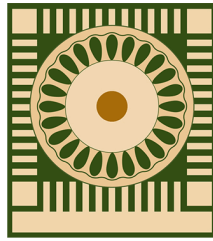


CITY OF HAYWARD

Hayward City Hall
777 B Street
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CITY OF
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Agenda

Monday, November 4, 2019

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 19-134](#) Approval of the Council Economic Development Committee October 7, 2019 Regular Meeting Minutes

Attachments: [Attachment I Draft Minutes of October 7, 2019](#)

REPORTS/ACTION ITEMS

2. [RPT 19-360](#) Economic Development Marketing Program Needs Assessment and Work Plan

Attachments: [Attachment I Staff Report](#)
[Attachment II Marketing Material Inventory](#)

3. **Zoning Change to Allow Temporary Winter Shelters on Faith-based Properties (Oral report only)**

4. **Update on 2020 East Bay Innovation Award Hayward Nominees (Oral report only)**

FUTURE AGENDA ITEMS

5. [RPT 19-362](#) Future Meeting Topics as of November 4, 2019

Attachments: [Attachment I Future Meeting Topics as of Nov. 4, 2019](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

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

File #: MIN 19-134

DATE: November 4, 2019

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Approval of the Council Economic Development Committee October 7, 2019 Regular Meeting Minutes

RECOMMENDATION

That the Committee reviews and approves the attached draft minutes.

ATTACHMENTS

Attachment I October 7, 2019 Draft Meeting Minutes



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – October 7, 2019

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

ATTENDANCE (September 2019-July 2020):

Committee Member	Present 10/7/19	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Halliday (Chair)	✓	1	0	1	0
Council Member Mendall	✓	1	0	1	0
Council Member Salinas	✓	1	0	1	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Deputy City Manager; Laura Simpson, Director of Development Services; Paul Nguyen, Economic Development Manager; Sara Buizer, Planning Manager; Fred Kelley, Transportation Manager; Monica Davis, Community Services Manager; Catherine Ralston, Economic Development Specialist; Leigha Schmidt, Senior Planner; Suzanne Philis, Senior Secretary; Kim Huggett, Chamber of Commerce; Paul Hodges, HARD; John McManus, Cushman Wakefield; Chris Sanford, Black Creek Group; Scott Recknor, Black Creek Group; Kevin Hatcher, CBRE; Mark Butler, Integral Communities; Gregg Brown, Integral Communities; Guy Warren, Lee & Associates; Marc de Bourbon, Amazon; Broderick Green, Amazon; Juan Barboza, NCCRC; Jason Pearce, NCCRC

PUBLIC COMMENTS

Hayward Chamber of Commerce President and CEO Kim Huggett said there were 16 Chamber activities last month and 10 this month including the Lincoln Landing groundbreaking on Monday, Sept. 30th. He distributed copies of the Chamber's newest Business Directory.

1. APPROVAL OF MINUTES OF REGULAR MEETING JULY 1, 2019

A motion to approve minutes from the July 1, 2019 Regular Meeting with one minor correction was made by Council Member Salinas with a second by Council Member Mendall. The motion was approved.

2. APPROVAL OF 2019-2020 CEDC REGULAR MEETING SCHEDULE

A motion to approve the Regular Meeting Schedule was made by Council Member Mendall with a second by Council Member Salinas. The motion was approved.

3. ROUTE 238 CORRIDOR LANDS DEVELOPMENT—PARCEL GROUP 6: CARLOS BEE QUARRY; REVIEW OF DRAFT MASTER DEVELOPMENT PLAN AND DRAFT REQUEST FOR PROPOSALS

Deputy City Manager Ott introduced the item noting the desired timeline would have the draft request for proposal (RFP) going to the Planning Commission for review and comment on Oct. 24th, to the City Council in early November, and released by the end of the year.

Mayor Halliday asked if the proposed intersection was too close to the one planned for the Parcel 5 development. Deputy City Manager Ott said a traffic engineer had already looked at the proposals and said they were not too close noting the intersection was moved uphill to improve visibility, but more analysis could be done.

Mayor Halliday asked if the proposed 20,000 square foot minimum lot size shown in the report was a typo. Deputy City Manager Ott said for higher density developments like this one, the lot size had to be bigger. No single-family homes would be allowed, she said. Planner Manager Buizer explained the larger lot size would be needed for six or seven townhomes or for a high-density development of student housing. Manager Ott also noted that the required density range was 25-55 units per acre so there was no way a single-family housing development could meet that.

Council Member Salinas asked if the zoning limited density and if the allowed density should be higher. Manager Ott explained that given the site constraints and what would be marketable, a development couldn't get much bigger than 55 units per acre. She also pointed out that the high cost of construction and structured parking was prohibiting denser projects. Planning Manager Buizer added that the developer could request a density bonus if affordable units were kept on site. She confirmed the general plan allowed for greater density.

Mayor Halliday opened the floor for public comment but there were none.

Council Member Salinas commented that all eyes would be on this project and he wanted something extraordinary. He had the following feedback on the draft RFP:

- He wanted innovation and creative design given its configuration, location, and proximity to the university
- He was OK with the Hayward trail and park land requirements
- Affordable housing units must be kept on site
- Preferred housing that could accommodate students
- Wanted to see green development features such as all-solar or all-electric
- Deploy technological solutions and use robust, creative/forward thinking for public transportation options
- Selected developer should communicate plans and work with surrounding neighborhoods
- Selected developer should take all public input into account when designing the project
- Regarding the Hayward Resident Priority Preference Plan requirement, he said he didn't think

it was appropriate and preferred that it be taken out of the RFP. If the project understanding and impact statement requirement was kept in the RFP, he asked how long it was expected to be and Deputy City Manager Ott said one to two pages.

Council Member Mendall said he was pleased to see so many from the development community at the meeting and that he took that as a good sign. He said it was a great site and a real opportunity for the community and developers to do something meaningful. He said the Council wanted the site developed and they wanted to get to yes. He had the following feedback on the draft RFP:

- Remove the limit of 10,000 square feet of retail since it was unlikely more would be built. Deputy City Manager Ott noted CEQA set the cap at 10,000 but potential changes to increase the amount of retail could be entertained.
- Regarding the park in-lieu fee, he noted it could also decrease if smaller units were built (like student housing)
- Preferred density on the high end of the allowed range and would support a density bonus
- Was against a gated community
- Strongly supported environmental components like solar or all-electric
- Regarding the Bayview Concept, he said he wouldn't look at it to determine whether to accept a proposal. He didn't know how the rest of the City Council felt about it. However, if left in the RFP, he indicated a couple pages would be sufficient. Deputy City Manager Ott said a disclaimer could be added that stated the City wasn't advocating for the plan.
- He later added that affordable units had to be on site. Manager Ott responded that although it wasn't a regulatory requirement, it could be a requirement of the RFP.

Council Member Mendall asked if the City would be unhappy if the parcel sold before the proposed timeline. Deputy City Manager Ott explained that the City could ask more for the site if the map was final rather than tentative because potential developers wouldn't have to pay property taxes to hold the site, but noted the City was flexible and would consider other scenarios.

Mayor Halliday clarified that although she lives near the site, she had confirmed with the City Attorney that she was outside the 500-foot limit and it was OK for her to participate in discussions. Mayor Halliday said she agreed with most of had been said, but had the following additional feedback:

- Don't call the proposed trail around the development the "Loop Trail"
- She expressed concern about the increase in traffic on Carlos Bee but said more traffic lights might slow traffic going down the hill. Manager Ott noted the intersection would not be signalized but staff would work with Public Works to make sure impacts were properly analyzed.
- Suggested neighbors have the opportunity to comment on the project
- Asked staff to consider a parking program for the surrounded neighborhoods
- Noted the proposed trail was close to the Ward Creek Trail and asked if they could be connected
- Agreed that the neighborhood should not be gated and utilities be all-electric
- Regarding the Bayview Concept, out of consideration to the person who developed it, she supported including the request in the RFP but with a disclaimer and an invitation to comment (rather than require it).

4. PRELIMINARY CONCEPT REVIEW: PROPOSED AMAZON LOGISTICS USE AT 2701 WEST WINTON AVENUE

Economic Development Manager Nguyen introduced the item noting the 23.4-acre site at the end of West Winton was formerly a regional auto parts salvage yard with a history of blight and site contamination. In January of 2018 the developer received Planning Commission approval to build a 500,000 square foot speculative industrial building and permits were issued in September 2018 with an approximate total investment by the Black Creek Group of \$85 million. Black Creek Group is currently in negotiations with Amazon Logistics, he said, to lease the entire facility to establish a last-mile delivery facility. Manager Nguyen noted the use would require a conditional use permit so Amazon representatives were present to answer any questions and receive feedback. He turned the floor over to Black Creek Group Vice President of Development Chris Sanford to kick off the presentation.

Council Member Salinas asked how many employees would be hired at the facility. Amazon Economic Development Manager Broderick Green said hundreds would be hired, mostly part-time, with access to benefits, starting at \$15 an hour.

Council Member Salinas asked if the delivery vehicles would be all electric. Amazon Senior Real Estate Program Manager Marc de Bourbon said Amazon was growing the number of electric vehicles in service, noting they retrofitted the facility in Richmond to add 25 charging stations. He said Amazon had committed to have 100,000 electric vehicles in use by 2030.

Council Member Salinas asked if the facility would immediately be used to scale or would it get bigger as time went on. Mr. de Bourbon said the site was constrained by size and to keep things simple, Amazon had learned to keep sites self-contained rather than try to find off-site parking. Black Creek Group Director of Asset Management Scott Recknor commented that the site would probably get smaller as the network grew and other locations opened.

Council Member Salinas asked staff for Council's timeline for approval. Planning Manager Buizer clarified that the timeline would start when Amazon filed its application but noted a CUP (conditional use permit) did not require Council approval. Staff added the Council could ask to review the project after it went to the Planning Commission.

Council Member Salinas said in concept the project sounded interesting, but he questioned the traffic impact noting there were only three ways in and out of the area. Transportation Manager Fred Kelly explained that the CUP would generate more definitive number of trips, but staff expected 700-800 trips to be added per day, possibly double that during the holidays. He said talks with Amazon and Black Creek had been encouraging and possible mitigation included partnering to improve intersections and a signed agreement to maintain streets since the site would not generate sales tax or mitigation fees.

Mayor Halliday asked if there were any public comments and there were none.

Council Member Mendall received confirmation that vans would be loaded inside the facility and truck unloading would take place on the east side of the facility at one of the 10 dock doors.

Council Member Mendall asked if the CUP could include a stipulation that 90-100% of delivery vans

be electric by 2030. He also supported something from Amazon that acknowledged or mitigated that the facility would not generate any revenue for the City yet would have a significant impact on roads.

Mr. de Bourbon noted there was no program in Hayward for Amazon to acknowledge impacts and wasn't sure how that could be done. Council Member Mendall said he didn't know either, he was just offering feedback to Amazon on what he needed to support the project.

Mr. Recknor said a commitment to an electric fleet would be a challenge, not impossible, but asked if there were other concepts, such as a solar roof, that could help create a total package that was acceptable to the City. Council Member Mendall said yes.

Mayor Halliday asked for confirmation that Amazon intended to put solar panels on the roof of the building. Mr. Sanford explained that the building was constructed on speculation, when it was not known solar panels would be needed. He said Black Creek agreed to contribute \$125,000 toward a solar project at one of two sites including this one. Mr. de Bourbon said Amazon wanted to install solar panels especially on facilities in California.

Mayor Halliday expressed concern about the traffic, not just in the industrial area, but also in the neighborhoods where trucks would be delivering packages. She questioned how the City would benefit from the project noting the site would not generate enough sales tax revenue to cover street maintenance costs. She asked if the City would receive any sales tax for packages delivered to addresses in Hayward. City Manager McAdoo noted that was not determined by the City.

Mayor Halliday recommended that the project be as green as possible and to work with City staff to develop an agreement for street maintenance.

Mayor Halliday asked for confirmation that the site would not be used as a pick-up facility. Mr. de Bourbon said the concept was out there and a corner of the building might be used for pick-ups. He said he'd like to give customers that choice for expensive items they didn't want left on the porch. He also mentioned the option of Amazon lockers for pick-ups. Mayor Halliday said she would like to get a better understanding of potential pick-ups from the facility.

Mayor Halliday said she would also like to have more information about the quality of jobs that would be generated at the facility. She said the City was looking for businesses with higher wages to help residents afford local housing costs.

Council Member Salinas recommended proponents for the project reach out to other Council Members for feedback.

5. FUTURE MEETING TOPICS AS OF OCTOBER 7, 2019

Due to time constraints there were no additions to and no discussion of Future Meeting Topics.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Economic Development Manager Nguyen distributed the updated Development Pipeline Brochure.

ADJOURNMENT: The meeting was adjourned at 5:16 p.m.



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Hayward City Hall
777 B Street
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File #: RPT 19-360

DATE: November 4, 2019

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Economic Development Marketing Program Needs Assessment and Work Plan

RECOMMENDATION

That the Council Economic Development Committee reviews this informational report detailing the economic development marketing work plan and provides feedback to staff at the November 4th meeting.

SUMMARY

Economic Development staff are the primary marketers of the City of Hayward to prospective businesses and investors. With the filling of the vacant Economic Development Manager and one of two Economic Development Specialist positions, resources are now available to update the Economic Development work program. The first phase of this effort involves conducting a thorough assessment of the existing marketing program and formulating a workplan, which is detailed in this report.

This workplan is designed to continue the evolution of Hayward's economic development marketing program by: 1) taking stock of existing work and available tools; 2) identifying areas of improvement based on experience and gathering feedback from end-users; and 3) systematically updating existing and creating new materials to further the City's goals of business attraction, retention, and expansion.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Marketing Material Inventory



DATE: November 4, 2019

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT: Economic Development Marketing Program Needs Assessment and Work Plan

RECOMMENDATION

That the Council Economic Development Committee reviews this report detailing the economic development marketing workplan and provides feedback to staff at the November 4 meeting.

SUMMARY

Economic Development staff are the primary marketers of the City of Hayward to prospective businesses and investors. With the filling of the vacant Economic Development Manager and one of two Economic Development Specialist positions, resources are now available to update the Economic Development work program. The first phase of this effort involves conducting a thorough assessment of the existing marketing program and formulating a workplan, which is detailed in this report.

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BACKGROUND

Marketing is the core function of the Economic Development Team (ED Team) as these efforts seek to:

- Attract, retain, and expand businesses by defining the community's key descriptors, competitive advantages, and available support services;
- Improve the community's image both inside and outside the City; and
- Promote overall investment and interest in the community.

To achieve these objectives, the ED Team relies heavily on electronic and print material to engage new, existing, and prospective businesses and investors. Often referred to as “collateral” or “leave behinds,” this material is distributed during business engagement visits, trade shows, site selection conferences, and one-on-one meetings with businesses or investors. This material helps start and frame conversations about the City’s place in the market, presents the City organization in a positive business-oriented fashion, and provides the information businesses need to make decisions.

Over the last six years, the ED Team worked to implement the City’s marketing/branding identity and shaped the content toward business recruitment. These materials were tested through tradeshows, meetings with new and prospective businesses, developers, and site selectors. For the most part, economic development material was well received with recipients praising the quality of the collateral and unified messaging from the ED Team and other City staff. However, there is an opportunity to continue to evolve and improve the City’s business-oriented marketing efforts.

DISCUSSION

The signature of Hayward’s award-winning economic development program is the City staff’s responsiveness and commitment to providing “the information you need to make a business decision.” Marketing Hayward’s value proposition involves providing accurate, current, and pertinent information to potential prospects for locating, investing, or expanding in Hayward. In order to define the future direction of the marketing program, the ED Team conducted an inventory and evaluation of our existing materials to identify improvements and needs. This inventory is provided as Attachment II.

Economic Development Marketing Work Plan

The following summarizes results of the needs assessment and outlines the economic development marketing plan.

Task 1: Conduct New Data Collection & Analysis

The objective of this task is to update information, photos, and other infographics for the marketing materials listed in the inventory and provide new data to create fresh content. Specific work tasks to be completed over the next 12 to 18 months include:

- a. Collecting new socioeconomic and demographic data. Staff will conduct independent research and work with our partners at the Alameda County Workforce Development Board, California Employment Development Department, East Bay Economic Development Alliance, Cal State East Bay, Chabot College, Life Chiropractic College and others, to develop updated and more specific characterizations of Hayward’s current and projected demographics. There are also privately available data sources that will be

explored to craft a better picture of the forecasted population and consumer demand growth associated with the housing stock under development.

- b. Applying lean innovation principles to shape collateral content and design. In order to develop marketing materials that explicitly address the data and other information needs of our target audiences, the ED Team will design and implement surveys and empathy interviews. Stakeholders will include real estate brokers, site selectors, and prospective businesses. Staff will seek feedback on existing and new draft material. This process will help the ED Team continue to cultivate relationships with our partners and create products that meet their needs.
- c. Procuring new stock imagery and video: Partnering with Community and Media Relations Division staff, ED staff identified a list of potential events, points of interest, businesses, and other assets that can be photographed or video recorded to develop an inventory of stock material to integrate into marketing materials. Special emphasis will be placed on capturing images with diverse groups of people, dynamic activities or special events and brighter daylight scenes.
- d. Integrating new data and pictures to update existing material: As the previous work tasks are completed, ED staff will work with Community and Media Relations staff and other graphic design consultants to incorporate the data and information developed to update existing marketing brochures and online information.

Task 2: Develop New Targeted Marketing Materials

The objective of this task is to capitalize on Council's adoption of the new Downtown Specific Plan and Industrial District Regulations and focus marketing efforts on targeted industry sectors. ED Team recommends the creation of four new tools including:

- a. Discover Hayward Brochure – While real estate costs and predictable development timelines are often the primary drivers in business attraction, site selectors are looking for more specific information about the City's quality of life. The ED Team's business attraction efforts found that prospective commercial and industrial businesses regularly ask for more information on housing options, new construction, neighborhood profiles, retail and recreational opportunities, and educational amenities.

Business owners understand Hayward is a good fit from an operational standpoint due to location and value, but they also seek a "sense of place." Businesses want to be sure the City offers owners, employees, and their families the amenities they want. Businesses have stated that they need to be located near vibrant places and amenities to attract and retain talent.

As a result, the ED Team will develop a new brochure about the Hayward community with emphasis on quality of life elements including commercial and recreational amenities. Staff will begin developing this material in Q3 2020.

- b. Biotechnology/Life Sciences Brochure – There continues to be an influx of new biotechnology companies and investment in Hayward. In order to capture this migration, biotech-oriented messaging and marketing materials are needed. Staff will create a brochure to leverage the existing information used in all other collateral but will also focus on highlighting major businesses and startups in this growing sector. ED Team members can use this material during business retention and attraction engagements. This can also be used to attract developers of life science and office space. Staff proposes to begin developing this brochure in Q4 2020.
- c. Special Advertising Inserts in Industry Publications – In 2016 and 2017, the City of Hayward engaged the San Francisco Business Times to develop special advertising inserts to promote major development, quality of life, and business activity occurring in the City. The readership of the publication targets existing and startup businesses, real estate and venture capital investors, and corporate site selectors. The printed copies of these publications became a staple in the ED Team’s business recruitment package and were well received. Cities throughout the region, including Oakland, [San Leandro](#), and Richmond recently also published special inserts.

Staff will explore development of a special insert in a printed publication during Q4 2020 or Q1 2021. Timing of the special insert will be dependent on alignment with the calendar of a publication’s editorial themes. This is a resource intensive project involving securing advertising partners to reduce costs, identifying business partners for profiles, crafting fresh new content, and working to shape overall positive narrative of the City’s growth trajectory.

Task 3: Initiate Educational Partnerships for Workforce and Business Development

The objective of this task is to work towards achieving Hayward General Plan Program ED-10, which directs staff to coordinate with Chabot College and California State University East Bay (CSU East Bay) to develop a “Town-Gown” initiative that focuses on “enhancing the college-town economy and culture of Hayward.” This task includes two work tasks:

- a. Partner with Educational Institutions on Business Engagement and Workforce Development: The value of having major educational institutions such as Cal State University East Bay, Chabot College, Life Chiropractic and other educational institutions is described in the City’s current marketing materials. Both the City and CSU East Bay are working to engage businesses for workforce development (job placements or internships), research partnerships, fund raising, and other initiatives. As a result, there is an

opportunity to better partner with these organizations to share and support each other's respective programs.

This year, the ED Team and the CSU East Bay STEM Institute formed a working group of CSU East Bay departmental stakeholders to work towards better information exchanges and joint initiatives. The ED Team suggested CSU East Bay develop a marketing program that is business-oriented and communicates their value proposition and pathways for businesses to engage with them.

The ED Team will continue collaborating with this group to help define the content and format CSU associated marketing materials. The goal will be to incorporate CSU's information, themes and material into the City's marketing package in 2020, which will help attract and retain businesses and support local workforce development connections.

- b. Initiate a College Connection Project: The General Plan recognizes the importance college students' role in supporting revitalization and economic health of Hayward's commercial corridors. The ED Team is currently formulating an action plan to effectively promote Hayward to college students as a destination for fun, food, events, and entertainment. The first phase of this work involves developing relationships with college and student organizations to understand their needs and existing efforts.

In December 2019, ED staff will host the CSU East Bay Center for Community Engagement's "Leadership Hayward" program participants. The goal is to attract these students to the economic development field. This will be followed by a focus group session to discuss what type of promotions or events the students feel will be most effective in drawing their peers to the City's retail corridors. Similar outreach will be made to Chabot College and Life Chiropractic.

Following this engagement, the ED Team will be able to formulate a more specific plan and should have the partnerships in place to execute it in 2020.

Task 4: Create Economic Development Website

The objective of this task is to create a standalone website catered to prospective business and developer needs. It is an industry standard for cities and economic development organizations to have unique websites to provide site selectors. In fact, a 2017 survey of business executives and location decision-makers completed by Development Counsellors International, a site selection and place marketing firm, found that most effective economic development marketing tool was an internet/website presence (followed by planned visits to businesses). Standalone business-focused websites of other jurisdictions include Fremont's [Think Silicon Valley](#), San Jose's [SJ Economy](#) and Sacramento's [Select Sacramento](#).

Staff will craft a plan and explore the associated costs for developing the website in 2021. By this time, most previous tasks will be completed. This new data and content will form the basis for the website. In the interim, staff will continue to work on updating content available through the Economic Development webpage hosted on the City's main site.

Work Completed to Date

Recognizing the need to continue to promote Hayward in this current economic climate, ED staff has already completed updating key pieces of collateral and developed several new products. New material currently available and in active use by the ED Team include:

- ✓ Updated Small Business Grants and Façade Incentive Program Booklets – Both of these core program materials have been updated and are currently being deployed.
- ✓ Updated Development Pipeline Brochure - ED staff completed a comprehensive update to the brochure in late September 2019 and provided professionally printed copies to CEDC members at the October 7th meeting. Additional copies are available upon request. Printed copies are being distributed to developers and commercial real estate brokers. The Development Activity website is also currently being updated.
- ✓ Newly Created Opportunity Zone Investment Guide and Website – The ED Team took the initiative to develop a new Opportunity Zone Investment Guide and [dynamic website](#). The printed brochure is being finalized and will be available by the end of November. Staff plans to develop a more robust initiative to promote this information in the marketplace. Work to be completed in 2020 will include a directed campaign that will include a press release, distribution of the brochure and website to developers and finance groups, direct engagement of developers and attendance at related conferences and workshops.

FISCAL IMPACT

There are no anticipated fiscal impacts associated with work tasks involving updates to existing marketing materials. Resources will come from existing budgeted funds for the Economic Development Division for FY 2020. Work tasks in future years will be analyzed against approved budget allocations and any required adjustments will be requested through the budget process.

STRATEGIC INITIATIVES

This agenda item supports the Complete Communities Strategic Initiative. The purpose of the Complete Communities Strategic Initiative is to create and support structured services and amenities to provide inclusive and equitable access for all with the goal of becoming a thriving and promising place to live, work and play. This item supports the following goal and objective: Goal 1: Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods. Objective 2: Foster a sense of place and support neighborhood pride.

PUBLIC CONTACT

Staff intends to seek feedback on data needs from current and potential developers, commercial real estate brokers, businesses and associated organizations.

NEXT STEPS

Following feedback from CEDC, staff will continue working toward completion of the marketing plan and begin execution of the works tasks.

Prepared by: Paul Nguyen, Economic Development Manager

Recommended by: Jennifer Ott, Deputy City Manager

Approved by:

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

Kelly McAdoo, City Manager

Inventory of Economic Development Marketing Material

1. “Look Deeper, Discover Something Different” Packet– This stylized blue envelope contains the following elements:
 - a. “Window of Opportunity” booklet that serves as an eye-catching brochure expressing Hayward’s brand identity and vision.
 - b. “You are Here. So is Everything Else” flyer that details Hayward’s demographics and local economic characteristics.
 - c. Business Concierge Program Brochure – This brochure outlines the suite of the ED program’s suite of services.
 - d. Development Pipeline Brochure – See below description.

ED Team members regularly place other material into this packet to meet the needs of whoever we are meeting or distributing it to.

2. Development Pipeline Booklet & Development Activity Webpage – This booklet presents a summary of all major real estate development projects in process, approved or under construction. It is the most requested and well received material in our inventory. The [Development Activity webpage](#) containing this information on the City’s website.
3. Façade Incentives Program Booklet – This booklet details the City’s façade grant program and includes an application.
4. Small Business Assistance Grants Booklet (CDBG Micro-enterprise Grant Program) – This booklet details the City’s grant program targeted at businesses with five or fewer employees. It comes in both English and Spanish language versions.
5. Hayward Promotional Videos: Hosted on Youtube.com and disseminated via the City’s social media channels, the City has the following economic development-oriented videos:
 - a. “Hayward: Present and Future” – a brief introduction to Hayward’s vision and branding identity. This video is often used at the beginning of business workshops and training presentations held at City Hall and is included in ED Team cold email introductions to business prospects.
 - b. “Hayward Made” - consisting of two episodes, this video series was a pilot project that sought to highlight innovative businesses in Hayward.



CITY OF HAYWARD

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

File #: RPT 19-362

DATE: November 4, 2019

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Future Meeting Topics as of November 4, 2019

RECOMMENDATION

That the Committee reviews and comments on the attached Future Meeting Topics list.

ATTACHMENTS

Attachment I Future Meeting Topics as of Nov. 4, 2019



**Council Economic Development Committee
Future Meeting Topics as of November 4, 2019**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Marketing Collateral Needs Assessment & Work Plan	Fall 2019
Economic Development	Report on how other cities (SF, Oakland, SJ) were developing shared workspace and incubators	Winter 2019
Economic Development	Economic Development Strategic Plan Update	Winter 2019
Economic Development	Workforce Development Update	2020
Economic Development	Impact of Cannabis Industry on Economic Development	2020
Economic Development	College Town Connection Development	2020

*Subject to change