also noted artists could take advantage of second floor living spaces along B Street.

Mayor Halliday asked if boomerang funds could be used for the grant incentive program. City Manager McAdoo explained that this year the money had been used as matching funds required by the fiber grant. She confirmed money would continue to come in and could be used for incentives in the future.

City Manager McAdoo pointed out that with the approval of the Maple & Main project, and the pending Lincoln Landing development, the growing demand for retail could also influence what happened downtown both in terms of shops and restaurants.

Council Member Márquez said downtown needed a Gymboree and Mayor Halliday agreed that shops for kids were needed.

Deputy Director of Development Services Bristow mentioned that during empathy interviews conducted at local school campuses, as part of the Downtown Specific Plan update, the number one request of the first 55 interviewees was for food, music, and events downtown—even over student housing.

Mayor Halliday confirmed the date and time of the pop-up event and said she was looking forward to attending.

#### 4. BUSINESS APPRECIATION EVENT REVIEW

Economic Development Specialist Thomas noted the 2<sup>nd</sup> Annual Business Appreciation Event was held at Stonebrae Country Club on March 2<sup>nd</sup> with approximately 65 attendees coming from a mix of Hayward-based retail and industrial businesses.

Economic Development Manager Hinkle added that it was a very positive event with many representatives staying until the end. Mayor Halliday agreed that the second event was more lively and better attended than the first. Manager Hinkle said he hoped to continue to grow the event and noted staff had assisted most of the businesses there with start-up or expansion plans.

Member Ramos warned of mixer overload and suggested a program that included musicians or an artist that were part of a theme. Council Member Márquez asked if he meant a keynote speaker and he said no, some other entertainment element that involved guests.

Economic Development Manager Hinkle said future events may include an award component and mentioned the Hayward Innovation Awards to be presented at the May 9<sup>th</sup> City Council meeting. He said programming was still being developed.

Council Member Márquez said she loved Stonebrae but it wasn't conveniently located and she wondered if turnout would be better if the event was held somewhere else. She suggested Skywest Golf Course and said doubling attendance would give the event more value. Specialist Thomas pointed out that Stonebrae sponsored the event. Council Member Mendall commented that Stonebrae was a special draw for business owners who had never been there or went there infrequently.

Mayor Halliday agreed that at some point other locations might want to be showcased and that staff should continue to develop new ideas to spice up the event.

#### 5. FUTURE MEETING TOPICS

Council Member Mendall asked about an update on the Community Benefit District (CBD) and City Manager McAdoo said she would be giving a brief update under Committee Member/Staff Announcements.

Council Member Mendall mentioned the impact study of the minimum wage increase had been on the list for a while and he provided information that could be used as part of a report. He requested staff complete the table provided for an upcoming discussion. Mr. Huggett said the topic would be discussed at the upcoming What Restaurants Need to Know event on May 8<sup>th</sup>.

Council Member Márquez asked staff if a work plan for the Tennyson Corridor Initiative would be presented to the CEDC and what committee assignments it would address. City Manager McAdoo said she wasn't sure if the Tennyson Corridor was solely focused on economic development, but noted all work plans would go to Council for review in June and every six months thereafter.

Member Ramos requested Transportation staff provide an update on the shuttle study and how it could be used to better economic development in the City. Regarding the earlier project proposal, he said they missed his point; he didn't care about the number of parking spots, what he cared about was the number of employees and getting them to the places in Hayward where they could buy stuff.

#### COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

City Manager McAdoo explained that the CBD would replace the Downtown Business Improvement Area Advisory Board (DBIA) and would shift the assessment from business owners to property owners. She noted that after the Redevelopment Agency ended, the assessment on businesses didn't generate enough funding to make a difference downtown. The City hired an outside consultant, New City America, to develop the CBD and were now at the point where petitions were being sent to property owners for signature. She explained that 50% of property owners had to approve the District before Council would vote on it. City Manager McAdoo said staff had been waiting for two key developments to be approved and those were Maple & Main and Lincoln Landing. She said property owners for both had expressed support for the District and once they signed the 50% threshold would be reached. Once Council voted to approve the District, she said, balloting would start and the assessment would be levied. Because it had been a while, staff would conduct another round of outreach, she said, to show progress to the property owners who had been resistant. To be included on this year's property tax cycle, she said ballots would need to be delivered, counted and sent to the County Assessor's by the beginning of August. City Manager McAdoo said staff was pushing to make the tight deadline.

Council Member Márquez asked what was happening with the vacant lot between A and B Streets at Montgomery. City Manager McAdoo said BART owned the property and didn't know what they wanted to do yet.

Council Member Márquez asked about the property at A and Grand Streets, formerly a taqueria. Manager Hinkle told her a Mountain Mike's pizza restaurant was going in at that location. She asked how soon and Manager Hinkle said they had been moving slowly through the process.

City Manager McAdoo said she would check in with BART, but noted it was an opportunity site and the City would want to partner with BART to determine the use. Manager Hinkle noted staff had started that process during the update of the Downtown Specific Plan for that site and others downtown. Council Member Mendall asked staff to check in with Council before going too far down any path with BART.

Member Ramos commented that the site was a "reverse commute" and that the Hayward Station was the least used in the BART system. Manager Hinkle said BART wanted to create job centers at each stop to drive ridership. Council Member Márquez said she had a lead for office use.

ADJOURNMENT: The meeting was adjourned at 6:09 p.m.



# CITY OF HAYWARD

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
[www.Hayward-CA.gov](http://www.Hayward-CA.gov)

---

**File #:** ACT 17-043

---

**DATE:** June 5, 2017

**TO:** Council Economic Development Committee

**FROM:** City Manager

**SUBJECT**

Review Draft Tennyson Corridor Strategic Initiative Two-Year Action Plan

**RECOMMENDATION**

That the Committee reviews and provides feedback on the Draft Tennyson Corridor Strategic Initiative Two-Year Action Plan.

**ATTACHMENTS**

Attachment I	Staff Report
Attachment II	Draft Tennyson Corridor Two-Year Action Plan



DATE: June 5, 2017

TO: Council Economic Development Committee

FROM: City Manager

SUBJECT: Review Draft Tennyson Corridor Strategic Initiative Two-Year Action Plan

#### RECOMMENDATION

That the Committee reviews and provides feedback on the Draft Tennyson Corridor Two-Year Action Plan.

#### BACKGROUND AND DISCUSSION

The City Council has four guiding priorities that drive City action: Safe, Clean, Green, and Thrive. In addition, the City Council has identified three strategic initiatives to prioritize staff efforts over the next two years: Complete Streets, Complete Communities, and Tennyson Corridor. This staff report provides an overview of the strategic action plan for the Tennyson Corridor initiative.

In March 2017, the City Manager established Interdepartmental Strategy Teams to develop Two-Year Action Plans for each strategic initiative. The Draft Tennyson Corridor Action Plan (Attachment I) is comprised of goals, objectives, and performance measures to track progress. Furthermore, the Action Plan will guide and focus City expenditures for this initiative over the next two years.

On April 11, 2017, the City Council received an initial report on the Tennyson Corridor and provided comments. Some of the feedback received included interest in pedestrian and cyclist safety, community appearance, and placemaking. There was also interest in ensuring resident services were offered in that area and the need to closely collaborate with Tennyson's numerous non-profit and religious organizations. Finally, there was a desire to create a "concept plan" for the Corridor for the eventual development of a holistic approach to improvements in that area.

The Tennyson Strategy Team seeks feedback from the Council Economic Development Committee on the Draft Action Plan. This item will appear before the full Council in a work session at the June 13, 2017 City Council meeting.

The overarching purpose of the Tennyson Corridor strategic initiative two-year action plan is to develop an attractive, cohesive, thriving Tennyson Corridor through thoughtful engagement of residents, businesses, and community partnerships.

The five goals identified in the Tennyson Corridor strategic initiative two-year action plan include the following: (1) Create a community vision plan for the Tennyson Corridor and catalyst sites to serve as a foundation for long-term planning and policies; (2) Increase pedestrian and bicyclist safety; (3) Improve community appearance; (4) Foster a cohesive sense of place; and (5) Increase community resiliency.

For Goal 1, create a community visions for the Corridor, three objectives have been identified. These include the following:

- Objective 1: Work to understand community needs and desires for the Corridor
- Objective 2: Identify funding options for future Tennyson Corridor planning, improvements, and infrastructure
- Objective 3: Lead the development and construction of a new South Hayward Family Center in coordination with community stakeholders

The following performance measures are associated with this goal:

1. Depth and breadth of community stakeholder participation in visioning process, including:
  - a. Response rates for electronic/mailed outreach (e.g., surveys)
  - b. Demographics of participants in comparison to demographics of Tennyson Corridor (e.g., homeowners vs. renters, primary language, race/ethnicity, age, business owners/residents/other community stakeholders)

At the April 11<sup>th</sup> work session, Council expressed a desire to see a “concept plan.” Staff is calling this a “vision plan” for clarity. Staff is proposing to spend the next two years conducting one-on-one stakeholder interviews and a series of community visioning sessions to create a shared vision for the Corridor that will guide planning and policy efforts going forward. The City has taken the lead on the development and construction of a new South Hayward Family Center, in close coordination with multiple organizations. The coalition has already completed a market feasibility study for the Center. Staff is currently identifying next steps, including future management and ownership of the parcels, ongoing roles of each governing partner in the project, and the formal structure of the partnership moving forward.

For Goal 2, increase pedestrian and bicyclist safety, four objectives have been identified. These include the following:

- Objective 1: Enhance protected bike and pedestrian ways
- Objective 2: Increase bicycle safety education
- Objective 3: Collaborate with community members to improve public safety
- Objective 4: Improve safety through increased lighting

There are four performance measures associated with this goal, which include the following:

1. Conduct annual survey of community members to understand changing attitudes about the Tennyson Corridor and capture performance including:
  - a. Percent of community members who report that they feel safe walking and/or biking along Tennyson (as determined by the pre- and post- surveys)
2. Change in number of accidents involving pedestrians or cyclists
3. Team will report back on the quantitative and qualitative performance of pilot projects and lean innovation experiments, including:
  - a. Business participation in pilot projects
  - b. Usage of pedestrian and bicyclist infrastructure improvements such as: pop-up bike lane, adopt-a-crosswalk, and temporary bike racks

Staff is currently working on a Tennyson Road Complete Streets Feasibility Study, which will include comprehensive design elements to increase pedestrian and bicyclist safety. However, the Corridor will not likely see improvements from this study for several years. In the interim, staff plans to install green paint along bike paths at conflict areas and increase lighting along the section of Tennyson adjacent to BART. In addition, staff will be pursuing several low-cost efforts to strengthen the connection between community members and law enforcement, increase bicycle safety education, and improve bike and pedestrian visibility. Finally, staff will be instituting regular meetings with Caltrans and Union Pacific Railroad to discuss the City's desired safety updates to their crossings.

For Goal 3, improve community appearance, three objectives have been identified. These include the following:

- Objective 1: Enhance landscaping  
Objective 2: Decrease dumping and litter  
Objective 3: Decrease blight

There are two performance measures associated with this goal, which include the following:

1. Team will report back on the quantitative and qualitative performance of pilot projects and lean innovation experiments, including:
  - a. Business participation in pilot projects
2. Conduct annual survey of community members to understand changing attitudes about the Tennyson Corridor and capture performance including:
  - a. Percent of community members who report that the appearance of the Tennyson Corridor has improved from two years prior (as determined by the pre- and post- surveys)

As with Goal 2, the Tennyson Road Complete Streets Feasibility Study will address streetscape appearance, but those improvements will not happen for several years. In the interim, staff plans to complete an inventory of code violations and conduct property owner education. In addition, staff proposes adding a Downtown Streets Crew to focus on litter hotspots and using data and evidence driven approaches to address illegal dumping. Staff will also develop a



façade improvement program for Tennyson businesses to bring before to Council. Finally, staff will direct FY18 landscaping funds to update high-need sections of the Corridor and will complete a pilot pavement-to-garden installation.

For Goal 4, foster a cohesive sense of place, four objectives have been identified: These include the following:

- Objective 1: Identify possible locations and a cohesive theme for public art along the corridor
- Objective 2: Increase City sponsored events and projects in the Tennyson Community
- Objective 3: Explore using branding and signage to identify the corridor
- Objective 4: Explore innovative placemaking opportunities along the corridor

There are two performance measures associated with this goal, which include the following:

- Conduct annual survey of community members to understand changing attitudes about the Tennyson Corridor and capture performance including:
  - a. Percent of community members who report that the Tennyson Corridor is headed in the right direction
  - b. Percent of community members who report that they feel the Tennyson Corridor is connected to the larger Hayward

Staff is currently in the preliminary stages of a Public Art & Innovation Master Plan, which will include a section dedicated to the Tennyson Corridor. The Plan will compile community input to create a cohesive theme and vision for public art along the Corridor, including possible locations for murals and other art. In a parallel effort, staff will compile community input on possible neighborhood branding that reflects the Tennyson's unique character, including gateway markers and wayfinding signs. Staff will also launch City-sponsored events in the Corridor to increase community exposure to local businesses. Possible events include a Cesar Chavez day, a farmer's market and small community arts events. Finally, staff will seek outside technical assistance to identify and pilot other placemaking projects with neighborhood partners.

For Goal 5, increase community resiliency, five objectives have been identified: These include the following:

- Objective 1: Increase awareness of and access to City Services
- Objective 2: Increase the number of residents with medical and dental access
- Objective 3: Increase resident emergency preparedness
- Objective 4: Increase access to effective public transit
- Objective 5: Reduce resident utility bills through increased efficiency

There are four performance measures associated with this goal, which include the following:

- Change in demand for medical and dental services at Firehouse Clinic
- Change in participation in CERT/NERT classes and programs

- Percent reduction in time for Alameda County Transit buses to navigate Tennyson Corridor
- Team will report back on the quantitative and qualitative performance of pilot projects and lean innovation experiments, including:
  - a. Mobile City Hall interactions/problems resolved

In 2016, staff tested a Mobile City Hall program and found it was successful at increasing resident awareness of City services when placed at school sites. Staff proposes launching the City's first Mobile City Hall at Tennyson Corridor schools. Additionally, staff plans to increase outreach for specific programs that focus on resiliency and mobility, such as medical services at the Fire House Clinic, CERT and NERT programs, the Brace and Bolt program, utility efficiency programs, and the paratransit program. In addition, staff will be installing GPS based traffic signal preemption for Alameda County Transit buses that travel down the Corridor, reducing travel time via public transportation.

## ECONOMIC IMPACT

The draft two-year Action Plan places significant focus on beautification and placemaking efforts that should directly benefit the local Tennyson economy. In addition, locating City-sponsored events in the Corridor will hopefully draw more people to local businesses.

## FISCAL IMPACT

Staff is sensitive to the City's current fiscal situation. Many actions in the plan can be achieved with existing resources and staff. Some of the actions will need additional resources if the City's decides to pursue them, such as an additional bike patrol officer or public art. Once staff has scoped the costs associated these actions, staff will return to Council later to request funding. Staff also intends to apply for outside grant funding for all applicable actions. Finally, staff supports the Community Services Commissions recommendation from the Joint Council Work Session of May 23rd that future Community Agency Funding allocations give priority to Council's Strategic Initiatives, including the Tennyson Corridor.

Prepared by: Tennyson Corridor Strategy Team, including:  
 Lindsey Vien, Education Services Manager  
 Rachael McNamara, Management Analyst  
 Mary Thomas, Management Analyst  
 Jose Banuelos, Sergeant  
 Ramona Portillo, Code Enforcement Inspector  
 Ramona Thomas, Economic Development Specialist  
 Richard Nield, Landscape Maintenance Manager  
 Jeremy Lochirco, Principal Planner  
 Alexandria Sepulveda, Permit Technician  
 Brianne Elizarrey, Acting Graphics & Communications Technician  
 Linda Shale, Senior Secretary

Recommended by: Maria A. Hurtado, Assistant City Manager  
Garrett Contreras, Fire Chief  
Sean Reinhart, Director of Library & Community Services  
Todd Rullman, Director of Maintenance Services

Approved by:

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

---

Kelly McAdoo, City Manager



**Purpose: To develop an attractive, cohesive, thriving Tennyson Corridor through thoughtful engagement of residents, businesses and community partnerships.**

GOAL	OBJECTIVE	ACTION/ TASK	LEAD STAFF	POLICY REFERENCE	DUE DATE	STATUS	COMMENT
1. Work with the community to create a community vision plan for the Tennyson Corridor and catalyst sites to serve as a foundation for long-term planning and policies	1.a. Work to understand community needs and desires for the Corridor	1.a.1. Conduct empathy interviews with key stakeholders and a diverse set of community members to prepare for visioning sessions <ul style="list-style-type: none"><li>Create initial list of stakeholders and set up one-on-one meetings</li><li>Launch empathy interviews to identify long range goals and objectives for the corridor</li><li>Create on-line survey to solicit feedback</li></ul>	Planning Division, CMO, Lean Innovation Team	CS-1.1 CS-1.7 CS-5.2 LU-1.4 LU-4 LU-4.1 LU-4.2 CS-5.2 HQL-5.1	Jun 2018		
		1.a.2. Host community visioning sessions <ul style="list-style-type: none"><li>Design visioning process based on insight from empathy interviews</li><li>Host multiple visioning exercises/charrette-type activities with stakeholders at central meeting locations along the Corridor</li></ul>	Planning Division, CMO, Lean Innovation Team		Dec 2018		
		1.a.3. Ensure active stakeholder involvement in the creation of the Tennyson Road Complete Streets Feasibility Study <ul style="list-style-type: none"><li>Set a goal for community involvement</li><li>Connect any relevant staff or consultants with stakeholders and coordinate appropriate outreach methods</li></ul>	Sr. Transportation Engineer	<a href="#">M-3.2</a> <a href="#">M-3.3</a> <a href="#">M-3.10</a>	Jun 2018		
	1.b. Identify funding options for future Tennyson Corridor planning, improvements, and infrastructure	1.b.1. City will collaborate with HARD on the utilization of F1 funding in the Tennyson Corridor	Planning Division	HQL-10.17 HQL-11.6 HQL-12.4	Dec 2017		
		1.b.2. Research and make recommendations regarding the implementation of an Enhanced Infrastructure Financing District	CMO Analyst, E&T Analyst	M-12 M-12.3 M-12.4	Jun 2018		
		1.b.3. Research and make recommendations regarding assessment of Traffic Impact Fees for new development projects	Associate Transportation Engineer/Senior Planner	M-12 M-12.3 M-12.4	Jun 2018		
		1.b.4. Research planning grants to conduct a “Specific Plan Light” planning process for the Tennyson Corridor <ul style="list-style-type: none"><li>Work with regional partners to identify future planning grants</li><li>Identify local funding match for new Plan</li></ul>	Deputy Director of Development Services/Planning Division	M-8.7 M-12 M-12.1 M-12.2 M-12.3 M-12.4	Jun 2019		

GOAL	OBJECTIVE	ACTION/ TASK	LEAD STAFF	POLICY REFERENCE	DUE DATE	STATUS	COMMENT
	1.c. Lead the development and construction of a new South Hayward Family Center (SHFC) in coordination with community stakeholders	1.c.1 Coordinate and participate in taskforce meetings comprised of community partners	Director of Library & Community Services	HQL 12.1-12.6, 12.8	Dec 2017		
		1.c.2 Coordinate and participate in governance group meetings comprised of community partners	Director of Library & Community Services	HQL 12.1 HQL-12.6 HQL-12.8	Dec 2017		
		1.c.3 Support the governance group to select facility operator(s) from among RFP respondents	Director of Library & Community Services	HQL 12.1 HQL-12.6 HQL-12.8	Dec 2017		
		1.c.4 Support the governance group the architectural design selection and procurement methods	Director of Library & Community Services	HQL 12.1 HQL-12.6 HQL-12.8	Dec 2017		
		1.c.5 Support the governance group in their capital funding development of the SHFC	Director of Library & Community Services	HQL 12.1 HQL-12.6 HQL-12.8	Dec 2017		
		1.c.6 Construction phase	Director of Library & Community Services	HQL 12.1 HQL-12.6 HQL-12.8	June 2018		
		1.c.7 Project Close-Out	Director of Library & Community Services	HQL 12.1 HQL-12.6 HQL-12.8	Dec 2020		
2. Increase Pedestrian and Bicyclist Safety	2.a. Enhance protected bike and pedestrian ways	2.a.1. Support and expand collaboration with Caltrans and AMTRAK to update crossings to increase safety <ul style="list-style-type: none"> <li>Create a list of desired safety features</li> <li>Schedule regular check-ins with City Staff, Caltrans and Amtrak regarding high conflict crossings</li> <li>Collaborate with partners to ensure that cyclist and pedestrian safety is represented in ways such as including bike lanes</li> </ul>	Transportation Manager	M-1.1 M-1.6 M-2.3 M-2.4 M-3.1 M-3.10 M-5.6 M-5.7 M-7.2 M-7.6	Dec 2017		
		2.a.2. Identify and pilot possible pedestrian and bike path improvements in coordination with development of the Complete Streets Feasibility Plan <ul style="list-style-type: none"> <li>Pop-up bike lanes</li> <li>Adopt-A-Crosswalk Program</li> <li>Bike rack installations</li> </ul>	Transportation Division, Streets Manager, Environmental Services Manager, UES Management Analyst	M-1 M-1.1 M-1.2 M-1.6 M-3 M-3.1 M-3.2 M-3.3 M-3.10 M-3.12 M-5 M5.1 M-5.2 M-5.6	Jun 2018		

GOAL	OBJECTIVE	ACTION/ TASK	LEAD STAFF	POLICY REFERENCE	DUE DATE	STATUS	COMMENT
				M-6.2 M-6.3 M-9 M-9.1			
		2.a.3. Add green paint on bike paths in conflict areas <ul style="list-style-type: none"> <li>Utilize existing data to determine the sections of bike path with the greatest need</li> <li>Schedule upgrades to identified bike paths</li> </ul>	Streets Manager	M-6.2 M-6.3 M-3	Jun 2018		
	2.b. Increase bicycle safety education	2.b.1 Partner with Bike East Bay to provide classes and safety equipment <ul style="list-style-type: none"> <li>Collaborate with Bike East Bay's "Eden Area" representative to expand their presence to currently scheduled City events such as the Summer Reading Fair, Words for Lunch</li> <li>Collaborate with local wholesalers and BEB to develop a bike light giveaway and installation program</li> </ul>	Environmental Services Manager	M-1.8 M-6.6	Dec 2017		
	2.c. Collaborate with community members to improve public safety	2.c.1. Grow participation in the Hayward EYES program <ul style="list-style-type: none"> <li>Community outreach to private property owners to increase education and participation in the program</li> </ul>	Crime Prevention Specialist	CS-2.1 CS 11.1	Jun 2018		
		2.c.2. Expand the Coffee with a Cop and other engagement models to support community based public safety programs <ul style="list-style-type: none"> <li>Identify new locations for Coffee with Cops with higher community turn out</li> <li>Hold additional Coffee with a Cop if warranted</li> <li>Research holding a National Night Out Event</li> <li>Support and improve resident use of Next Door</li> <li>Explore and pilot new opportunities for positive interactions between public safety and the community</li> </ul>	Crime Prevention Specialist, L&CS Management Analyst	CS 1.1 CS 1.2	Jun 2018		
		2.c.3. Work with BART police to expand on-site patrols at the South Hayward BART station and adjacent streets <ul style="list-style-type: none"> <li>Schedule regular check-ins with BART PD</li> <li>Support and improve existing relationships with BART PD and HPD/COH Maintenance Dept</li> <li>Identify and funding/MOU/or other resources necessary to increase patrolling by BART PD</li> </ul>	HPD Staff Sergeant	CS 2.10	Jun 2018		
		2.c.4. Explore the need for increased HPD bike patrol along Tennyson <ul style="list-style-type: none"> <li>Analysis of outcomes of currently existing bike patrol officers (crime stats pre-post officer posting)</li> </ul>	Crime Analysis Unit	CS-2.2 CS-2.1 CS-2.3	Jun 2019		

GOAL	OBJECTIVE	ACTION/ TASK	LEAD STAFF	POLICY REFERENCE	DUE DATE	STATUS	COMMENT
		<ul style="list-style-type: none"> <li>Analysis of gaps in service to the Tennyson Corridor that could be solved using additional patrol officers</li> <li>Explore funding mechanisms for additional bike patrol or community policing officers in Tennyson Corridor</li> </ul>					
	2.d. Improve safety through increased lighting	2.d.1. Create Lighting Incentive Program <ul style="list-style-type: none"> <li>Research incentive programs in other jurisdictions for private property owners to upgrade lighting</li> <li>Identify rebates and funding opportunities for the lighting program (PG&amp;E, East Bay Community Energy, etc)</li> <li>Identify 3 pilot locations for test lighting incentive program</li> </ul>	Economic Development Specialist, UES Management Analyst	CS-1.10 LU-4.4	Dec 2018		
		2.d.2. Install additional light poles in South Hayward BART JPA area to improve visibility on pedestrian walkways near public transit	South Hayward BART JPA				
3. Improve Community Appearance	3.a. Enhance landscaping	3.a.1. Update existing landscaping along the Corridor <ul style="list-style-type: none"> <li>Shift focus of FY 18 landscaping to Tennyson Corridor</li> <li>Install two weather based irrigation controllers on Corridor for irrigation needs in Fall of 2017</li> </ul>	Landscape Maintenance Manager	LU-4.11	Jun 2018		
		3.a.2. Partner with Stopwaste and KHCG to apply for grant money to host at least one Pavement-to-Garden event <ul style="list-style-type: none"> <li>Identify stakeholder partners for pilot site</li> <li>Design and implement pilot site</li> <li>Based on lessons learned, design pavement-to-garden program to prepare for grant applications</li> <li>Map possible future sites along Tennyson</li> </ul>	UES Management Analyst	PFS-5.4 LU-4.11	Dec 2017		Survey area for site opportunities FY 18
	3.b. Decrease dumping and litter	3.b.1. Use data and evidence driven approaches to address illegal dumping <ul style="list-style-type: none"> <li>Complete analysis of illegal dumping and bulky pickup maps using GIS</li> <li>Conduct empathy interviews with multi-family housing stakeholders</li> <li>Test program design changes, including possible rewards, in collaboration with landlords, tenants, and Waste Management</li> <li>Bring recommended changes to Council</li> </ul>	Maintenance Services, Code Enforcement, CMO Management Analyst, Solid Waste Manager	PFS-7.2 ED-5.4	Jun 2018		

GOAL	OBJECTIVE	ACTION/ TASK	LEAD STAFF	POLICY REFERENCE	DUE DATE	STATUS	COMMENT
		3.b.2 Expand the Downtown Streets Team program to the Tennyson Corridor <ul style="list-style-type: none"> <li>Negotiate a pilot expansion of the Downtown Streets to the Tennyson Corridor</li> <li>Annual reporting on accomplishments related to: assistance provided to participants, litter picked up, housing assistance to participants</li> </ul>	L&CS Management Analyst	ED-5.4	Dec 2017		Can utilize additional CDBG Program Income that was not originally part of the FY 18 budget
		3.b.3. Partner with KHCG to hold targeted cleanup events as needed	Maintenance Services Director	NR-18 NR-6.8	Dec 2017		
		3.b.4. Run Litterati competition in partnership with Tennyson schools <ul style="list-style-type: none"> <li>Continue to build on the partnership with Tennyson High School to grow this annual competition to pick-up trash and increase anti-littering education</li> <li>Expand to neighborhood middle schools</li> </ul>	UES Management Analyst	ED-5.4 NR-18 NR-6.8	Jun 2018		
		3.b.5. Audit of pedestrian trash cans <ul style="list-style-type: none"> <li>Update the public trash can map along Tennyson</li> <li>Coordinate with WMAC and AC Transit to ensure adequate trash service</li> <li>Identify "hot spots" using data and update trash can locations as needed</li> </ul>	Solid Waste Manager, UES Management Analyst	PFS-7.8 M-5.5 NR-6.8	Jun 2018		
	3.c. Decrease blight	3.c.1. Audit corridor to identify gaps in compliance with code standards and work with property owners to abate violations <ul style="list-style-type: none"> <li>Hold a "Blight Buster" event targeting the Tennyson Corridor</li> <li>Develop educational outreach (letters, mailers, media) before beginning enforcement efforts.</li> <li>Research existing landscape &amp; sign requirements for businesses that may be out of compliance.</li> </ul>	Code Enforcement Division	HQL-5.6	Dec 2017		
		3.c.2. Target the Housing Rehabilitation Program to homes along the Corridor <ul style="list-style-type: none"> <li>Identify current housing conditions via housing stock study</li> <li>Hold educational meetings for members of the community and COH Codes Enforcement Staff regarding the program</li> <li>Targeted marketing and HEART team work in the Tennyson Corridor</li> </ul>	Community Services Manager	H-1.1 through H-1.5 H-6.3	Jun 2018		Measure A1 funds can be utilized for rehabilitation



GOAL	OBJECTIVE	ACTION/ TASK	LEAD STAFF	POLICY REFERENCE	DUE DATE	STATUS	COMMENT
		<ul style="list-style-type: none"> <li>Development of multi-lingual informational materials and applications regarding the Housing Rehab Program</li> </ul>					
		3.c.3. Develop a façade improvement program for businesses <ul style="list-style-type: none"> <li>Design incentives to existing and new service/retail businesses to approve building appearances</li> <li>Develop outreach campaign to Corridor business and property owners for improvements rebates</li> <li>Develop application process for Corridor property owners and business tenants</li> </ul>	Economic Development Specialist	SR1.D SR1.C ED-5.4	Jun 2018		
4. Foster a Cohesive Sense of Place	4.a. Identify possible locations and a cohesive theme for public art along the corridor	4.a.1. Public Art & Innovation Master Plan <ul style="list-style-type: none"> <li>Interviews with residents and businesses regarding the mural program</li> <li>Identify potential locations for murals</li> <li>Develop a mural plan which creates a cohesive aesthetic along the Corridor</li> <li>Work with local artists on the implementation of the Corridor mural plan</li> <li>Assist HUSD in curating and identifying appropriate students to participate in mural arts program</li> </ul>	Deputy Director of Development Services	ED-5.3 ED-5.4 HQL 5.1	Jun 2019		
	4.b. Increase City sponsored events and projects in the Tennyson Community	4.b.1. Facilitate a Cesar Chavez Day event <ul style="list-style-type: none"> <li>Identify appropriate timeline for event</li> <li>Identify stakeholder and local business partners</li> <li>Collaborate with Hayward Chamber to develop an event timeline</li> <li>Identify sponsor organization</li> </ul>	Economic Development Specialist	EDSP – BM3	Jun 2018		
		4.b.2. Support and develop sustainable neighborhood based funding for small projects <ul style="list-style-type: none"> <li>Assist residents in applying for Neighborhood Improvement Program microgrants</li> <li>Support community-based fundraising events</li> </ul>	Assistant to the City Manager, Community Services Division	GP HQL -5.5 HQL 5.1	Jun 2018		Aligns with Complete Communities Strategic Initiative (1.b.1)
		4.b.3. Explore possibility of a second Hayward farmer's market location along the Tennyson Corridor <ul style="list-style-type: none"> <li>Utilize HEART teams to determine need and potential locations for a Farmer's Market</li> <li>Collaborate with partner organizations to host Farmers Market</li> <li>Assist in the acquiring any necessary permitting for partner groups</li> </ul>	Economic Development Specialist	GP HQL – 5.2 HQL -5.1 HQP 3.4	Jun 2018		Aligns with Complete Communities Strategic Initiative (1.b.2.b)

GOAL	OBJECTIVE	ACTION/ TASK	LEAD STAFF	POLICY REFERENCE	DUE DATE	STATUS	COMMENT
	4c. Explore using branding and signage to identify the corridor	4.c.1 Conduct empathy work and pilot experiments to determine community interest in and feasibility of neighborhood branding, gateway markers, and/or wayfinding signage <ul style="list-style-type: none"> <li>Reach out to business owners, residents, and other community members to learn about their needs</li> <li>Identify possible appropriate branding and signage opportunities</li> <li>Pilot promising projects and get feedback</li> <li>Bring recommendations to community members and Council for final input and to collaboratively identify funding sources</li> </ul>	Communications and Media Relations Division, Economic Development Division	GP HQL -5.5	Dec 2017		Get HEART list from Stacey Bristow and ask to utilize the teams for survey and empathy work
		4.c.2 Work to rename a street (possibly Leidig Ct) to Cesar Chavez Street <ul style="list-style-type: none"> <li>Empathy work and community meetings with residents and business owners in the area</li> <li>Staff report to Council on potential name change</li> <li>If approved, Development Services would apply for change of name and support additional outreach</li> </ul>	PWET Surveyor	GP HQL 5.1	Jun 2019		
	4.d. Explore innovative placemaking opportunities along the corridor	4.d.1. Identify and pilot placemaking projects in coordination with visioning efforts outlined in Objective 1.a. <ul style="list-style-type: none"> <li>Conduct empathy work and visioning exercises to understand community needs and desires</li> <li>Explore partnerships to tap into innovative placemaking ideas and solutions (e.g., Urban Land Institute Technical Assistance Panels)</li> <li>Conduct pilots/lean experiments</li> </ul> Identify appropriate placemaking projects and work with community members to secure funding for permanent installation 5.a.1 Pilot "Mobile City Hall" at schools <ul style="list-style-type: none"> <li></li> </ul>	Planning Division	LU-4.4 LU-4.11 M-5.5	Jun 2019		
5. Increase Community Resiliency	5.a. Increase awareness of and access to City Services	5.a.1. Pilot "Mobile City Hall" at schools <ul style="list-style-type: none"> <li>Reconvene the lean innovation team</li> <li>Conduct experiments and additional empathy work to test assumptions and refine solution</li> <li>Design the outreach program based on lessons learned</li> <li>Make recommendations, request resources and launch program</li> </ul>	Mobile City Hall Lean Innovation Team	GP HQL 9.1 – 9.3 PFS 1 PFS 2.1	Jun 2018		
	5.b. Increase the number of residents	5.b.1. Firehouse clinic expanding to include dental services	Fire Chief	CS-1.14 CS-1.15	Dec 2017		

GOAL	OBJECTIVE	ACTION/ TASK	LEAD STAFF	POLICY REFERENCE	DUE DATE	STATUS	COMMENT
	with medical and dental service access			CS-4.1 HQL 4.4 HQL 4.1 HQL1.2			
		5.b.2. Expand advertisement of Firehouse Clinic and education of resources for residents	Fire PIO/Communicati ons & Media Relations Division	CS-1.14 CS-1.15 CS-4.1 HQL 4.4 HQL 4.1 HQL1.2	Dec 2017		New logo and postcards are in the works. PBS to film piece on the clinic and Brianne will make sure we have the footage
	5.c. Increase resident emergency preparedness	5.c.1. Increase opportunities to be become CERT/NERT certified <ul style="list-style-type: none"> <li>• Increase CERT trainings held in Spanish language</li> <li>• Establish a Neighborhood Emergency Response Team (NERT) program in which community based CERT certified individuals will train their neighbors</li> <li>• Determine the need/feasibility of CERT trainings in additional languages</li> </ul>	CERT Coordinator	CS-5.4	Jun 2018		
		5.c.2. Support and expand outreach regarding CodeRED notification system and Nixle <ul style="list-style-type: none"> <li>• Informational campaign and community outreach regarding programs</li> <li>• Increase the number of residents who are signed up for CodeRED and Nixle alerts</li> </ul>	Fire PIO/HPD PIO/Communicati ons & Media Relations Division	CS 5.11	Dec 2017		
		5.c.3. Expansion of the City's Brace and Bolt Program <ul style="list-style-type: none"> <li>• Targeted outreach to homeowners in special populations and extremely low-income households</li> <li>• Explore funding mechanisms to expand the Brace and Bolt program, from CDBG funded home-owner based program, to allow for seismic retrofits for rental properties</li> </ul>	CMO Management Analyst & L&CS Management Analyst	HAZ-2.9	Jun 2018		
	5.d. Increase access to effective public transit	5.d.1. Install GPS based traffic Signal Preemption for AC Transit buses <ul style="list-style-type: none"> <li>• Develop and execute agreement with Alameda County Transit for the cost recovery associated with installation</li> <li>• Installation of GPS based preemption devises</li> <li>• Review and report out data regarding reduction in traffic wait times and ridership</li> </ul>	Transportation Manager	HQL 4.2 M 7.2	Dec 2017		Working with AC Transit on cost recovery
		5.d.2. Coordinate with local service providers and transit agencies to promote the City's Paratransit Program <ul style="list-style-type: none"> <li>• Analysis in service gaps in the Corridor based upon currently existing Paratransit client database</li> </ul>	Community Services Manager/Paratran sit Coordinator	HQL 6.7 HQL 4.2 M7.2 M 7.12	Jun 2018		

GOAL	OBJECTIVE	ACTION/ TASK	LEAD STAFF	POLICY REFERENCE	DUE DATE	STATUS	COMMENT
		<ul style="list-style-type: none"><li>Develop taxi service marketing campaign and materials in multiple languages</li><li>Public outreach using the HEART team</li></ul>					
	5.e. Reduce resident utility bills through efficiency	5.e.1. Pilot utilities “class” for multifamily property owners <ul style="list-style-type: none"><li>Work with Stopwaste to create pilot curriculum</li><li>Identify ten property owners for pilot class</li><li>Host the class, which will teach ways to achieve utility savings for water, sewer, energy and garbage, including bill analysis, coaching, and tours</li></ul> If effective, expand pilot to reach more property owners	UES Management Analyst	NR-4	Dec 2018		
		5.e.2 Target outreach for the PAYS, CYES, Water Rebate, Grid Alternative and Sun Shares programs to residents and property managers along Tennyson <ul style="list-style-type: none"><li>Map target blocks with service providers and collect baseline utility usage</li><li>Conduct marketing campaigns</li><li>Track program participation and utility savings to measure impact</li></ul>	UES Management Analyst	NR-4			

On Schedule and Within Budget

Behind Schedule or exceeding Budget

Stopped – No Progress

## Tennyson Corridor Strategy

### Performance Measures

(Select 5-10 Performance Measures for Each Strategy)

1. Depth and breadth of community stakeholder participation in visioning process, including:
  - a. Response rates for electronic/mailed outreach (e.g., surveys)
  - b. Demographics of participants in comparison to demographics of Tennyson Corridor (e.g., homeowners vs. renters, primary language, race/ethnicity, age, business owners/residents/other community stakeholders)
2. Percent reduction in time for Alameda County Transit buses to navigate Tennyson Corridor
3. Change in number of accidents involving pedestrians or cyclists
4. Change in demand for medical and dental services at Firehouse Clinic
5. Change in participation in CERT/NERT classes and programs
6. Conduct annual survey of community members to understand changing attitudes about the Tennyson Corridor and capture performance, including:
  - a. Percent of community members who report that the appearance of the Tennyson Corridor has improved from two years prior
  - b. Percent of community members who report that the Tennyson Corridor is headed in the right direction
  - c. Percent of community members who report that they feel the Tennyson Corridor is connected to the larger Hayward community
  - d. Percent of community members who report that they feel safe walking and/or biking along Tennyson
7. Additionally, the team will report back on the quantitative and qualitative performance of pilot projects and lean innovation experiments, including:
  - a. Business participation in pilot projects
  - b. Usage of pedestrian and bicyclist infrastructure improvements such as: pop-up bike lane, adopt-a-crosswalk, and temporary bike racks
  - c. Mobile City Hall interactions/problems resolved



# CITY OF HAYWARD

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
[www.Hayward-CA.gov](http://www.Hayward-CA.gov)

---

**File #:** RPT 17-083

---

Council Economic Development Committee Future Meeting Topics as of June 5, 2017.



## Council Economic Development Committee Future Meeting Topics as of June 5, 2017

LEAD DEPARTMENT	FUTURE MEETING AGENDA ITEMS
Economic Development	Report on the changing demand for retail
Economic Development	Improve marketing of City events to local businesses to keep workers in town
Economic Development	Report on how other cities around the Bay Area were dealing with minimum wage requirements including those in Contra Costa and Santa Clara County
Economic Development	Report back on the impact of additional housing on property and sales tax revenues
Economic Development	Report back on workforce development activities
Economic Development	Have a Maker Space representative give a presentation or take a tour and hold a meeting there
Development Services	Update of Downtown Specific Plan Update
Economic Development	Marketing and Branding Update (consistency of efforts)