



CITY OF HAYWARD

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

Agenda - Final Council Economic Development Committee

Monday, February 1, 2021

7:00 PM

Remote Meeting

COVID-19 Notice: Consistent with State of California Executive Order No. 29-20 dated March 17, 2020, and Alameda County Health Officer Order No. 20-10 dated April 29, 2020, the Task Force will be participating in public meetings via phone/video conferencing.

Please note that we are now using the Zoom Webinar platform to conduct meetings and receive live public comment.

How to submit written Public Comment:

Send an email to suzanne.philis@hayward-ca.gov by 4:00 p.m. the day of the meeting. Please identify the Agenda Item Number in the subject line of your email. Emails will be compiled into one file, distributed to the Council Economic Development Committee and staff, and published on the City's Meeting & Agenda Center under Documents Received After Published Agenda. Written comments received after 4:00 p.m. that address an item on the agenda will still be included as part of the record.

How to provide live Public Comment during the meeting:

Please click the link below to join the webinar:

*<https://hayward.zoom.us/j/92947770087?pwd=Mmd5eFBxWTZ1QmpYNUxzZHNXeVZ6Zz09>
Passcode: CEDC2-2021*

or

*Dial: +16699006833
Webinar ID: 929 4777 0087
Passcode: 4064583913*

A Guide to attend virtual meetings is provided at this link: <https://bit.ly/3jmaUxa>

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 21-013](#) Approval of the Council Economic Development Committee December 7, 2020 Regular Meeting Minutes

Attachments: [Attachment I Draft Minutes from Dec. 7th](#)

REPORTS/ACTION ITEMS

2. [RPT 21-027](#) Selection of Council Economic Development Committee Chair and Vice Chair
3. [RPT 21-028](#) Project Concept Review: Covenant House California Proposal at 27211 Tyrrell Avenue

Attachments: [Attachment I Staff Report](#)
[Attachment II Site Plan](#)
[Attachment III Outreach Flyer](#)

FUTURE AGENDA ITEMS

4. [RPT 21-026](#) Review and Discussion of Future Meeting Topics

Attachments: [Attachment I Future Meeting Topics as of December 7, 2020](#)

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 21-013

DATE: February 1, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Approval of the Council Economic Development Committee December 7, 2020 Regular Meeting Minutes

RECOMMENDATION

That the Committee members review and approve the attached minutes.

ATTACHMENTS

Attachment I Draft Minutes from the Dec. 7th Regular Meeting



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – December 7, 2020

CALL TO ORDER: Mayor Halliday called the Regular meeting to order at 4:01 p.m.

ATTENDANCE (September 2020-July 2021):

Committee Member	Present 12/7/2020	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Halliday (Chair)	✓	3	0	3	0
Council Member Mendall	✓	3	0	3	0
Council Member Salinas	✓	3	0	3	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Deputy City Manager; Laura Simpson, Development Services Director; Dustin Claussen, Finance Director; Paul Nguyen, Economic Development Manager; Sara Buizer, Planning Manager; Catherine Ralston, Economic Development Specialist; Suzanne Philis, Senior Secretary

PUBLIC COMMENTS

Kim Huggett, President and CEO of the Hayward Chamber of Commerce, announced the 2020 Downtown Holiday Shopping Program coordinated with the Downtown Hayward Improvement Association running through Dec. 24th. With shopping both in-store and online, shoppers can win giftcards and prizes from over 30 businesses. Mr. Huggett asked folks to visit DowntownHaywardGiveaway.com to participate.

Mayor Halliday asked if the City was participating in the program and Economic Development Manager Nguyen said the City's Community and Media Relations Division was helping with cross promotions.

1. APPROVAL OF MINUTES OF REGULAR MEETING NOVEMBER 2, 2020

A motion to approve minutes from the November 2, 2020 Regular Meeting was made by Council Member Salinas and seconded by Council Member Mendall. The motion was approved.

2. UPDATE ON ALAMEDA COUNTY COMMUNITY BANK FEASIBILITY STUDY

Mayor Halliday welcomed Darien Louie, the former Executive Director of the East Bay Economic Development Alliance. Manager Nguyen introduced the item noting in 2019 Council added investigating the feasibility of a community bank under the Grow the Economy priority on the City's Strategic Road Map. Since Alameda County was conducting its own study, Manager Nguyen said he made arrangements to have Ms. Louie, acting as a consultant for the County, come to the CEDC and give an overview of her findings.

At the end of the presentation Council Member Mendall said the report was not what he had expected. He explained that, to him, a community bank did not mean creating a grant program or subsidizing rents. He was expecting a report on the feasibility of setting up a community bank, the presentation, he said, was just a needs analysis.

Ms. Louie explained that her presentation was an analysis of a study of the Public Bank of North Dakota (the only public bank in existence) to see if it would be feasible for East Bay cities to create a similar model here and an assessment of what services were needed. She said the study, funded by Alameda County and the Cities of Berkeley, Oakland and Emeryville, did not successfully make a case to move forward with a public bank.

Council Member Mendall asked what the County was going to do now. Ms. Louie said the next step was to create a sustainable list of available services and products. She noted that before COVID-19, the State had expressed willingness to approve eight public banks. She said Los Angeles and San Francisco were the most likely locations, but because the City of Richmond was the only east bay city interested, Contra Costa County had been eliminated and Alameda County moved forward with a study of its own.

Council Member Salinas asked what the purpose of a community bank was and said given the presentation the next step was not forming a bank but something else that involved non-profits and donors. He said he was expecting to learn where the City could park dollars so they could be accessed to help small businesses.

Ms. Louie said in the option she presented, Alameda County would provide the seed money and then the other cities would have to contribute. She didn't find a public bank model worth emulating and those requesting the study had concerns about participating cities benefitting equally. Council Member Salinas commented that equitable distribution of funds and services throughout the County was always a concern.

Council Member Salinas asked staff and Council Members if Hayward should take an independent path and try to partner with an existing credit union.

City Manager McAdoo said the City was still considering different options. She and Finance Director Claussen discussed partnering with a credit union for loans, she said, but Council wanted a bank for residents without social security numbers and for the cannabis industry. They couldn't find any examples of how the City could provide that, she said, so that was why they hadn't moved forward.

Members discussed if and where undocumented workers could open a bank account. Council

Member Salinas said if the City's goal was to help undocumented small business entrepreneurs then maybe they should have a conversation about a model that supported that goal. He said the City needed to determine its target populations and then find a program to help them.

Mayor Halliday said Council's interest in a community bank had in part stemmed from the onset of the cannabis industry and how to help it move away from large cash transactions. Council also wanted to provide alternatives to the long-standing problem of predatory lending offered via payday loans. She said the information provided was food for thought and recommended financial literacy be a part of any future program.

Ms. Louie that Alameda County had abandoned its interest in helping the cannabis industry because the money wouldn't be federally insured.

Mayor Halliday said there was definitely an equity issue related to banking and that she wanted the City to continue to study its options. One possible solution would be to provide a clearing house of information of what's already available, she said.

Council Member Mendall said if Alameda County wanted to be a charitable entity, then Hayward was not interested. But if they wanted to pursue a bank or credit union then we should continue talks.

Ms. Louie asked if the City was interested in providing services to small businesses and low-income residents. Council Member Mendall said no, staff would just connect them with the Hayward Community Foundation. If the intent was to pool deposits from cities in Alameda County and provide services to small businesses and low-income residents, then yes, he said.

Mayor Halliday said staff should continue to look for solutions but a forming a public bank with Alameda County was not one.

Mayor Halliday asked City Manager McAdoo to provide a brief report of what was heard here to the Budget & Finance Committee. City Manager McAdoo said she would work with Finance Director Claussen to produce the report.

Mayor Halliday commented that there was a need for people to learn about services already available.

3. REVIEW MISSION VILLAGE PROJECT MODIFICATIONS

Planning Manager Sara Buizer introduced the item noting the CEDC had first reviewed the project in November and feedback included concerns about the drive thru configuration and the loss of on-site parking spots. Developer Doug Rich, with Valley Oak Partners, took the comments into consideration and was ready to present an updated rendering.

Mr. Rich said he preferred to build retail over housing and was pursuing various retail tenants, but noted there was nothing he could do to force a tenant into coming in. Based on community feedback, he said, they had an opportunity to make the corner a viable retail space and that included a Starbucks with a drive-thru. He could roll the dice and hope a different retailer came in, but he said if there was a Starbucks, other retailers would come in, hence the term "anchor tenant." He mentioned that Noah's Bagels frequently located next to Starbucks.

Mr. Rich said the rendering accurately reflected the end product and wasn't just a pretty picture. He said based on Committee's previous feedback, he pulled the retail away from the corner to create landscaping and got rid of the split lane.

Mayor Halliday asked if the drive-thru lane was at a lower grade and Mr. Rich said yes. Mayor Halliday said she liked that the cars were more hidden.

Council Member Salinas said he was worried that at that particular corner where traffic was moving fast, that a car might cut the corner. Mr. Rich said the landscape area was bermed and would protect against that scenario. That was also why he wanted to keep the public seating area on the inside of the development, he said.

Council Member Salinas said the car pathway looked OK as long as it was rational and smooth and easy to get in and out. He said he didn't want to see the line of cars from the road and any trash. He said the new design looked better but noted this was a gateway corner and should look welcoming and attractive.

Council Member Mendall said the new design was much better and made a lot more sense. He said he liked the landscape buffer. To staff he suggested some fencing on the corner to address Council Member Salinas' concern.

Council Member Mendall said he liked what the developer did with the plaza across from the park. He said he had been worried about losing parking but if an anchor tenant made the corner viable, it would be worth it. He asked how many tenants there would be room for and Mr. Rich said Starbucks and two other small spaces, or Starbucks and one big restaurant. Council Member said he'd prefer one large sit down restaurant, but two would be fine as well. He said he could see this variation getting approved. To staff he asked that landscaping requirements were codified in the approval.

Mr. Rich said the feedback provided by the Committee made this a much better project.

Mayor Halliday asked for confirmation that there would be no street parking on either Industrial or Mission Boulevard. She also confirmed the exact location of the driveway from Industrial. She thanked Mr. Rich to listening to the feedback and said the new proposal should be acceptable to Council.

Planning Manager Buizer thanked members and said staff would continue to work with Valley Oak Partners on the final application. She noted the other parts of the project are moving forward and although there were a lot of moving pieces, thought this would be a success project.

4. RECOGNITION OF COUNCIL MEMBER MENDALL'S SERVICE ON THE CEDC

Staff presented a slide noting Council Member Mendall's length of service on the CEDC and noting the fact that he never missed one meeting out of 49.

Mayor Halliday thanked Council Member Mendall for his service and asked what the Committee would do without his input and participation.

Council Member Mendall said serving on the CEDC was what he wanted and he thanked staff for all of their hard work. He noted that Council's initial vote against Costco adding gas at the Business location was the first controversial development that didn't receive 7-0 approval. Of all the development concepts brought to the CEDC for review and feedback, not a single one came down to a 4-3 vote. Mayor Halliday pointed out that the Costco gas project didn't come to the CEDC and Council Member Mendall said that was exactly what he meant; if it had, it probably would have passed the first time. He said he hoped the CEDC would continue to review upcoming projects.

Council Member Salinas said Council Member Mendall has been a voice to observe and listen to and had shaped his vote. He acknowledged that they didn't always agree, but even when they didn't, they could still call each other friends after the vote. He said he was concerned this was starting to disappear from political discourse. He thanked Council Member Mendall for his service.

Mayor Halliday said she hoped Council Member Mendall would become a community gadfly.

Director of Development Services Simpson said she appreciated the leadership of the CEDC and especially Council Member Mendall.

Economic Development Manager Nguyen echoed many of the sentiments and said since he was a Specialist with the economic development team, Council Member Mendall had helped him focus and write more direct reports. He said he would miss Council Member Mendall and wished him the best.

Mayor Halliday thanked Council Member Mendall for the civil discourse and said she appreciated the different opinions. We will miss you, she said and noted Council Member Mendall would receive full recognition for his service at the December 15th City Council Meeting.

5. FUTURE MEETING TOPICS AS OF DECEMBER 7, 2020

Council Member Salinas said the current list was fine and that he didn't want to add anything because two new members would be at the next meeting. All committee members agreed.

Mayor Halliday noted she was also ending her term with the CEDC indicating other Council Members really wanted to join. She announced that Council Member Salinas would be joined by Council Member Wahab and newly elected Council Member Andrews.

Mayor Halliday said she would miss participating in the discussions and that it was hard to step down but thought the new Council Members would benefit from their participation.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Economic Development Manager Nguyen announced that starting in February, the CEDC would start at a new time: 7:00pm.

Economic Development Specialist Ralston announced the Together for Tennyson pilot program, noting the business listing and maps would be expanded to include other areas of Hayward if the program was successful in driving more traffic to local businesses. She said staff had already received a lot of requests to be included from businesses not on Tennyson and even in other cities.

Mayor Halliday said she hoped the program would continue because people weren't driving around during the shelter in place and may not discover everything the area had to offer. She also noted that when the Youth and Family Center was completed in 2023, it would be a wonderful draw to bring people to the area.

Manager Nguyen said staff would survey listed businesses in 2021 to assess impact and potentially replicate the program on other commercial corridors.

ADJOURNMENT: The meeting was adjourned at 5:48 p.m.



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777 B Street
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File #: RPT 21-027

DATE: February 1, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Selection of Council Economic Development Committee Chair and Vice Chair

RECOMMENDATION

That members discuss and select a Chair and Vice Chair for the Committee.

SUMMARY

With the appointment of two new members to this three-person Committee, members will need to select a new chair and vice chair to serve for a period of one year.



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777 B Street
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File #: RPT 21-028

DATE: February 1, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Project Concept Review: Covenant House California Proposal at 27211 Tyrrell Avenue

RECOMMENDATION

That the Council Economic Development Committee (CEDC) reviews the report and provides feedback on the proposal for the applicant, Covenant House California (CHC), at the February 1, 2021 meeting.

SUMMARY

Covenant House California (CHC), a non-profit corporation, strives to provide youth experiencing homelessness with shelter, food, clothing, education and most importantly love. They currently operate facilities in other parts of the state, including locally in both Oakland and Berkeley. Due to the need and a lack of such services in the southern part of Alameda County, CHC has been looking to find a location to operate a facility. They recently entered into a 10-year lease with Hayward Unified School District (HUSD) for use of approximately one acre of the site at 27211 Tyrrell Avenue to establish such a facility. Alameda County is proposing to assist financially with the use of some Homeless Emergency Aid Program (HEAP) funds and CHC is now looking for some permitting assistance from the City in order to meet project and financial deadlines.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Site Plan
Attachment III	Outreach Flyer



DATE: February 1, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

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BACKGROUND

CHC is a leader in the provision of low-barrier emergency housing solutions for youth between the ages of 18 and 24 who are experiencing homelessness. CHC operates shelters in Los Angeles (capacity for 94 youth), Oakland (capacity for 40 youth), and Berkeley (capacity for 30 youth), and are currently in the development of sites in Santa Clara (to be opened in January 2021), Orange County (to be opened March 2021), a Los Angeles Permanent Supportive Housing Site (to be opened in April 2021), along with increasing the capacities of the Los Angeles site by 20% (to be completed February 2021) and a 50% expansion at the Oakland site (to be completed by June 2022).

CHC has an opportunity to take advantage of Homeless Emergency Aid Program (HEAP) funds from Alameda County for the purposes of establishing a supportive and transitional housing development on a HUSD property off Tyrrell Avenue. The development would propose to serve up to 30 youth, ages 18-25, who are experiencing homelessness. Recently, HUSD's Board agreed to a 10-year lease of a portion of this site, approximately 1 acre. CHC would provide full services, including case management, employment support and would assist in transition to permanent housing.

DISCUSSION

Proposal

CHC proposes to establish a transitional/supportive housing project in Hayward by placing nine (9) manufactured home units, each containing 3 bedrooms and 2 bathrooms with full kitchens on a 1-acre portion of this underutilized HUSD property located at 27211 Tyrrell Avenue (See Attachment II – Site Plan). Eight of the nine homes would be used to house the youth, while the 9th unit would house the staff who would manage the site and will stay overnight, as well as be used for classrooms and office space. The HEAP funds from Alameda County must be spent by June 2021 and CHC has a goal of housing youth in this facility by July 2021. They are looking for support from the City to expedite review and permitting so they can take advantage of these funds.

Entitlement Approach

The proposal from CHC would be considered a Group Home and, as such, the use requires a Conditional Use Permit (CUP). Typical CUP processing time is about 6 months and culminates in a public hearing before the Planning Commission. Understanding the community needs and the regulatory constraints, staff found an approach that could address all needs. Staff is proposing to bring forth in February a staff report and resolution for Council consideration that would waive the City's police powers for this project on public property such that the typical process of requiring a CUP would not be required due to the emergency shelter crisis declared by the City, similar to what was done previously for the Hayward Homeless Navigation Center. This approach will save CHC time and money, allow them to meet their funding and project deadlines, and provide much-needed transitional housing to homeless youth as quickly as possible. Additionally, the resolution would extend the shelter crisis previously established under Council Resolutions 18-207 and 19-014, which expires in June 2021.

Staff recommends this approach given the shelter crisis that the City is in, the substantial needs of the proposed youth population that will be served, as well as the location on public HUSD property. Building permits would still be required and City staff will review their site plan and layout and be sure it complies with other development standards. This approach helps avoid a lengthy planning process that would potentially jeopardize their HEAP funding and delay construction and occupancy of the project.

The County has committed to releasing the HEAP funding for the project following the Council adoption of the resolution. This approach enables the project to meet both CHC and the County's HEAP funding deadlines. CHC anticipates construction to take approximately 60-90

days as they are utilizing manufactured units that have already been State inspected, which reduces both time and money in implementing the project. Staff have received preliminary feedback from Public Work and Utilities staff on the site plan, which has been shared with CHC. Staff have also agreed to connect CHC with City staff that worked on the Navigation Center to assist with any other issues or challenges related to utilities, fire sprinklers, PG&E, etc.

Outreach

CHC is reaching out to the surrounding residents and sharing their proposal. They are planning to host a virtual town hall on February 1, 2021 at 5pm to share the plans and obtain community input. CHC representatives will be present at the February 1 CEDC meeting and will be able to answer questions and share feedback from their town hall meeting. CHC has also been doing additional outreach with the affordable housing and faith-based community including Eden Housing, Pastor Arlene Nehring from Eden Church, and Bishop Macklin from Glad Tidings. Attachment III is a copy of the flyer CHC sent regarding their town hall meeting.

NEXT STEPS

If there is CEDC support for the proposal and entitlement approach as outlined above, staff will be preparing a staff report and resolution for the Council's consideration in February. The County has committed to providing the necessary funds to purchase the modular units following formal City Council action and CHC will continue to move forward in obtaining the required building permits and complying with all other health and safety standards for the facility.

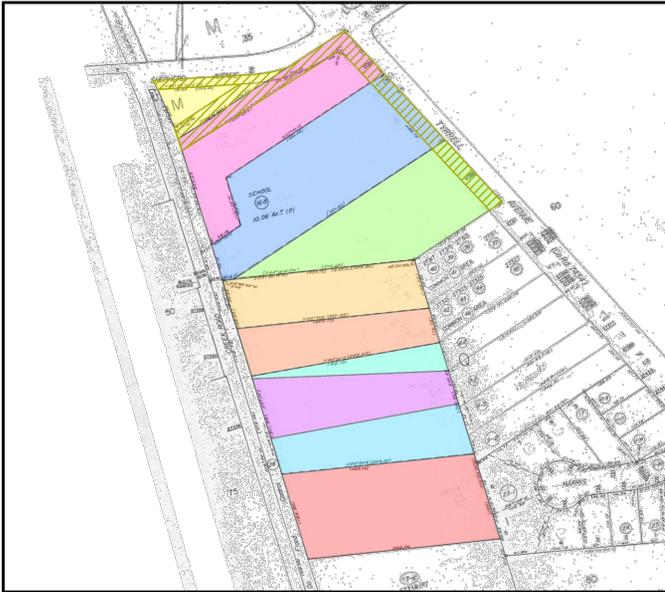
Prepared by: Sara Buizer, AICP, Planning Manager

Recommended by: Paul Nguyen, Economic Development Manager
Jennifer Ott, Assistant City Manager

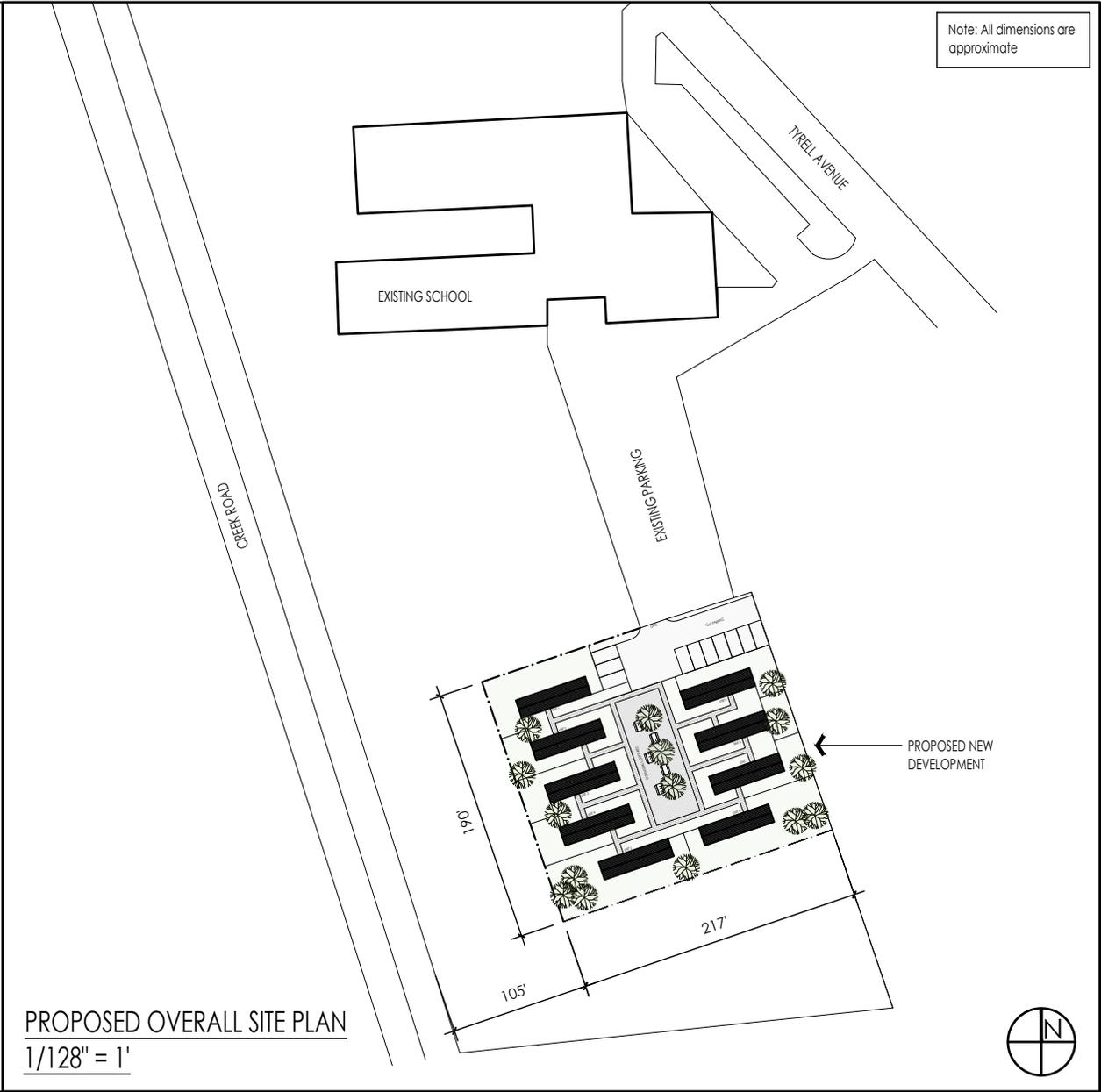
Approved by:



Kelly McAdoo, City Manager



EXISTING SITE PLAN, NTS



PROPOSED OVERALL SITE PLAN
1/128" = 1'

Status:
CONCEPT DESIGN

Project Name:
**HOUSING AT
Hayward**



Green Galaxy Builders, Inc.
CSLB #1035074
2398 Walsh Ave, Santa Clara, CA 95051
admin@greengalaxybuilders.com
www.greengalaxybuilders.com

OVERALL SITE PLAN

Scale:	NTS	A1.0	R1
Date:	JAN. 21		
BY:	MBR		



VIRTUAL COMMUNITY MEETING

You are invited to a virtual Community Meeting to hear about and discuss Covenant House California’s home for youth formerly experiencing homelessness!

WHEN: Monday, February 1st at 5:00 pm

WHERE: Zoom Meeting (due to COVID-19 restrictions)

HOSTED BY: Covenant House California CEO, Bill Bedrossian

Web address: <https://us04web.zoom.us/j/3221145540> or call in: 1-669-900-9128 [Meeting ID: 322 114 5540]

WHY: We look forward to sharing and discussing how Covenant House will be able to serve Hayward and ensure that young people in our community have the opportunity to succeed! We believe that no young person deserves to be homeless; that every young person in California deserves shelter, food, clothing, education... and most importantly, to be loved!

CONTACT: Steven Baker at 562-972-3382 or stbaker@covca.org



OUR IMPACT

Covenant House Alumnus, Derrick. Derrick has been living independently in his own apartment for 3 years! "The Cov gave me more than shelter & food. They gave me job skills, provided emotional support, and taught me how to maintain employment that makes me feel proud. They will always be my family."

OUR KEY LEADERSHIP STAFF



Ami Rowland
Chief Operating Officer



Andre Goode
Senior Vice President of Northern California



Shelby Booker
Community Involvement Coordinator/Hayward Resident



Jarekhye Covarrubias
Director of YEAH! Program



HOUSING



CASE MANAGEMENT



EMPLOYMENT SUPPORT



MENTAL HEALTH SERVICES



EDUCATION



HEALTH CARE



STAFFING
24/7 - 365 DAYS



REUNIÓN DE LA COMUNIDAD VIRTUAL

Está invitado a una reunión comunitaria virtual para escuchar y hablar de ¡El hogar de Covenant House California para jóvenes que antes se encontraban sin hogar!

CUÁNDO: Lunes 1 de febrero a las 5:00 pm

DÓNDE: Reunión de Zoom (debido a restricciones de COVID-19)

HOSTED BY: Covenant House California CEO, Bill Bedrossian

Dirección web: <https://us04web.zoom.us/j/3221145540> o llame al: 1-669-900-9128

[ID de la reunión: 322 114 5540]

POR QUÉ: ¡Esperamos compartir y discutir cómo Covenant House podrá servir a Hayward y asegurarnos de que los jóvenes de nuestra comunidad tengan la oportunidad de triunfar! Creemos que ningún joven merece quedarse sin hogar; que todos los jóvenes de California merecen refugio, comida, ropa, educación ... y lo más importante, ¡ser amados!

CONTACTO: Steven Baker al 562-972-3382 o stbaker@covca.org



OUR IMPACT

Ex alumno de Covenant House, Derrick. ¡Derrick ha vivido de forma independiente en su propio apartamento durante 3 años! "La Cov me dio más que refugio y comida. Me dieron habilidades laborales, me brindaron apoyo emocional y me enseñaron cómo mantener un empleo que me hace sentir orgulloso. Siempre serán mi familia."

NUESTRO PERSONAL CLAVE DE LIDERAZGO



Ami Rowland
Director de operaciones



Andre Goode
Vicepresidente Senior, Del Norte de California



Shelby Booker
Coordinador de participación comunitaria/Residente de Hayward



Jarekhye Covarrubias
Director de YEAH! Programa



ALOJAMIENTO



GESTIÓN DE CASOS



APOYO AL Para EL EMPLEO



SERVICIOS DE SALUD MENTAL



EDUCACIÓN



CUIDADO DE LA SALUD



DOTACIÓN DE PERSONAL, 24/7 - 365 DÍAS



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Hayward City Hall
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File #: RPT 21-026

DATE: February 1, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Review and Discussion of Future Meeting Topics

RECOMMENDATION

That Council Economic Development Committee (CEDC) Members review the attached list of Future Meeting Topics and determine what should be removed or added.

SUMMARY

At the December 7, 2020 meeting, in anticipation of the replacement of two of the three CEDC Members in the new year, it was decided to postpone making any changes to the list of Future Meeting Topics.

At the February 1, 2021 CEDC meeting, members will discuss potential additions and subtractions to the Future Meeting Topics list. Please note that this list is considered a living document that will change as new projects and priorities arise throughout the year. The list is reviewed as a standing item on the monthly CEDC agenda.

It should also be noted that the City Council will be reviewing updates to the Hayward Strategic Roadmap at the City Council retreat on February 13, 2021. The Strategic Roadmap, which was originally adopted in January 2020, identifies Council's top priorities and projects for the next three- to five- year time horizon. The adopted [Strategic Roadmap can be downloaded here <https://www.hayward-ca.gov/sites/default/files/Attachment%20III%20Strategic%20Roadmap.pdf>](https://www.hayward-ca.gov/sites/default/files/Attachment%20III%20Strategic%20Roadmap.pdf).

Staff anticipates new projects to be added under the Strategic Roadmap's "Growth the Economy" priority due to the ongoing need to pivot to COVID-19 pandemic response and recovery efforts. Potential new work tasks under this strategic priority are as follows:

- Providing COVID-19 Business Sector Reopening Assistance, which includes providing consultations with businesses, information dissemination on the latest State and County requirements or restrictions, and working with other city staff on new permit/process requirements to be consistent with evolving public health orders.
- Providing COVID-19 Restaurant Assistance including facilitating outdoor dining programs such as restarting the Together for Downtown Hayward program and working to expand outdoor dining programming on other corridors.
- Researching and presenting on COVID-19 related policies affecting businesses, including the

commercial eviction moratorium and cap on third-party delivery service provider fees assessed to restaurant and food establishments.

- Developing and implementing COVID-19 Small Business Recovery & Equity Programs, which may include exploration and establishment of programs to support black and other minority-owned business. This work may also include providing enhanced technical assistance to aid businesses working to understand and comply with State and County reopening guidelines and grant funding to invest in required infrastructure.

The priorities outlined in the existing Strategic Roadmap, combined with the proposed new work tasks above, will require significant resources to implement and complete. Any additions to the Future Agenda Topics list will need to be evaluated against Council's identified strategic priorities and the existing core workflow of the Economic Development Division. While staff strives to complete tasks expeditiously as possible, staff and financial resources are limited.

ATTACHMENTS

Attachments I Future Meeting Topics as of December 7, 2020



**Council Economic Development Committee
Future Meeting Topics as of December 7, 2020**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Plan Bay Area 2050 Update**	2020
Economic Development	Report on how other cities (SF, Oakland, SJ) were developing shared workspace and incubators	2020
Economic Development	Economic Development Strategic Plan Update	2020
Economic Development	Workforce Development Update	2020
Economic Development	Impact of Cannabis Industry on Economic Development	2020
Economic Development	College Town Connection Development	2020
Economic Development	Economic Impacts of COVID-19 Crisis and Recovery Efforts	2020

*Subject to change

**Update may be brought to City Council