

CITY OF HAYWARD

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



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Monday, May 7, 2018

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 18-062](#) Approval of Minutes of the Council Economic Development Committee Regular Meeting on April 2, 2018

Attachments: [Attachment I Draft Minutes of April 2, 2018](#)

REPORTS/ACTION ITEMS

2. **Preliminary Concept Review - 25800 Clawiter Road (former Gillig site)**
Oral report only

3. [RPT 18-067](#) Business Engagement Program Strategy

Attachments: [Attachment I Staff Report](#)
[Attachment II Business Engagement 4-Step Process](#)
[Attachment III Sample Survey Questions](#)

FUTURE AGENDA ITEMS

4. [RPT 18-092](#) Approval of Future Meeting Topics as of May 7, 2018

Attachments: [Attachment I Future Meeting Topics as of May 7, 2018](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
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File #: MIN 18-062

DATE: May 7, 2018

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

Approval of Minutes of the Council Economic Development Committee Regular Meeting on April 2, 2018.

RECOMMENDATION

That members review and approve draft minutes.

ATTACHMENTS

Attachment I Draft Minutes from April 2, 2018



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – April 2, 2018

CALL TO ORDER: Mayor Halliday called the meeting to order at 4:00 p.m.

ATTENDANCE:

Committee Member	Present 4/2/18	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Michael Ly		3	2	3	2
Didacus-Jeff Joseph Ramos	✓	4	1	4	1
Mayor Halliday (Chair)	✓	5	0	5	0
Council Member Márquez	✓	5	0	5	0
Council Member Mendall	✓	5	0	5	0

OTHERS IN ATTENDANCE:

Maria Hurtado, Assistant City Manager; Stacey Bristow, Interim Director of Development Services; Micah Hinkle, Economic Development Manager; Paul Nguyen, Economic Development Specialist; Ramona Thomas, Economic Development Specialist; Marcus Martinez, Assistant Planner; Suzanne Philis, Senior Secretary; from United Growth: CEO Brad LaRue, Vice President of Capital Management Carmelita Botelho, and Development Manager Futaba Alizoti

PUBLIC COMMENTS

Hayward Chamber of Commerce President and CEO Kim Huggett distributed a By the Numbers flyer that highlighted Chamber accomplishments. Mr. Huggett noted 40 free small business workshops had been held in the last 40 months (many in cooperation with the Alameda County Small Business Development Center and City of Hayward), and that export certificates had been sent to 50 countries.

Mayor Halliday announced that Hayward won two out of eight categories at the East Bay Economic Development Alliance Innovation Awards on Thursday, March 29th at the Fox Theater in Oakland. She said Therm-x (maker of custom components for the semi-conductor industry) won the Advanced Manufacturing category, and Reflexion (developing a revolutionary device for the detection and prevention of cancer) won the Life Sciences category. She commented that Hayward has had finalists for the last three years. Council Member Mendall pointed out that Hayward was the only Bay area city to have two winners.

1. APPROVAL OF MINUTES OF SPECIAL MEETING MARCH 5, 2018

A motion to approve minutes with one minor change was made by Council Member Márquez with a second by Council Member Mendall. Minutes from the March 5, 2018 Regular Meeting were approved with Member Ly absent.

Staff distributed comments from Member Ramos on the Regional Minimum Wage Inventory which was presented and discussed at the March 5th meeting. Member Ramos was unable to attend the meeting.

2. PRELIMINARY CONCEPT REVIEW – UNITED GROWTH DRIVE THROUGH – 2429 WHIPPLE ROAD

Economic Development Manager Hinkle introduced the project noting the feedback desired was also a review of the City's drive-thru policy.

Economic Development Specialist Thomas said United Growth Capital Management specialized in the development and redevelopment of first-class retail centers and noted they were interested in building a drive-thru at Wiegman and Whipple Roads in the Industrial area, but current regulations prohibited two drive-thru restaurants being located within a half-mile of one another. She said the proposed location was within the 880 Retail Area and provided a map displaying existing drive-thru restaurants and their half-mile radii.

Assistant Planner Martinez explained that under the General Commercial zoning district an applicant was prohibited from applying for an Administrative Use permit to build a drive-thru restaurant because two drive-thru restaurants could not be located within a half-mile of one another. He said staff was seeking high-level feedback related to approval of a Zoning Text Amendment that would allow a "special required finding" for this and future drive-thru restaurants to locate within that half-mile radius.

United Growth Vice President of Capital Management Carmelita Botelho explained that because the cost of doing business was so expensive in California, they were having trouble finding a non-drive-thru tenant for the site. She said United Growth was seeking feedback to determine if the site was worth pursuing.

United Growth CEO Brad LaRue said they had been working hard to find a tenant at this site for the last four years. He said that Panera Bread, Noodles & Co., and Habit Burger had all opted out when a drive-thru was not an option.

Council Member Mendall commented that the provided leakage data (type of retail businesses that weren't already present in the area) didn't match past reports. Manager Hinkle explained that the data provided by United Growth was for a 5-mile radius from the site, not city-wide.

Council Member Mendall said that, in general, he was pleased that Hayward made it difficult for drive-thru restaurants because most offered unhealthy food, paid low wages, and generated tons of litter. He said he would relax the City's hard no and consider a variance but acknowledged that that would generate many applications, so he wanted to make his expectations clear.

Council Member Mendall listed the following expectations: 1) The incoming drive-thru restaurant must be something new; either the first of its kind in Hayward, or maybe the second; 2) The litter component must be resolved so the City alone wasn't responsible for the cost and process of clean-up; and 3) The restaurant offered higher base wages, for example \$15 regardless of the City rate. If all three expectations were met, Council Member Mendall said he would enthusiastically vote to approve the business.

Council Member Márquez asked if a Text Amendment would change the City's zoning code. Assistant Planner Martinez said yes, the Amendment would have City-wide implications, but for this request, site specific approval. Economic Development Manager Hinkle noted the Text Amendment could be a driver for auto-oriented locations not near neighborhoods but in existing high traffic areas.

Assistant Planner Martinez explained that if the Text Amendment was adopted, drive-thru restaurants would still not be permitted by-right, but could seek approval.

Council Member Márquez asked about the timeline for this project and Assistant Planner Martinez said the Text Amendment would have to be approved first. Interim Director of Development Services Bristow said that would take approximately three to four months. Council Member Márquez asked if the Amendment would go straight to Council and she was told the Planning Commission would review first.

Economic Development Manager Hinkle noted there were only two locations still available in the City that allowed a drive-thru restaurant by-right and Starbucks had submitted applications for both locations.

Council Member Márquez commented that the site on Wiegman was not visible from I-880 and she asked about signage. Interim Director of Development Services Bristow said standard sign regulations would apply to the site or United Growth could ask for a variance. Assistant Planner Martinez said the sign could be bigger because of the location. CEO LaRue said a monument sign had been requested on an earlier proposal.

Council Member Márquez said for her approval the restaurant would have to offer healthy choices. She asked where the nearest drive-thru Panera Bread was located and was told Concord. She said Panera would be the type of restaurant she would approve.

Member Ramos asked why a half-mile radius was used instead of a quarter-mile. Assistant Planner Martinez said the regulations were carried forward from the 80s or 90s and should perhaps be reviewed. Interim Director of Development Services Bristow noted the Industrial regulations were currently being updated.

Member Ramos asked if the regulations needed to be uniform and Interim Director of Development Services Bristow said no.

Member Ramos said that he liked that the proposed drive-thru wouldn't impact traffic on Whipple Road. He said he would support a Panera at the site and then commented that communities don't usually name the tenant. He asked if anything prohibited the City from naming preferred tenants. Council Member Mendall said that was why he was focusing on preferred criteria.

Member Ramos said the half-mile radius could be adjusted, but the staff report's other proposed restrictions were valid. He said he would prefer a mom n' pop business or a franchise not already in California; he wanted something unique for Hayward. He said the design of the proposal was fine. Member Ramos said some flexibility at this site might benefit the City.

Mayor Halliday commented that although the City was working regionally to be more walkable she acknowledged a drive-thru was appropriate for the already high-traffic area and that United Growth had been unsuccessful in finding a non-drive-thru tenant.

Mayor Halliday noted that Hayward already had a Panera, although it wasn't a drive-thru, and said she also preferred a restaurant with healthy choices. She asked about vegan restaurants like Amy's Kitchen and noted the closest one was in Corte Madera.

Mayor Halliday said staff should work to craft regulations that didn't open the door too wide for drive-thru restaurants and agreed with Council Member Mendall that litter was a problem. She said the City knew about litter and frequently organized clean ups. Member Ramos commented that trash from fast food restaurants was not anonymous.

Mr. LaRue said they could place more garbage cans on the site to make it more convenient for patrons to throw away their trash. Members said that may not be enough and discussed the problem of litter generated by drive-thru restaurants. Member Ramos noted the McDonalds downtown had employees pick up trash in the area around the restaurant.

Council Member Márquez mentioned another restaurant she would consider for the site. Ms. Botelho commented that most mom n' pop establishments couldn't afford the rents associated with a new development. She said it might be affordable if the project entailed the rehab of an existing building.

Mr. LaRue asked for confirmation that there was enough support for a drive-thru and said the City could craft the language that created the subjectivity for approvals.

Mayor Halliday confirmed the restaurant would also have the option to sit down to eat rather than drive-thru. Mr. LaRue said a drive-thru would allow the tenant to supplement revenues and afford the market rent. Ms. Botelho noted workers in the area might appreciate having the choice of driving thru when they are in a hurry, sitting when they have more time, and enjoying patio seating on a nice day.

Mr. LaRue noted because the site was small there were limited options and asked the Committee for leniency noting United Growth had already spent a lot of money on the site.

Council Member Mendall noted the Jack in the Box at Fairway Plaza, in trade for Council's approval to stay open 24 hours, had an agreement in place that required them to pick up litter for a quarter of a mile along the par course across Mission Boulevard from the restaurant. He suggested that arrangement be used as a model.

Mayor Halliday said the City appreciated the efforts of United Growth and acknowledged the site was different because of the auto-intensity of the area. She said the City wanted to work with United Growth to find a tenant, noted only three Council Members were present, but thought other Council Members would have similar concerns and comments. Council Member Mendall agreed.

3. FUTURE MEETING TOPICS AS OF APRIL 2, 2018

In response to a request made by Member Ramos, Economic Development Manager Hinkle presented a table prepared by Senior Secretary Philis that described three different types of Bucks Programs; incentive programs that encouraged local spending.

Member Ramos said the table was exactly what he was looking for and commented that community-run programs like the Downtown Hayward Passport Program, which the City started but handed off to local merchants, had been very successful. He said the examples provided were more money-oriented and suggested neighborhood-driven programs. Member Ramos said some areas don't feel like part of Hayward and Bucks programs could help unify the City.

Council Member Mendall said he still wanted to see a report on the changing demand of retail tied into an analysis of sales tax revenues generated by housing versus retail uses. Manager Hinkle said he was trying to produce those reports.

Mayor Halliday said she liked the idea of improved marketing of local events (#2 on the list) because it would tie in with the City's commitment to recognize different cultures.

Council Member Márquez asked what was on the schedule for May. Manager Hinkle said the agenda was still being developed, but he hoped to present a market trend analysis of retail and continue down the list of Meeting Topics.

Member Ramos acknowledged the Economic Development Division was down staff, but he suggested a catalog or pocket guide of local retail to help introduce local businesses to new people.

Member Ramos also commented that although the Makerspace was a good place to explore a new business, and the workshops provided by the Chamber were helpful to small business, people needed a place where they can learn how to start a new business and then start it.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Economic Development Manager Hinkle announced that today's meeting was the last for Economic Development Specialist Nguyen who had accepted the Economic Development Manager position with the City of Fairfield. He said the City was sorry to see Specialist Nguyen leave, but understood the desire to advance.

Specialist Nguyen thanked Committee members, and the City, for the opportunity to serve as Industrial Specialist. He noted in the three years and seven months since he'd joined the team he had assisted 114 businesses, attracted 40 to Hayward, supported the addition of 819 jobs and facilitated real estate investments totaling \$136,017,388.

Council Member Mendall and Mayor Halliday said they were very sorry to see him go.

Chamber President Huggett said the City must create an equal and higher value replacement.

ADJOURNMENT: The meeting was adjourned at 5:19 p.m.



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777 B Street
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File #: RPT 18-067

DATE: May 7, 2018

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

Business Engagement Program Strategy

RECOMMENDATION

That the Council Economic Development Committee reviews and comments on the Business Engagement Program Strategy.

SUMMARY

The growing needs of the City of Hayward business community and the desire of the Mayor and City Council to improve business attraction, retention and expansion efforts requires the City to consider improving methods utilized for business engagement to attain the goals outlined in the [Economic Development Strategic Plan \(EDSP\) FY 2014-2018](http://www.hayward-ca.gov/your-government/documents/economic-development-strategic-plan) <<http://www.hayward-ca.gov/your-government/documents/economic-development-strategic-plan>> which sets priorities for the Economic Development Division. This report focuses on two initiatives that advance the business retention strategy:

1. **SR1.C** -Establish a comprehensive retention program for existing businesses
2. **SR2.E**-Expand the business visitation program

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Business Engagement 4-Step Process
Attachment III	Sample Survey Questions



DATE: May 7, 2018

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT Business Engagement Program Strategy

RECOMMENDATION

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SUMMARY

The growing needs of the City of Hayward business community and the desire of the Mayor and City Council to improve business attraction, retention and expansion efforts requires the City to consider improving methods utilized for business engagement to attain the goals outlined in the [Economic Development Strategic Plan \(EDSP\) FY 2014-2018](#) which sets priorities for the Economic Development Division. This report focuses on two initiatives that advance the business retention strategy:

1. SR1.C -Establish a comprehensive retention program for existing businesses
2. SR2.E-Expand the business visitation program

BACKGROUND

In FY 2014, the Business Concierge Program was developed as the overarching strategy to facilitate development and assist businesses by offering the following:

Site Selection Assistance: assist customers with finding suitable locations, using customized listings of available properties that meet land, building, zoning and infrastructure requirements. Provide information on area demographics and connect customers to brokers and property owners.

Project Development Assistance: provides customers with a single point of contact throughout the lifecycle of the project, whether it is a tenant improvement or new development. Staff monitors progress and coordinates communication among City staff from plan submission to final inspection.

Business & Workforce Assistance: support growth through connecting businesses with City resource partners that offer financial, staffing and technical advice and other additional resources.

Business Ombudsman Program: launched July 2015; offers expanded service to assist customers with problem resolution by reviewing their concerns and offering guidance to discover the best possible solution to the situation.

The Business Engagement Program is the mechanism utilized to create awareness of the core services offered by the City of Hayward with the objective of business retention and expansion.

The purpose of the Business Engagement Program is to proactively address the needs of Hayward's more than 11,000 businesses, through ongoing strategies and activities to promote long-term economic stability and growth. It is intended to ensure the City of Hayward will be a valued partner to the business community. It meets several strategic plan goals and is formulated to build relationships with a focus on business retention.

Successful business engagement relies on the development of long-term relationships and partnerships to focus on delivering solutions to expressed business needs. This is achieved through coordinated efforts by all stakeholders. Business engagement has been a consistent priority of the Economic Development Division.

DISCUSSION

The primary goal of the Business Engagement Program is to foster business retention and expansion. Frequent communication with customers is necessary to forge strong relationships with Hayward business community. In FY2016, the Business Engagement Program processes were formalized to better assist businesses seeking to increase their physical footprint or operational capacity by providing a variety of support services ranging from site selection and permitting assistance to referrals to partner workforce development and financing organizations.

With each business visit, staff assesses the business' current health and outlook to uncover retention, expansion, and partnership opportunities. The key to successful engagement is to follow-up on the identified needs, issues, and concerns. Staff formalized the program into a four-step process (see Attachment II).

Program Reportables

The primary objective of business engagement is to foster business retention and expansion. To meet the goals and objectives, it is necessary to communicate regularly with the businesses to continually build a strong relationship. Staff will determine the effectiveness of its communications and engagement efforts, and will regularly evaluate by monitoring the following:

Monthly Touch Point Goals:

- Track number of cold call phone calls - target 40 calls per month which equals two calls per day.
- Track number of direct mail welcome letters to new businesses.
- Track number of face to face meetings attained.
- Track number of external partner engagements - how many customers meet with external partners through ED staff introductions?
- Track trends - how many customers express needs for which services (fiber, transportation, and/or workforce)?

Quarterly:

- Oral report to CEDC summarizing customer engagement meetings.

Annually:

- Complete customer satisfaction survey and report results.
- Track Business Appreciation Event Attendees and any resulting collaboration that results from the business networking event.

FY2019 Performance Metrics

METRIC	GOAL
Increase number of businesses served by Business Engagement Program	50
Provide assistance to existing Hayward industrial and retail businesses.	20
Attract new businesses to Hayward	25

ECONOMIC IMPACT

Business Engagement has many benefits, including creating sustainable growth within the City's primary employer base. Through face to face meetings, proactive and long-lasting relationships with businesses are formed. From these visits, issues are identified that may be preventing businesses from reaching their goals, be it building new infrastructure, workforce development training or expanding operations to new markets.

Business Engagement can:

- Help in attraction efforts.
- Help businesses grow and stay in the community.
- Help to keep jobs in community.
- Promote collaboration with the community.
- Identify local and state incentives available for access to capital for expansion and improvement opportunities.

- Provide a perspective from local business on strengths and weaknesses of local economy; and identify resources to enhance strengths and minimize weaknesses.

Existing businesses and the local workforce are key indicators of a community's economic health (as a place to live, work and play).

STRATEGIC INITIATIVES

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

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

Objective: Increase collaboration with businesses, non-profits and neighborhood groups on placemaking projects.

NEXT STEPS

1. Working with Revenue Department, ED Staff will obtain listing of new businesses in Hayward and send out monthly mailings to thank those businesses for choosing to locate in Hayward. The direct mail campaign letter will be from the City Manager and Mayor.
2. Develop survey, paper and electronic version, to assess customer satisfaction (Attachment III).
3. Develop Mission Statement

Prepared by: Ramona Thomas, Economic Development Specialist

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAdoo, City Manager

BUSINESS ENGAGEMENT PROCESS

Step 1 Planning –The following resources may be used to develop your contact list.

- Identify target businesses
- MuniServices Data is utilized to identify the top 100 sales tax generators.
- Working with Revenue Department, staff collect data on top employers and top grossing companies
- Referrals from interdepartmental staff (i.e. Planning, Building, and Fire)
- Customers who walk-in or call-in seeking assistance.
- Internet Searches
- Bureau of Labor Statistics

After determining which businesses to outreach, begin to make phone calls to secure an appointment. The goal is to meet with a decision maker or influencer. To create willingness by the customer to engage with you, it is important to deliver a benefit statement, for example:

- Staff would like to meet with you to share ways your company can potentially save money.
- The City has new programs designed to help your business grow.

It is important to relay a message indicating that a meeting would be a beneficial to the customer.

It is often necessary to make several attempts before securing the first meeting. Multiple methods may be employed to create interest and gain approval for a meeting:

- Cold Calls - making an unsolicited phone call or personal visit.
- Leaving behind materials - marketing kit delivered by mail or in person.
- Through affiliate introductions - Hayward Chamber or Interdepartmental staff.

The purpose of cold calls, leave behinds, and affiliate introductions is to create awareness and educate the business community, with the goal of securing a face-to-face meeting. At this stage, the communication generally is one-way with staff delivering information.

Step 2-Knowledge Transfer-occurs during the face to face meeting with customer.

- The goal of the meeting is to exchange information.
- After the appointment has been secured and before meeting with the customer, it is important to visit the customer's website to gain insight on their business.
- Check in with internal staff to uncover any open issues (revenue, code enforcement, planning, building, police, and/or fire.)

- Begin the meeting with rapport building. Staff shares information about themselves and asks questions related to the individual, for example (Do you live in Hayward?). This type of question usually leads to dialog about where the customer lives, commute to work, what they like about working in Hayward. Another open-ended question could be (Why did you choose to locate your business in the City of Hayward?). The level of the contact will determine the type of open-ended questions to ask.
- Before proceeding to give the presentation, it is important to gain agreement. Examples of questions:
 - Would you like to learn about planned new developments coming to Hayward? Would you like a demonstration of an easy method for reporting problems or asking questions?
 - May I share some information with you about our resource partnerships that may be helpful to your business?

After customer agrees to learn more about topics, proceed with delivering presentation on the following:

New Development Pipeline-use laptop or customer's computer to apprise of:

- Hayward's growth - new development in the City
- Amenities - Parks, recreation, and entertainment
- New business opportunities - business clustering
- Client relations -networking opportunities

Access Hayward-present service using laptop or customer's computer to inform the customer that Hayward is at their service. Demonstrate how to use the online tool and show the ease of:

- Reporting a problem
- Asking a question
- Making suggestions

Business Concierge Program-brief the customer on the benefits of the program by explaining:

- Site Selection Services - to assist customer with finding suitable location to remain in Hayward.
- Real Estate Partners - work with brokers
- Development Assistance - for tenant improvements and new building development. Explain how we streamlined the process by providing customers with a single point of contact. Additionally, concept review meetings are offered to give project proponents high level and early feedback.
- Business and Workforce Assistance - help businesses by connecting them to our network of partners to assist with financial, staffing and technical resources.
- Business License Assistance
- Zoning Regulations

Events and Recognition

Annual Business Appreciation Event – An annual business to business (B2B) networking event is held at an appointed destination. It is designed to thank customers for choosing Hayward as the location of their business. The event provides a friendly venue allowing the business community the opportunity to meet Council Members and Executive staff and learn more about the City.

Mariachi Festival/Wine Walk - Uncover customers' interest in community events as sponsors or participants.

East Bay Economic Development Alliance (EDA) - As members of the EDA, staff nominates Hayward's innovative businesses for local and region wide recognition.

Manufacturers Day - staff partners with career pathways and CSUEB to expose students to manufacturing professions in hopes of inspiring the next generation of manufacturers

Hayward Chamber of Commerce - partners with the City on multiple events to create a sense of community and bring vibrancy to downtown. Economic Development partners with the Chamber on official grand openings and business networking events.

Following the presentation, staff asks a series of open-ended and closed-ended questions to better understand the customer's needs. By addressing the customers' future, issues and concerns, staff makes assessments to determine next steps and moves closer to becoming a valued partner and trusted advisor. At this point, it is important that staff does not over promise and under deliver.

Step 3-Advisory: based on outcome of knowledge transfer, staff makes internal/external recommendations.

Following a successful exchange of knowledge, staff has a clear understanding of the customer's needs. An analysis has been completed and staff determines which partners, internal and external, to engage to best meet the customer identified needs:

Tenant Improvements and Development:

- Planning
- Building
- Fire
- Revenue
- Concept review meeting
- Connections to brokers and property owners

Workforce Needs:

- Workforce Development Board (WDB)-provides comprehensive business and career services for employers-and jobseekers
- Hayward Unified School District Adult School (HUSD)-internship and GED programs
- Hayward Chamber- business network partner
- Downtown Streets Team-work experience program pathway into employment

Financial Needs:

- Incentives offered by City of Hayward
- Alameda County Small Business Development Centers (ACSBDC)
- California Governor's Office of Business and Economic Development (GOBIZ)
- SCORE-Free Small Business Advice
- Small Business Administration (SBA)

Step 4 Follow-up Touch Point

Each customer visit is followed-up with a written summary of the meeting. Based on the identified need, a subsequent meeting is arranged with the appropriate internal or external partner. Meeting types include:

Concept Review - Project proponents can meet with Council Economic Development Committee (CEDC) to present their preliminary project proposals and receive valuable upfront feedback from the committee as to if the concept meets the City's goals for the site. Another internal review offered is when staff invites the customer to meet with multiple departments for early feedback on their preliminary project. Depending on the type of project, departments at the meetings may include (Planning, Public Works, Building, Fire, Police Department or others). The customer receives early feedback from multiple departments before application submittal.

Partnership Site Visits - When workforce needs are identified, a meeting at the customer site is most effective. Depending on the type of business, (manufacturing, distribution, or office) a tour of the facility to view the types of positions available provides the resource partner with first-hand knowledge of what the customer requires for the position. The meeting also gives the resource partner an opportunity to present their services.

Business Tours - Staff may revisit the business with executive staff, council members, Planning, Building, Code Enforcement, Fire or Economic Development staff depending on the expressed need of the customer. Tours can give staff the opportunity to learn more about the business' products and enhance staff's ability to connect suppliers and associated institutions in a particular field to the business.

Business Support Activities - In partnership with the Alameda County Small Business Development Centers (ACSBDC), a series of educational seminars are offered to the business community free of charge. These seminars, held at City Hall throughout the year, feature presentations and discussion sessions led by business planning, financial and other subject matter experts.

Onsite visits to businesses is a vital part of the City's retention and expansion efforts. Meeting with business owners to discuss their needs and assess their industry is crucial to Business Retention and Expansion (BRE).

Sample Survey Questions

Contact Information

Company name: _____

Employee name: _____

Title: _____

Phone: _____

Email: _____

Please provide the following information:

Do you own or lease the building?

If leasing, when does the lease expire?

How are decisions made regarding staffing?

How are decisions made regarding expansion or relocation?

How many employees do you have?

Are you fully staffed? Yes or No

If answer is no, what type of jobs do you need to fill?

What method do you currently use to recruit staff?

Are any products sold from this location?

Do you have internet sales?

Why did your company choose to locate in Hayward?

How long have you been at this location?

Does your company have any plans to expand or relocate?

Who is your competitor?

Who are your current suppliers?

What goods and services do you require to run your business?

Do most of your employees have higher education?

Does your community have interest in community engagement?

How would your company like to become more engaged in the community?

What skills are you seeking?

What jobs do you currently have open?

What is your overall opinion of Hayward as a place to do business.

Do you currently work with any City of Hayward Staff? Yes or No

If yes, who and what department?

What has your experience been working with City of Hayward staff?

Have you met with Economic Development staff before?

How is your internet connection?

Has your company installed fiber?

How do your employees commute to work?

Have you found transportation to be a concern for your employees?

Did you know the City offers site selection assistance?

Did you know the City has resources to assist you with staffing?

Are employees trained at this facility?

Do employees travel from out of town to train at this facility?

Where do you recommend out-of-town employees stay?

In Hayward or outside of Hayward?

Are there other businesses in Hayward that you conduct business with?

Please describe any experience dealing with:

Police/Fire

Crime/Vandalism

Ease of development



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File #: RPT 18-092

DATE: May 7, 2018

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

Approval of Future Meeting Topics as of May 7, 2018

RECOMMENDATION

That Committee members review the attached Future Meeting Topics list.

ATTACHMENTS

Attachment I Future Meeting Topics as of May 7, 2018



**Council Economic Development Committee
Future Meeting Topics as of May 7, 2018**

RESPONSIBLE STAFF	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	Analysis of sales tax revenues generated by housing versus retail uses
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 (Maker Space closed until next funding cycle)
Development Services	Update of Downtown Specific Plan Update
Community & Media Relations Division	Marketing and Branding Update (consistency of efforts)