

**SPECIAL CITY COUNCIL
MEETING**

JANUARY 13, 2023

PRESENTATIONS

DAY THREE: HOW THE CITY SERVES ITS RESIDENTS



MAYOR AND CITY COUNCIL ORIENTATION

Day 3 – HOW THE CITY SERVES ITS RESIDENTS

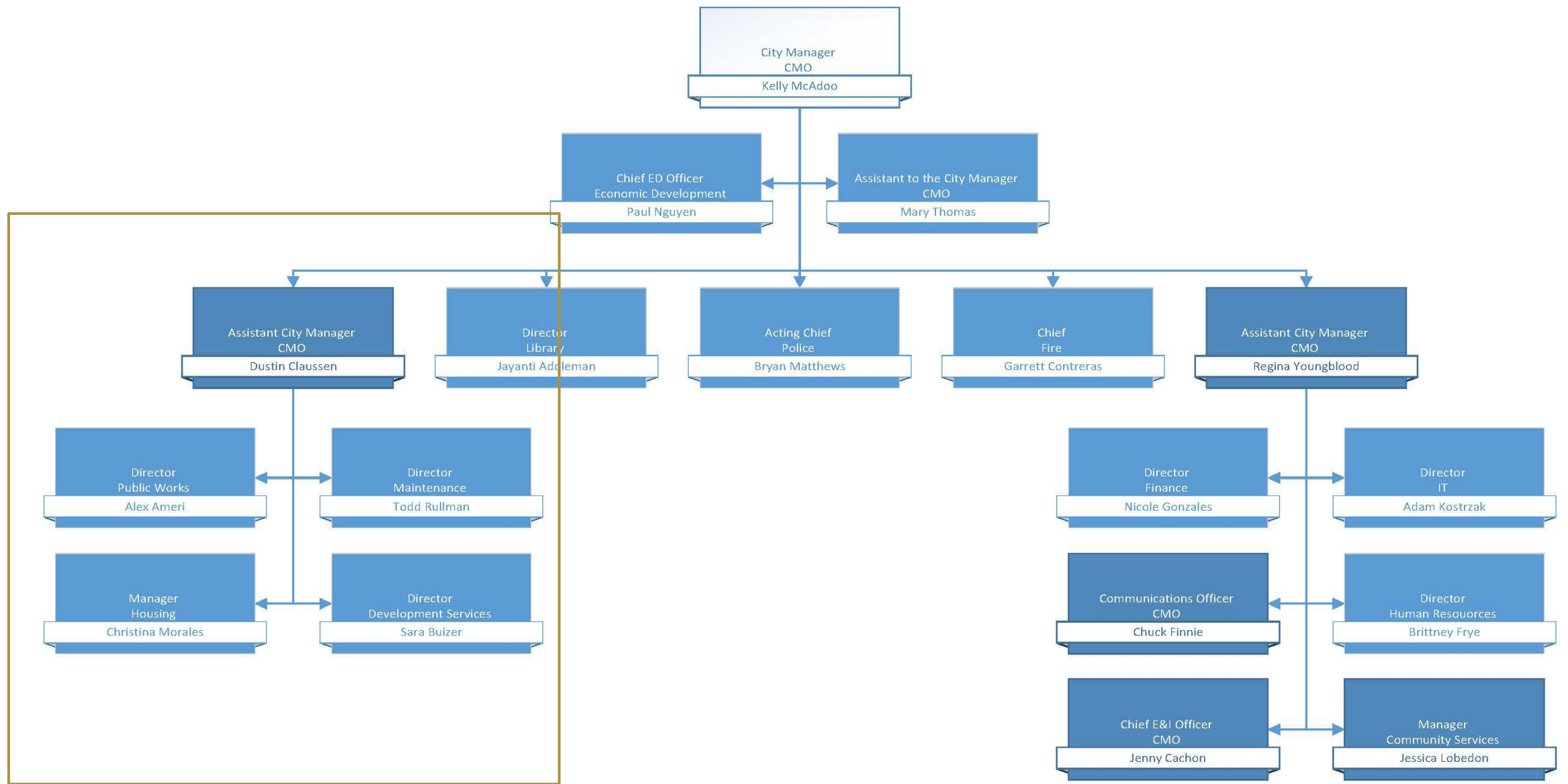
Introductions and Overview



- ▶ Introductions
- ▶ External Operations Overview
- ▶ Community and Media Relations
- ▶ Maintenance, Public Works and Utilities
- ▶ Police and Fire Overview
- ▶ Break
- ▶ Libraries and Youth Initiatives
- ▶ Housing and Community Services
- ▶ Economic Development
- ▶ Development Services



EXTERNAL OPERATIONS OVERVIEW



Questions & Discussion





COMMUNITY AND MEDIA RELATIONS

CMR Division



Communications and Marketing Officer
Chuck Finnie

Community and Media Relations

Digital Applications Developer (1)

Graphics and Media Tech (1)

Community Program Specialist (1)

AV Specialist (2)

Sr. Secretary (0.5)

FTE

FY 2023 – 6.5

Services | Public



- ▶ City of Hayward website
- ▶ The Stack E-newsletter
- ▶ Social media (Facebook, Instagram, Twitter, YouTube, Nextdoor)
- ▶ Direct Mail (Annual Report mailer)
- ▶ Videography & Podcasting
- ▶ Public Engagement Campaigns
- ▶ News Media Relations and Management
- ▶ Government Meetings Broadcasting and Streaming
- ▶ Special Events Production

Services | Internal



- ▶ CoHNet Organizational Intranet
- ▶ Everyone Emails
- ▶ Presentations & Speech Writing
- ▶ Graphic Artistry
- ▶ Communications Planning & Strategy
- ▶ Branding & Marketing
- ▶ Public Opinion Research
- ▶ *In the Loop* Organizational News Blog (in development)
- ▶ Hayward *In the News* Clip Service (in development)
- ▶ City-Community Committee Support

Access Hayward



- ▶ Our Customer Relations Management (CRM) System
- ▶ Requests Routed by Topic to Topic-Assigned Staff
- ▶ Communication Module
- ▶ Quality Control Survey Follow-Up
- ▶ Logistical Challenges and Deficiencies
- ▶ System Replacement is in the Strategic Roadmap

Resident Satisfaction Survey



- ▶ Biennial poll initiated in 2008
- ▶ Purpose is to gauge and track resident satisfaction and priorities
- ▶ Schedule change to odd years in 2019
- ▶ Fairbank, Maslin, Maullin, Metz & Associates (FM3)
- ▶ Evolved and updated to ensure greater inclusivity
- ▶ Next survey scheduled for autumn of 2023
- ▶ New RFP for polling services planned for Q1 or Q2 2023

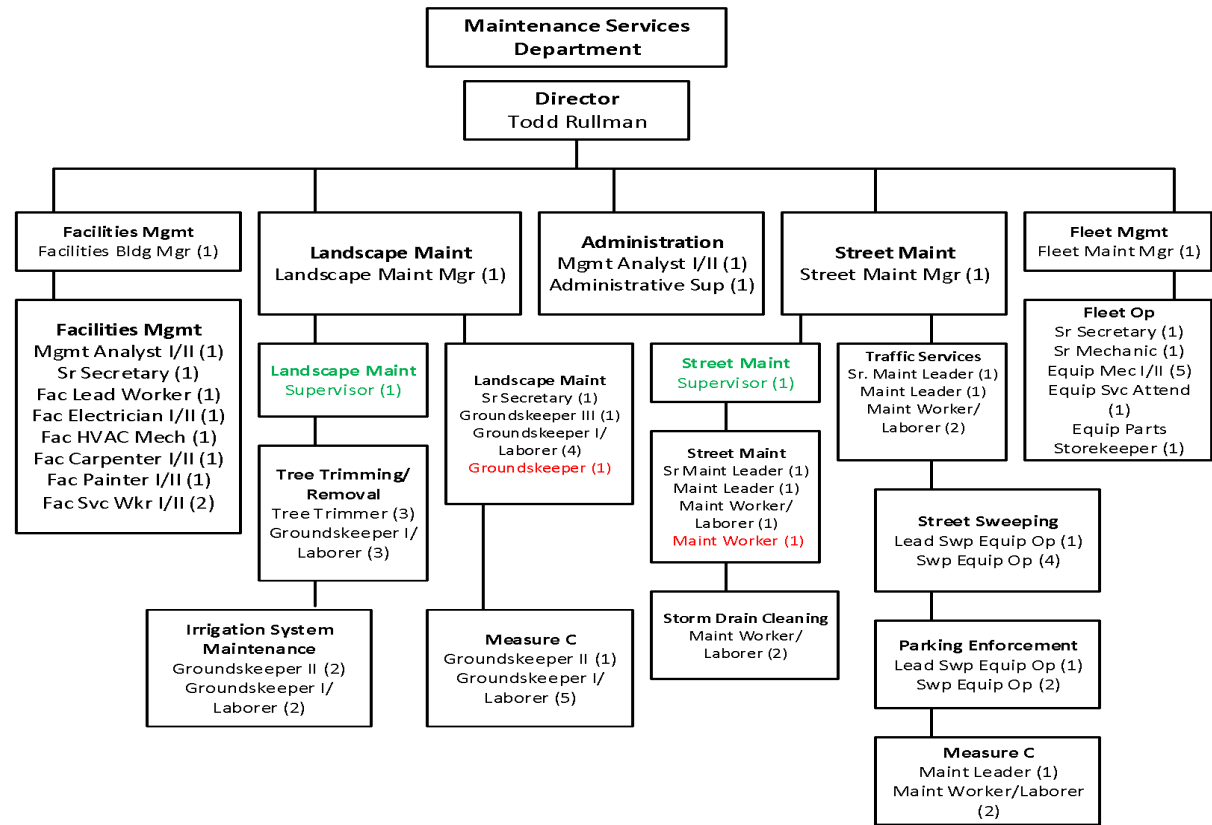
Questions & Discussion





MAYOR AND CITY COUNCIL ORIENTATION MAINTENANCE DEPARTMENT OVERVIEW

MSD Organization Chart



FTE
FY 2023 – 69

Services



Streets

- Street Sweeping
- Parking Enforcement
- Traffic Program
- Illegal Dumping
- Graffiti Abatement
- Storm Drain Maintenance
- Homeless Encampments
- KHCG Task Force
- Adopt a Block

Fleet

- Fleet Maintenance
- (450+) Total Vehicles & Equipment
- HFD (60)
- HPD (150)
- White fleet (262)
- Preventative Maintenance
- Safety Inspections
- Long-term fleet replacement plan

Landscape

- Tree Maintenance
- Landscape Maintenance
- Landscape Lighting and Maintenance Districts (19)
- Landscape Irrigation Maintenance
- Free Street Tree Program
- Tree Planting- Annual Goal- 1000 New Street Trees

Facilities

- Manage & Maintain (34) City Facilities
- HVAC Systems
- Locksmith Services
- Roof Repairs
- City's Back-up Generators
- Security Services Contract
- Janitorial Services Contract
- Facility Rentals

FY23 Major Projects



Facilities

- * Citywide Access Control-Phase 2 of 3-consolidates City Hall, HPD, Corpyard, Utilities Center, (2) Libraries
- * (2) Complete Restroom Renovation projects- City Hall-1st Floor & Streets/Water Building- Corpyard

Fleet

- * (+19) Fully Outfitted Hybrid Patrol Cars into fleet, (-19) Gasoline powered Patrol to auction
- * Go-Live- HFD fuel-ring system

Streets

- * Disposal Day- Full roll-out of Second Saturday Free-dumping events
- * Weekes Library- Exterior security enhancements to combat overnight camping

Landscape

- * Jackson St. median landscape renovation
- * Landscape maintenance contracts- new RFP's for Downtown, Medians and Prominence LLAD

Questions & Discussion

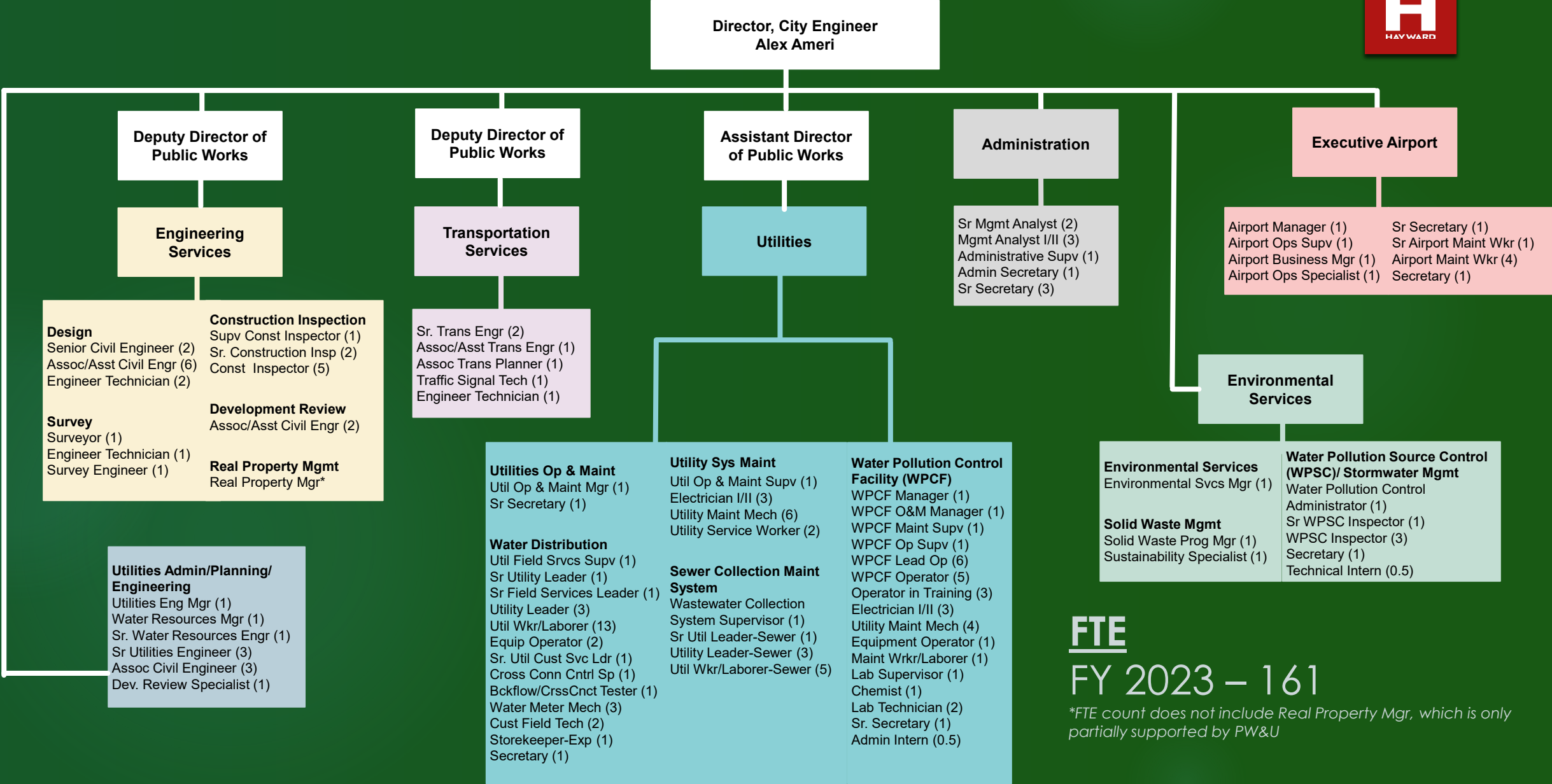




MAYOR AND CITY COUNCIL ORIENTATION

PUBLIC WORKS & UTILITIES DEPARTMENT OVERVIEW

PW&U Organization Chart



FTE
FY 2023 – 161

*FTE count does not include Real Property Mgr, which is only partially supported by PW&U

Services



The PW&U Department plans, designs, constructs, operates, and maintains the City's public infrastructure, facilities, and related services, including the City's roads, airport, water service, wastewater service, stormwater management, solid waste and recycling in a safe, reliable, innovative, and efficient manner, in full compliance with all applicable local, state, and federal laws and regulations; and manages City-wide-ranging environmental sustainability activities and climate change issues.



**Administration
Division**



**Engineering
Services
Division**



**Environmental
Services
Division**



**Executive
Airport
Division**



**Transportation
Services
Division**



**Utilities
Division**

Council Committees served by PW&U



- ▶ Council Airport Committee
- ▶ Council Infrastructure Committee
- ▶ Council Sustainability Committee

Regional Agencies with PW&U Staff Support



- ▶ Alameda County Transportation Commission (ACTC)
- ▶ East Bay Community Energy (EBCE)
- ▶ East Bay Dischargers Authority (EBDA)
- ▶ Alameda County Waste Management Authority (ACWMA)
- ▶ AC Transit/City of Hayward Inter-Agency Liaison Committee

FY23 Major Projects



▶ **Engineering Services Division**

- ▶ Annual Capital Improvement Program (CIP)
- ▶ Fire Station No. 6 & Training Center
- ▶ La Vista Park
- ▶ Annual Pavement Improvement Program

▶ **Environmental Services Division**

- ▶ Climate Action Plan Update
- ▶ Management of East Bay Community Energy (EBCE) Partnership
- ▶ Waste Management of Alameda County (WMAC) New Franchise Agreement Implementation

▶ **Executive Airport Division**

- ▶ Safe Airport Operation and Maintenance
- ▶ Airport Real Property Management

▶ **Transportation Services Division**

- ▶ I-880 and SR-92 Interchange Projects
- ▶ Campus Drive Improvements
- ▶ Safe Routes to School (SR2S) & Safe Routes for Seniors (SR4S)

▶ **Utilities Division**

- ▶ WPCF Phase II Improvements
- ▶ Annual Water & Sewer Line Improvements
- ▶ FY24 & FY25 Utility Rate Development
- ▶ Renewable Energy Projects

Questions & Discussion



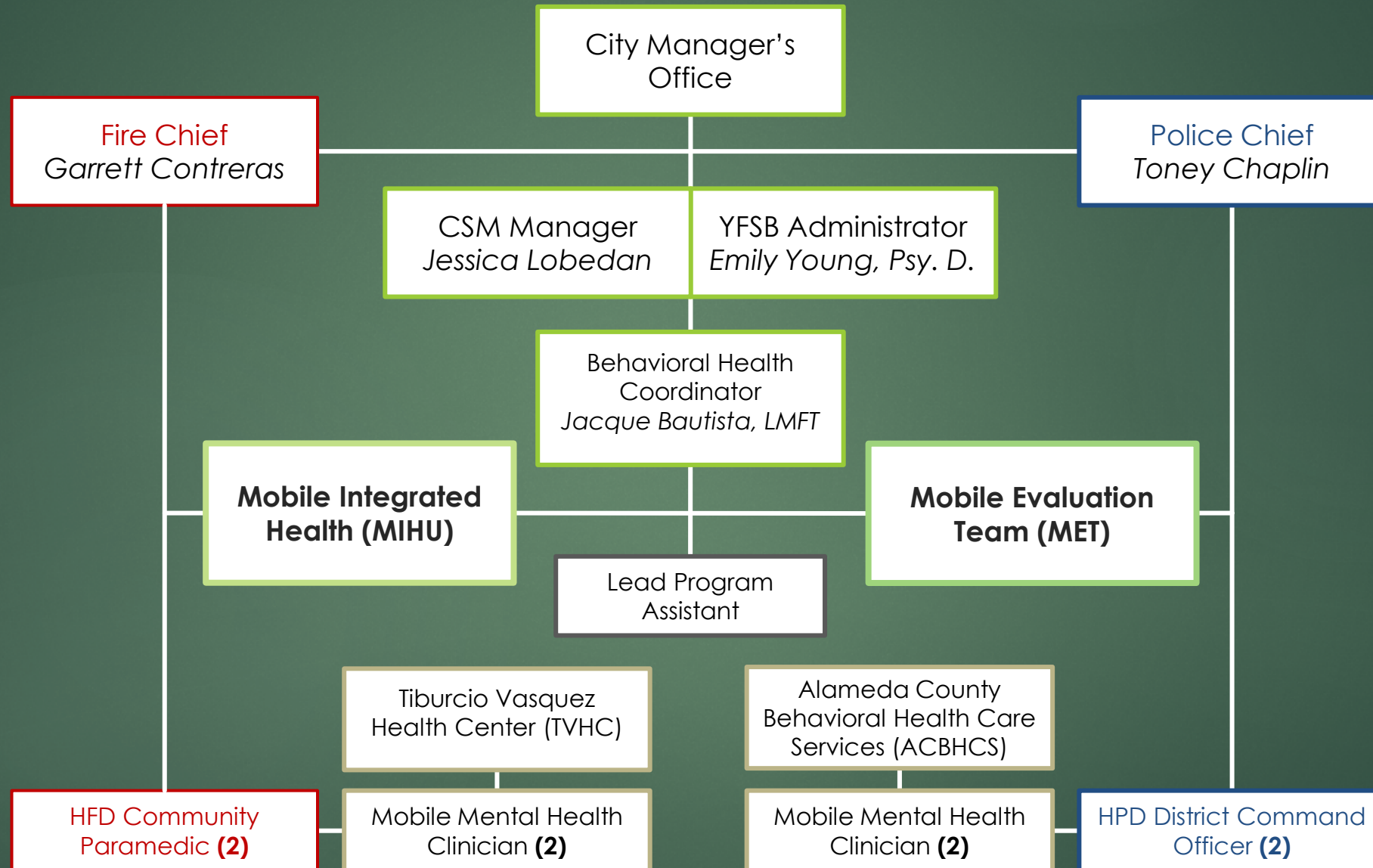


REIMAGINING PUBLIC SAFETY

Chief Garrett Contreras
Acting Chief Bryan Mathews

January 13, 2023

HEART FY23 Proposed Org Chart



HEART Program



- ▶ Program component overview
 - ▶ Mobile Integrated Health Unit (MIHU) - Chief Contreras
 - ▶ Hayward Mobile Evaluation Team (HMET) - Acting Chief Matthews

HEART Program



- ▶ HEART Program Next Steps
 - ▶ Develop working group to:
 - ▶ Identify and develop HEART program goals (crisis response vs dispatch diversion)
 - ▶ Systems mapping to identify who responds to which calls
 - ▶ Mutually agreed upon call evaluation matrix to assess risk
 - ▶ Investigate programs designed to meet data collection / mining needs for stakeholders

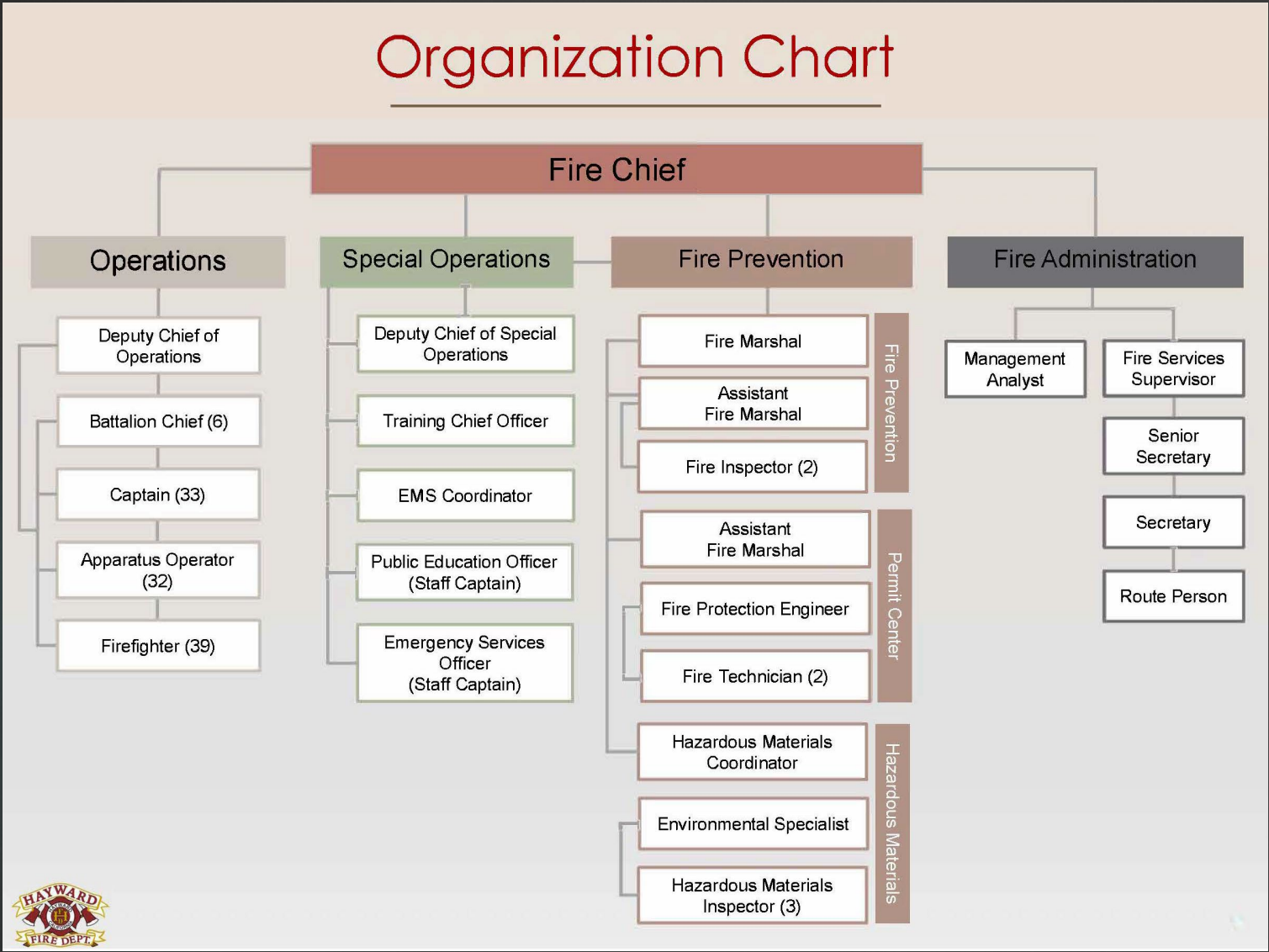
Questions & Discussion





HAYWARD FIRE DEPARTMENT OVERVIEW

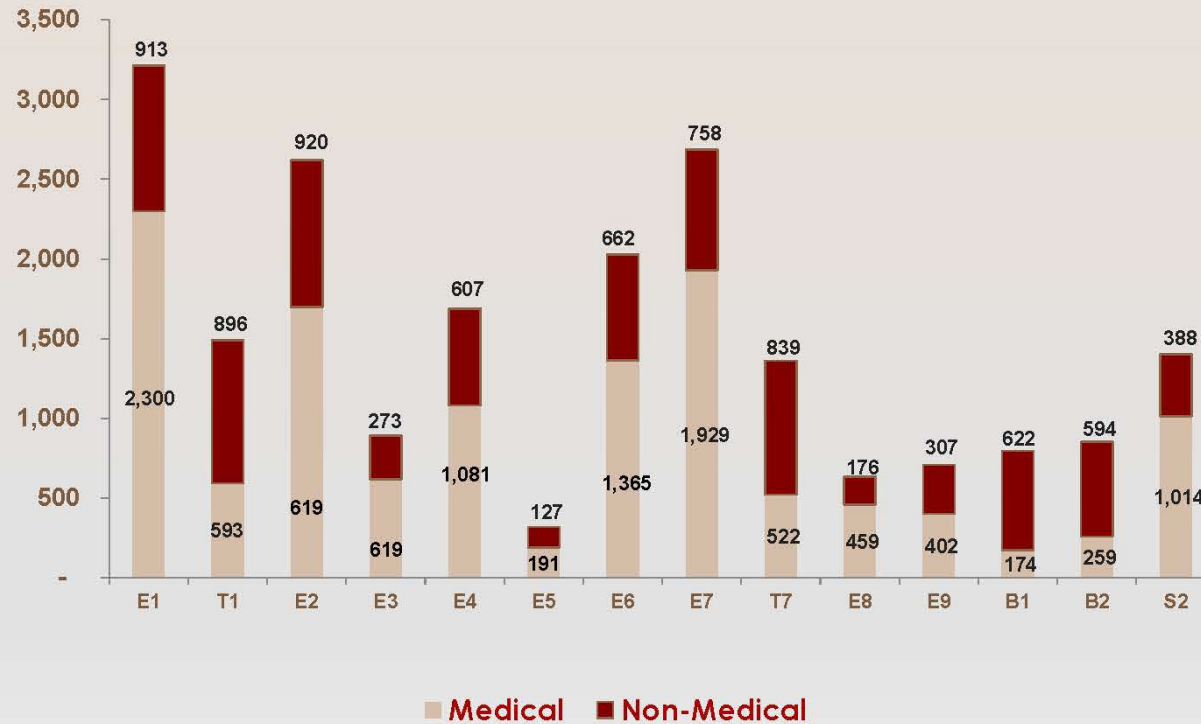
Fire Organization Chart



FTE
FY 2023 – 146.5

Public Safety Overview - Fire

Calls by Company



Public Safety Overview - Fire

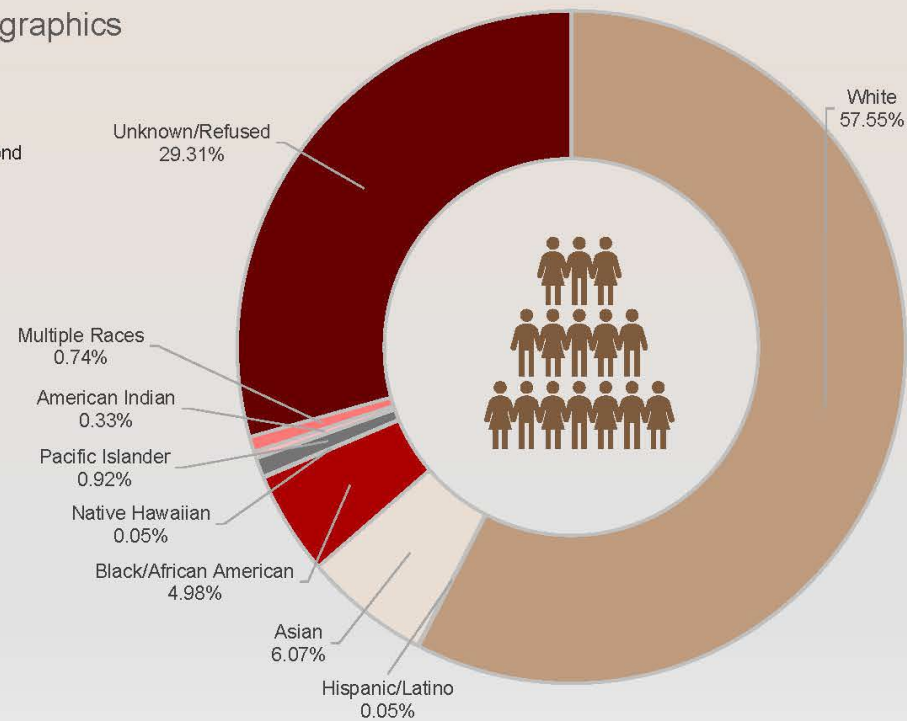
Firehouse Clinic

Patient Demographics

2,967 Hispanic

900 Non-Hispanic

350 Declined to Respond

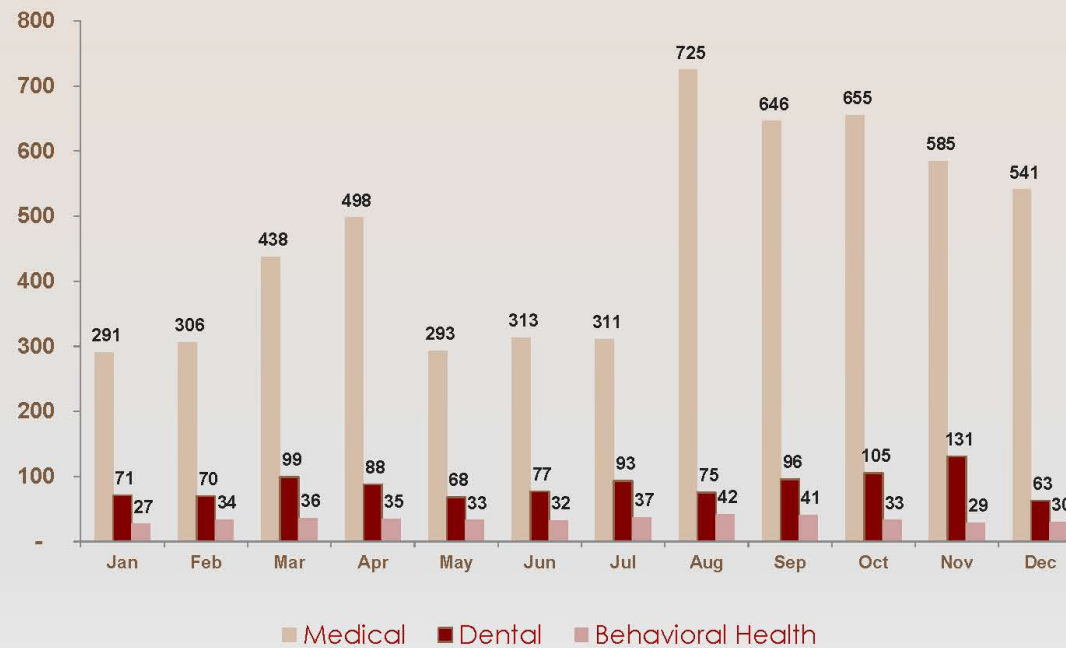


Public Safety Overview - Fire



Firehouse Clinic

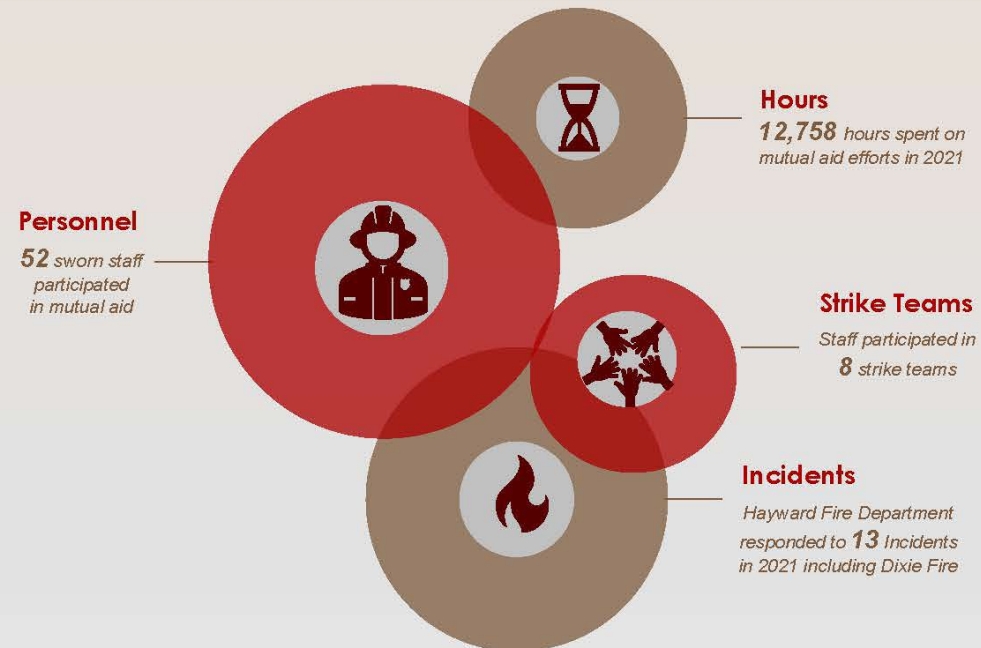
Number of Encounters



Public Safety Overview - Fire



Mutual Aid



Public Safety Overview - Fire

Fire Prevention Hazardous Materials



Inspections

- ✓ **178** CUPA Facility Inspections for Hazardous Materials
- ✓ **187** Final Sprinkler
- ✓ **727** Apartment Buildings
- ✓ **61** Daycares
- ✓ **39** Schools
- ✓ **40** 24 / Hour Care Facilities
- ✓ **17** Hotels / Motels
- ✓ **12,484** Vegetation Management Surveys
- ✓ **1,689** Total Permits



Reviews

- ✓ **2,583** Plan Reviews
- ✓ **647** Hazardous Materials Plans



Investigations

- ✓ **34** Fire Investigations

Emergency Management Highlights



AC ALERT

Effective July 1, 2019, AC Alert replaced the CodeRED alert system in Hayward and all of Alameda County. AC Alert is a free notification system that provides a way to quickly alert members of the public in the event of a local emergency, providing steps people need to take to keep themselves and family members safe.

Alameda County has over 91,000 subscribers and 5326 of them are Hayward residents. The City trained additional staff to initiate emergency alerts to notify mobile devices within a specific area. This is key for emergencies that don't impact the City, but rather a neighborhood.

The City also collaborates with neighboring jurisdictions to streamline these notification processes by contributing to the on-going development of consistent and standard messaging and standard operating guidelines. This significantly reduces the duration of time and energy on delivering notifications.



ZONEHAVEN

Hayward and Fairview Fire Protection District worked together to develop and refine the area's 85 evacuation zones. Various critical evacuation facilities, arrival points, traffic control points, and other element were identified and incorporated into ZoneHaven maps to assist first responders with implementing last-minute evacuation plans.

In the coming year, the City will launch a preparedness campaign to highlight ZoneHaven capabilities and stay tuned for tabletop training, simulations, and drills slated for 2022 AND 2023.



PUBLIC SAFETY POWER SHUTOFFS

A multi-jurisdictional workgroup, including City of Hayward staff, PG&E, and CalFire, identified and placed two unique cameras in Hayward to monitor the East Bay hills for wildfire. The early detection cameras will be part of a statewide initiative to remotely monitor critical geographic areas for wildfires. Final approval and funding are in process.

Preparedness Highlights



Residential Chipping & Assistance Program

Hayward Fire Department developed a vegetation management program in 2012 to assist residents of both Hayward and Fairview with creating defensible space in high-fire hazard areas. This program is powered by grant funding; we were granted a Pacific Gas and Electric Fuel Reduction grant of \$60,000 to use in the 2021 fire season.

- › In CY21, HFD managed an 8-week Chipping Program over the Summer and 5-week program over the Fall; a program that incentivizes residents to continue the maintenance of pruning the lower limbs of trees, removing dead materials and aged shrubs.
- › The Residential Assistance Program (RAP) was developed to assist residents unable cut and stack the limbs due limited physical abilities and/or economic barriers. The program has since evolved into creating defensible space around their home as well.
- › CY21 funded 4 homes with approximately 4 acres treated for overall fuel loads, established vertical and horizontal clearance to reduce the chance of wildfire spread.
- › Accomplishments include clearing **646** yards of material for **156** participants, and **82** acres.



Training & Continuing Education

Staff logged over **11,331** hours of training in CY21. Completed training includes:

- › Incident Management of the Firefighter Emergency
- › Hosted County Command and Control
- › Rapid Intervention update
- › Wildland Chainsaw
- › Annual Wildland Training
- › Hose Drills
- › Forcible Entry
- › Ventilation
- › Confined Space Rescue
- › Hazardous Material Refresher
- › Rope Rescue Operations
- › Auto extrication

FY23 Major Projects



Accreditation

Fire Station Training Center

ISO Rating

Vegetation Management

Hazardous Materials Team

Rescue Team

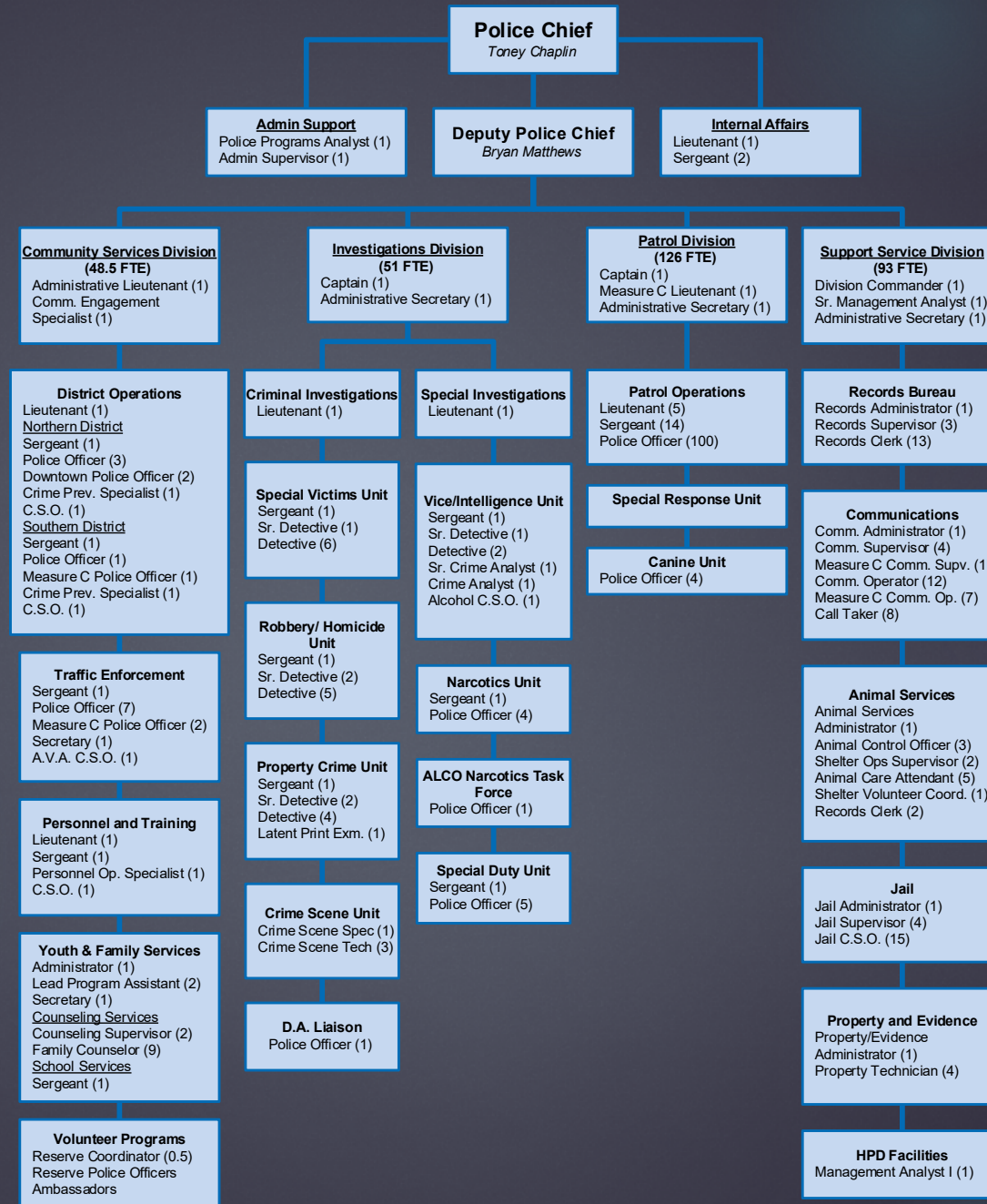
Questions & Discussion





HAYWARD POLICE DEPARTMENT PUBLIC SAFETY OVERVIEW

HPD Organization Chart



FTE
FY 2023 – 326.5

Public Safety Overview – Police



▶ **Why Do We Exist?**

- ▶ Enforce laws and, when necessary, bring offenders to justice
- ▶ Prevent, detect, investigate crime
- ▶ Provide emergency response
- ▶ Ensure community safety and security
- ▶ Provide support services

▶ **Current HPD Challenges**

- ▶ Staffing (40 officer vacancies = 20% / 10 Dispatch vacancies = 30%)
 - ▶ Heavy competition for recruitment and retention
- ▶ Legislative changes without mechanism for funding
- ▶ Employee wellness (e.g., mental health, compounding effects of trauma exposure, perceptions of lack of support, burnout, etc.)

Public Safety Overview – Police



▶ **Current HPD Opportunities**

- ▶ Challenges = opportunities to innovate
 - ▶ Alternative response models
 - ▶ Adjustments to resource allocation
 - ▶ Application of technology to support crime reduction / solvability strategies / employee accountability
- ▶ Community Partnerships
 - ▶ Collaboration to solve problems
 - ▶ Relationship development through active listening / honest dialogue / collective learning
- ▶ Regional Approaches to Crime
 - ▶ Pooling resources to address issues (common for jurisdictional overlap to exist)

Public Safety Overview – Police



► What Does the Data Show?

PART I	SEPT	SEPT	% Change
OFFENSES	2021	2022	
MURDER	0	2	NA
FORCIBLE RAPE	8	3	-62.50%
ROBBERY	15	19	26.67%
AGGRAVATED ASSAULT	14	15	7.14%
VIOLENT CRIME TOTAL	37	39	5.41%
TOTAL BURGLARY	23	32	39.13%
Residential Burglary	6	4	-33.33%
Non-Residential Burglary	17	28	64.71%
LARCENY	230	216	-6.09%
Larceny From Vehicle	140	115	-17.86%
MOTOR VEHICLE THEFT	131	180	37.40%
ARSON	2	1	-50.00%
PROPERTY CRIME TOTAL	386	429	11.14%
TOTAL PART 1	423	468	10.64%

Auto Burglary totals are included in Larceny.

Domestic Violence	42	44	4.76%
Hate Crimes	0	0	NA

DV and Hate Crimes, depending on crime type, may or may not be included in Part 1

PART I	Oct 2020 to	Oct 2021 to	% Change
OFFENSES	Sept 2021	Sept 2022	
MURDER	6	11	83.33%
FORCIBLE RAPE	45	58	28.89%
ROBBERY	283	245	-13.43%
AGGRAVATED ASSAULT	179	233	30.17%
VIOLENT CRIME TOTAL	513	547	6.63%
TOTAL BURGLARY	392	488	24.49%
Residential Burglary	99	95	-4.04%
Non-Residential Burglary	293	393	34.13%
LARCENY	2509	2714	8.17%
Larceny From Vehicle	1434	1485	3.56%
MOTOR VEHICLE THEFT	1553	1737	11.85%
ARSON	15	29	93.33%
PROPERTY CRIME TOTAL	4469	4968	11.17%
TOTAL PART 1	4982	5515	10.70%

Auto Burglary totals are included in Larceny.

Domestic Violence	536	605	12.87%
Hate Crimes	4	3	-25.00%

DV and Hate Crimes, depending on crime type, may or may not be included in Part 1

Public Safety Overview – Police



► **What Does the Data Show? (Continued)**

- 11 homicides in 2022 (Up from 7 in 2021)
 - 4 homicides in a 10-day period
- 9 fatal collisions in 2022
 - 2 in a 2-week period (most involve vehicle vs. pedestrian)
- Catalytic converter and retail theft
 - Widespread in region and has led to violence (at least 7 shooting incidents)
- Fentanyl
 - Overdoses and large-scale seizures
 - At least 2 infant deaths attributed to fentanyl exposure in the past few months
- Violent crime and firearms seizures
 - 2021 – averaged a person shot per week (on pace to be lower in 2022)
 - 2021 – firearm seized every other day (192 seized to date in 2022) - 21% ghost guns

Services



▶ **Patrol Division**

- ▶ Respond to calls for service / emergencies
- ▶ 9 geographic beats
- ▶ 24/7/365 coverage

▶ **Investigations Division**

- ▶ Complex investigative follow-up
- ▶ Intelligence gathering / development of data driven strategies
- ▶ Specialized units to address specific community issues
- ▶ Crime scene processing / documentation / evidence collection

Services



▶ **Community Services Division**

- ▶ Traffic enforcement / education / engineering
- ▶ District Command Unit – homelessness liaison / HMET / long-term neighborhood issues
- ▶ Department hiring and training
- ▶ Youth and Family Services Bureau (YFSB) - crisis counseling / diversion / school based mental health programs

▶ **Support Services Division**

- ▶ Emergency Communications Center (call intake + Fire and PD Dispatch)
- ▶ Records / Property / Evidence management
- ▶ Jail services
- ▶ Animal services

FY23 Major Projects



- ▶ **Dispatch Center Assessment**

- ▶ Ongoing and moving towards implementing recommendations

- ▶ **Jail Assessment**

- ▶ Beginning in January 2023

- ▶ **CALEA Accreditation**

- ▶ Annual inspection by external assessors in January 2023
 - ▶ Less than 1% of all police departments nationally

- ▶ **H.E.A.R.T. Program Implementation**

- ▶ Ongoing – HMET up and running since June 2021
 - ▶ Hoping to scale once staffing is stabilized

Questions & Discussion





Welcome to Hayward Public Library

Mayor & City Council Orientation
January 13, 2023

Jayanti Addleman, Library Director



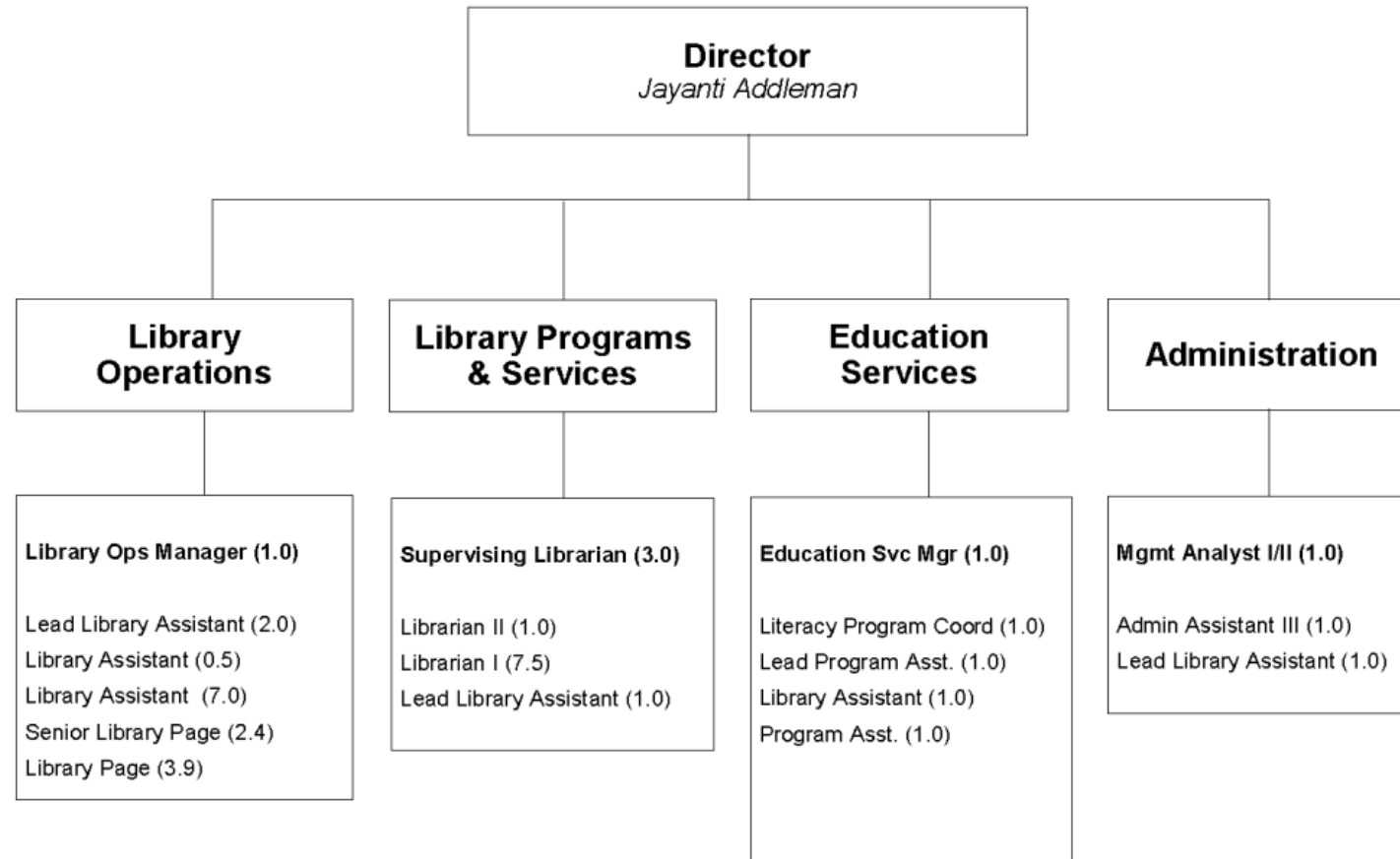


Hayward's Library Department

serves the community through:

- ✓ The 21st Century Library & Learning Center (Downtown Library)
 - ✓ Weekes Branch Library
 - ✓ Curbie (Bookmobile)
- ✓ The Virtual Branch (Open 24/7)

Library Department



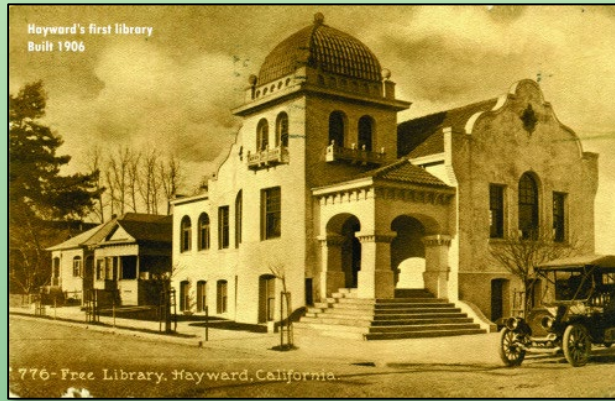


Our Mission:

The Library Department will deliver equal opportunity in education to Hayward residents, preserve and improve the quality of life for all members of the community, and contribute to the ongoing health and success of a thriving Hayward.



**HAYWARD
LIBRARY**



Some Background and History:

**1867 – Hayward Library informally started
by the Good Templars Society**

1893 – First permanent location at B & 1st Streets (Foothill)

1905 – \$10,000 from Andrew Carnegie

1951 – A new large building – Hayward population 14,000



**HAYWARD
LIBRARY**



**On June 3, 2014, Hayward voters overwhelmingly passed
Measure C: ½ cent Sales Tax measure**



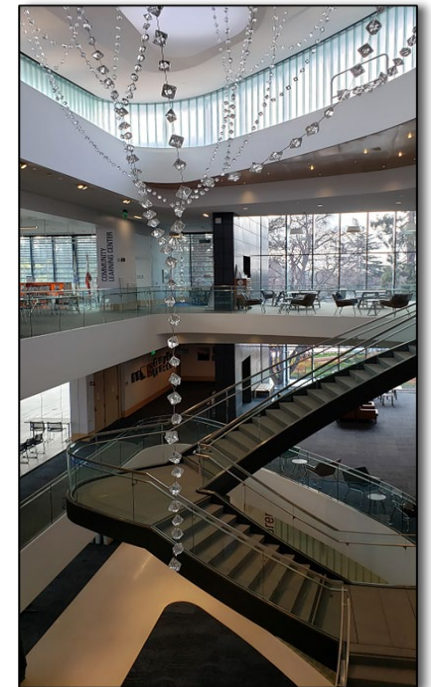
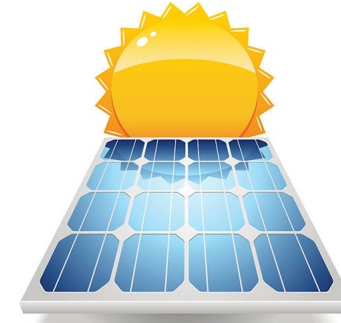
**The Downtown Library
opened to the public on September 14, 2019.
Closed by the pandemic 6 months later
in March 2020**



**HAYWARD
LIBRARY**

What Makes the Downtown Library so Special?

- ✓ Brought the community together
- ✓ \$60,000,000 investment
(Measure C + Community support)
- ✓ 58,000 sq ft Library + Garage + Plaza
- ✓ Eco-friendly- Zero Net Energy
- ✓ Brings art to the community
- ✓ Education & technology
- ✓ And much, much more...



Heritage Plaza

Honors our heritage and our past:

- Muwekma Ohlone Tribe
- Japanese Americans
- Russell City



Gathering space:

- Families
- Community groups

Green (in more ways than one):

- Water Catchment System
- Native Plants



Weekes Branch – a Full-Service Library

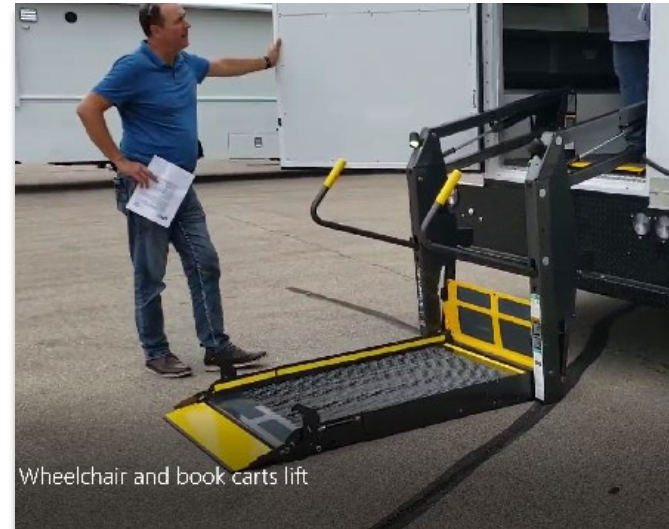
Plus:

- Within easy walking distance for many
- A large meeting room free to the public
- A needs assessment is being conducted



Curbie – Your Curbside Library

A Community Outreach Project – A GARE/DEI Project



Virtual Branch – Hayward-ca.gov/Public-Library

- Library services to you where you are
- Million+ ebooks, audiobooks, streaming movies & music, etc.
- Test Prep & Tutorials
- Homework help from live tutors
- Free passes to museums, zoos, etc.
- Staff recommendations
- Language Learning
- And much, much more

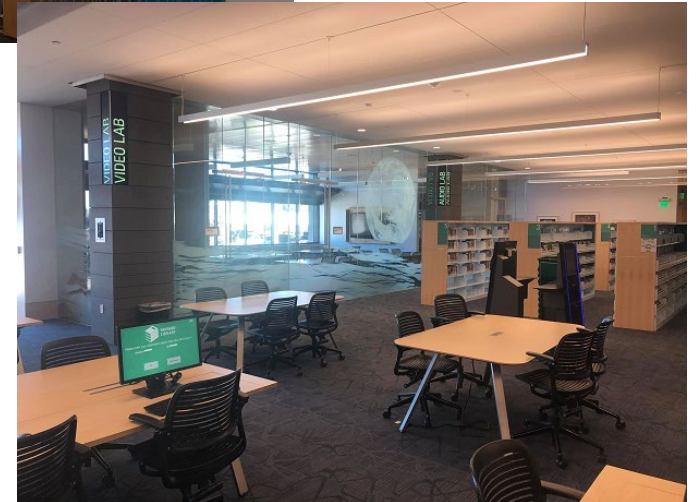
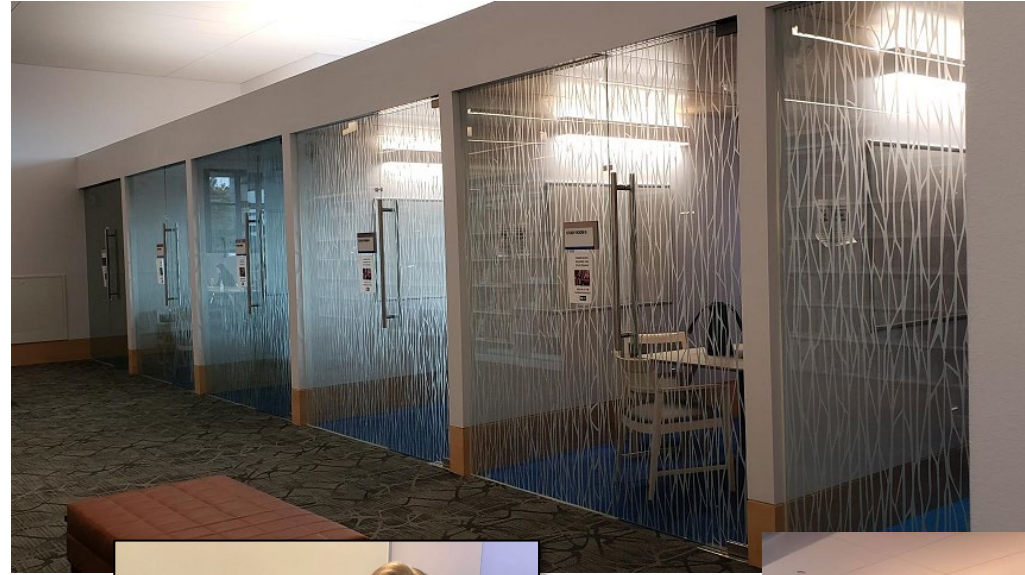


Lunch @ the Library – Words for Lunch

- Reading levels slip during the summer months
- Students can be hungry when school is out
- HPL fights the “summer slide”
- HPL collaborates with partners to fight hunger

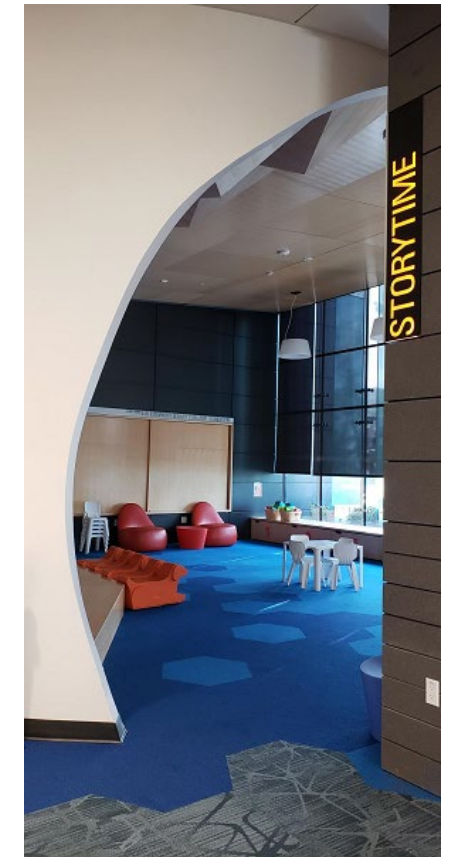
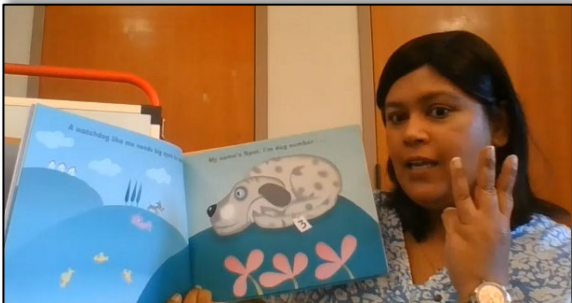


Meeting Rooms, Study Rooms, & Classrooms



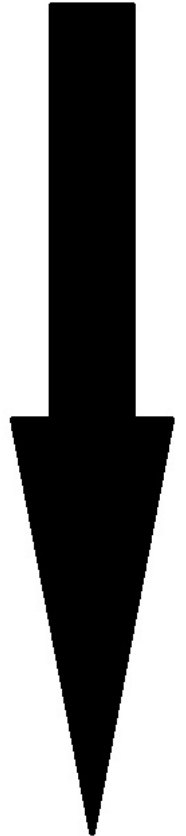
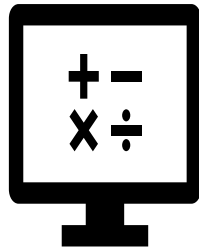
So Many Services – So Little Time...

- Traditional and newer/innovative services
- Library materials in English, Spanish, Chinese, Tagalog,
- Literacy tutoring and Conversation Circles
- Homework Support at the libraries, schools, and in your home
- Story times (English, Spanish, and Mandarin Chinese)
- Citizenship & ESL services
- Veterans Resources & Medical services
- High School Diplomas



Tech Lending

Seed Lending



State Parks Passes

Ukulele Lending



Breastfeeding & Pumping Support



An Award-Winning Library

An Award-Winning Staff

2022 AIA CA DESIGN AWARDS

SPECIAL COMMENDATION: DESIGN FOR INTEGRATION

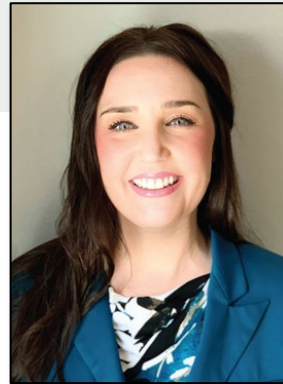
HAYWARD LIBRARY & COMMUNITY LEARNING CENTER

Lindsey Vien | Movers & Shakers 2021–Community Builders

Jun 02, 2021

CURRENT POSITION

Education Services Manager, Hayward Public Library, CA



Hayward librarian receives I Love My Librarian Award

For Immediate Release

Mon, 01/11/2021

Contact:

Communications and Marketing Office

ALA Media Relations

CMO

cmo@ala.org



Jayanti Addleman recognized with national public service honor



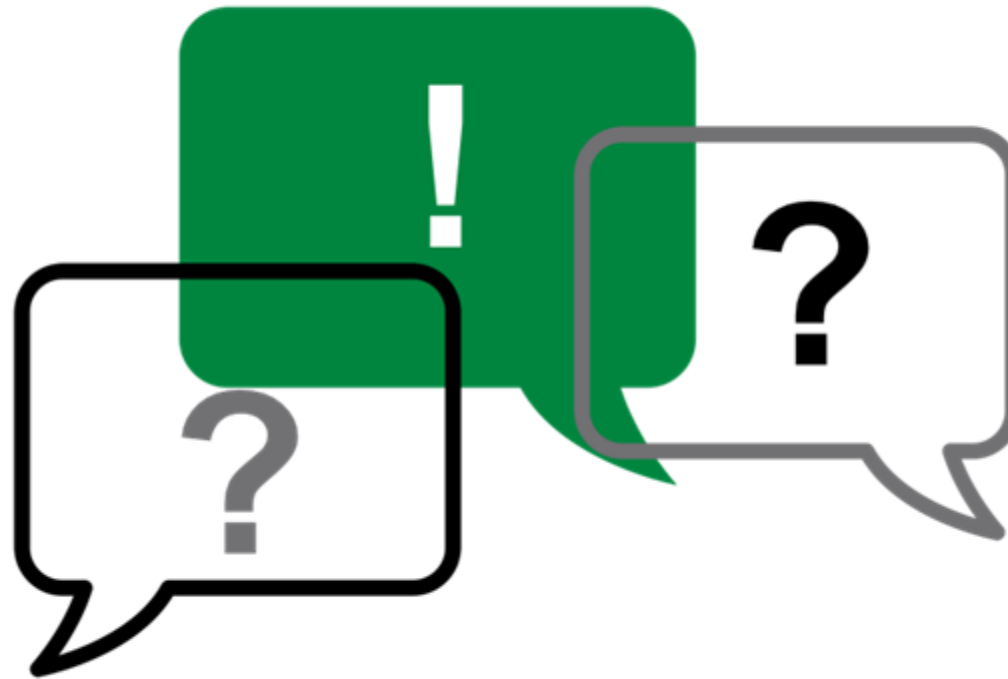
**From all of us at Hayward Public Library
Thank you!!!!**



**HAYWARD
LIBRARY**

**Jayanti Addleman, Director of Library Services
Jayanti.Addleman@Hayward-ca.gov**

Questions?



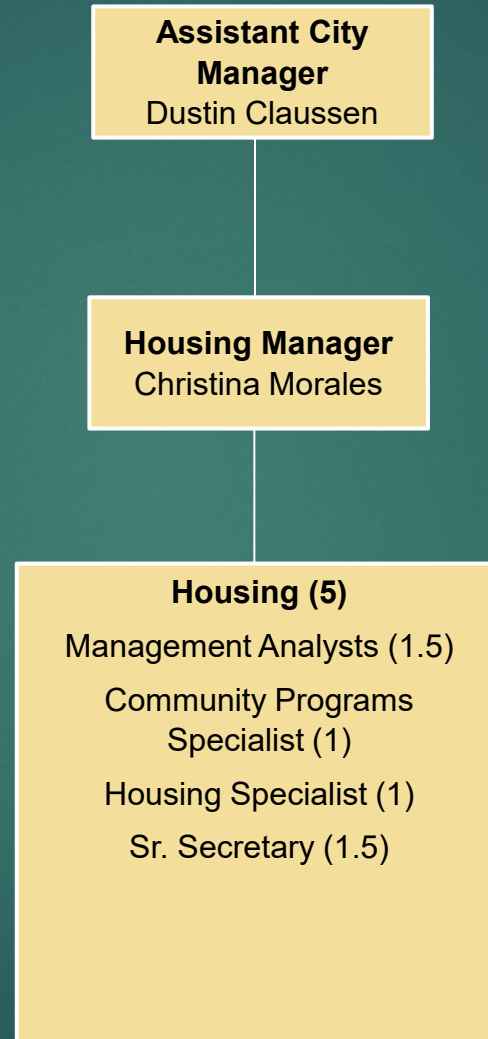


HOUSING

Christina Morales, Housing Manager

January 13, 2023

Partial Organization Chart



Services



- ▶ **Residential Rent Stabilization Ordinance Administration**

- ▶ Community outreach and Tenant/Landlord education
- ▶ Rent increase dispute resolution process administration
- ▶ Data collection and reporting
- ▶ Housing Rights Resource Referral

- ▶ **Tenant Relocation Assistance Ordinance Enforcement**

- ▶ Determine relocation assistance eligibility for tenants displaced due to code enforcement and enforce landlord compliance
- ▶ Provide technical assistance to tenants and landlords to facilitate compliance for other types of relocation

Services



▶ **Affordable Housing Ordinance Administration**

- ▶ Provide technical assistance to developers
- ▶ Monitor for compliance with affordability requirements throughout the development process and once placed in service
- ▶ Administer process for allocating affordable housing in-lieu fees to affordable housing developments
- ▶ Support City funded projects with funding applications
- ▶ Negotiate loans and affordable housing agreements

▶ **Loan Servicing**

- ▶ Development Loans (\$34 million/31 loans, 20+ Projects)
- ▶ First-time homebuyer loans (32 loans) and Below market rate units (121+ units)

FY23 Major Projects



- ▶ **Affordable Housing Ordinance evaluation and modification**
 - ▶ Evaluating existing AHO and housing development feasibility to best provide housing opportunity that meets the diverse housing needs of the community
- ▶ **Affordable Housing Ordinance implementation**
 - ▶ Provide technical assistance, negotiate agreements, ensure compliance and/or support developers with funding application for projects in development pipeline (29 projects/902 affordable units)
- ▶ **Tax defaulted property/wealth building homeownership program**
 - ▶ Create housing opportunities for community members by distressed properties
- ▶ **Collaborate on:**
 - ▶ Housing Element
 - ▶ Density Bonus Update
 - ▶ 238 Corridor Lands Development

Questions & Discussion



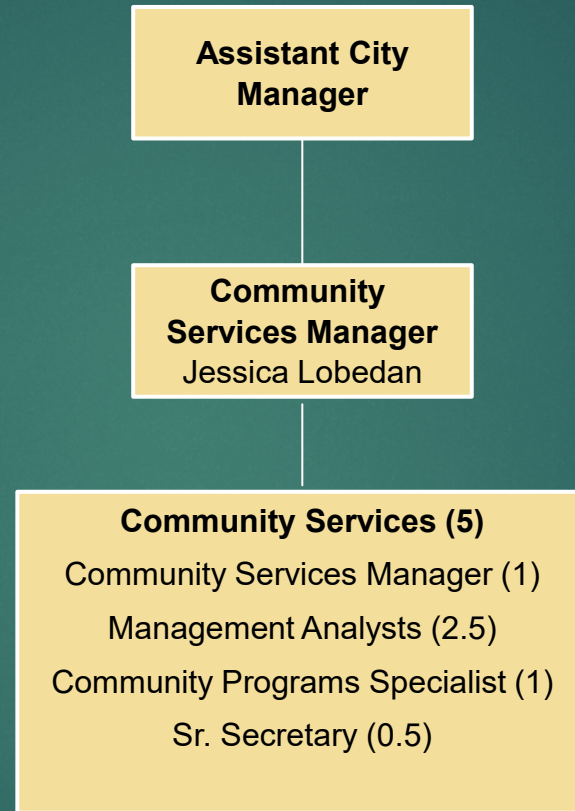


COMMUNITY SERVICES

Jessica Lobedan, Community Services Manager

January 13, 2023

Partial Organization Chart



Services



- ▶ Community Development Block Grant (CDBG) & Community Agency Funding
- ▶ Homeless Services Coordination
- ▶ Hayward Operated Paratransit (HOP) Program

Community Development Block Grant (CDBG) & Community Agency Funding



- ▶ Annually, the City uses a combination of the CDBG entitlement grant and allocations from the City's General Fund to fund approximately \$1.5 million in social programs that serve the most vulnerable populations within the City
- ▶ The Community Services Commission (CSC) makes recommendations to Council regarding the distribution of CDBG and General Fund monies
- ▶ Council hears and discusses the recommendations during a Work Session and takes additional public comment during a Public Hearing, then authorizes distribution of the funds for the following fiscal year

Homeless Services Coordination



- ▶ Let's House Hayward implementation
- ▶ Oversight of Hayward Navigation Center, Hayward Navigation Center Hotel Annex
- ▶ Support emergency shelters' expansion and zoning compliance
- ▶ Support St. Regis project implementation
- ▶ Coordinate bi-weekly interdepartmental Encampment Response Team
- ▶ Coordinate interdepartmental Homeless Policy Team
- ▶ Develop and maintain [homelessness response guide](#)

Hayward Operated Paratransit (HOP) Program



- ▶ The HOP program is funded in its entirety by Alameda County Measure B/BB
- ▶ Through partnership with non-profits and service providers, the HOP program provides paratransit and related services to eligible enrolled riders who live in Hayward, and unincorporated Castro Valley, San Lorenzo, San Leandro, Ashland, and Cherryland
- ▶ Programs include transportation for seniors, volunteer driver program, specialized transit, travel training, meal delivery service to homebound seniors, and infrastructure improvements in partnership with Public Works through the Safe Routes for Seniors program

FY23 Major Projects



- ▶ **Integrate Special Events into Community Agency Funding process**
 - ▶ Previously housed through City Manager's Office and Economic Development

- ▶ **Conduct comprehensive review and evaluation of the Hayward Operated Paratransit program**
 - ▶ Evaluate existing conditions and HOP services to ensure compliance, identify current needs and service gaps
 - ▶ Explore pandemic recovery efforts and identify initial implementation processes

FY23 Major Projects, Cont'd



- ▶ **Implement Shallow Subsidy Pilot**
 - ▶ Prevent homelessness and displacement through small monthly rent subsidies for households most at risk of becoming homeless
- ▶ **Support emergency shelters' expansion and zoning compliance**
 - ▶ South Hayward Parish food pantry expansion and year-round shelter
 - ▶ Ruby's Place Tiny Home Project
- ▶ **Support St. Regis project implementation**
 - ▶ Behavioral health, substance use, and supportive housing campus
- ▶ **Apply for Homekey Round 3 funding for housing for individuals who are chronically homeless**
 - ▶ 10 Tiny Homes at South Hayward Parish in partnership with Firm Foundation Community Housing
 - ▶ At least 3 single-family homes for scattered site shared housing program in partnership with Bay Area Community Services and three other cities in Alameda County

Questions & Discussion





ECONOMIC DEVELOPMENT

Partial Organization Chart



City Manager

Economic Development (3.5)

Economic Development Manager (1)

Economic Development Specialists (2)

Sr. Secretary (0.5)

Services

The Economic Development Team is responsible for creating and supporting a positive climate for businesses in the Hayward community. ED proactively works the business and development community for retention, expansion, and attraction of businesses to the community.

CORE SERVICES:

- ▶ City Marketing and Branding (Business & Developer Attraction)
- ▶ Business Engagement (Existing Business Retention & Expansion)
- ▶ Business Concierge (Wrap Around Services for Development Permitting, Expediting)
- ▶ Workforce Development (Coordination with Partner Agencies, Institutions)
- ▶ Staff to Council Economic Development Committee

FY23 Major Projects

- ▶ Hayward Upward COVID-19 Economic Recovery Plan
- ▶ Rivian Electric Adventure Vehicles Battery R&D Center
- ▶ Hines Development (Former Gillig)
- ▶ Lincoln Landing Retail Spaces
- ▶ Hayward Retail Center (Former Kmart)
- ▶ Mission Village and SoHay
- ▶ Vacant Downtown Property Owner Engagement & Tenanting
- ▶ Arthur Mac's Tap & Snack Development @ 1060 B Street
- ▶ Sears Site Redevelopment

PROGRAM	SUMMARY
HAYWARD OPEN FOR BUSINESS - A MARKETING CAMPAIGN	Consumer confidence building and citywide marketing initiative in partnership with Cal State East Bay MBA Program
GIFT HAYWARD - A SHOP LOCAL GIFT CARD PROGRAM	Incentive program to reward patrons for supporting Hayward brick and mortar businesses
GET DIGITAL - AN E-COMMERCE ASSISTANCE PROGRAM	Technical assistance to develop online presence and ordering systems to compete with e-tailers
RESTAURANT RELAUNCH & OUTDOOR DINING	Technical assistance and funding for interior and exterior improvements, including parklets and outdoor dining areas
HAYWARD RESTORE AND REOPEN - A FAÇADE IMPROVEMENT PROGRAM	Grant program to improve exteriors of commercial storefronts
SMALL BUSINESS ASSISTANCE GRANTS	Grants to small businesses for wide range of expenses

COVID-19 Economic Recovery

Business Support Programs

COVID-19 Economic Recovery

Workforce Support Programs

PROGRAM	
HIRE HAYWARD - LOCAL HIRE SUBSIDY PROGRAM	Financial incentive for Hayward employers to hire local residents
TUITION ASSISTANCE	Program to help residents displaced by COVID to obtain skills to change industries or open a new business
EARN AND LEARN - ADVANCED MANUFACTURING JOB TRAINING AND EMPLOYMENT PROGRAM	Program to subsidize apprenticeship or training costs to help Hayward residents again on the job experience at manufacturing companies

Downtown Activation Initiatives

7

PROGRAM	SUMMARY
SOUNDS OF THE SEASON	Volunteer groups will feature singing and instrumental music to celebrate our spirit of inclusion and the winter-time traditions of our diverse communities.
PATHWAYS FOR PERFORMERS	Engage performers for weekends that would play live non-amplified music at designated locations
ART IN ACTION	Engage artists for weekends that would set up a station to actively create art at a location
PATIO POP-UPS	Allow pop-up vendors to set up their booths in the patios in the downtown that are not utilized by existing restaurants

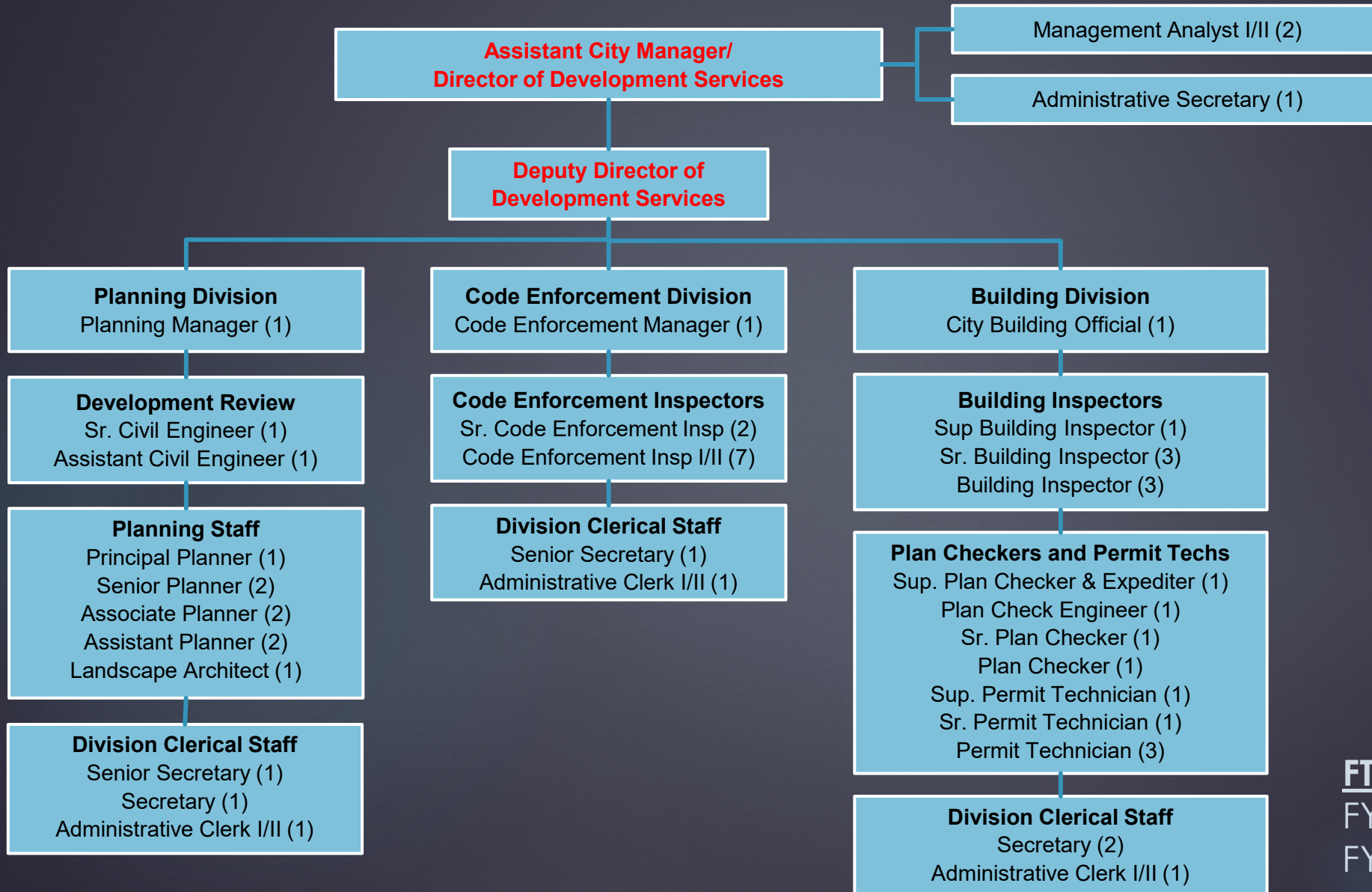
Questions & Discussion





DEVELOPMENT SERVICES DEPARTMENT OVERVIEW

Development Services Organization Chart



FTE

FY 2022 – 50

FY 2023 Proposed – 50

Services



The Development Services Department manages growth and development within the City of Hayward by applying regulations and standards that make the City a desirable place to live, work, and play.

- ▶ The Building Division reviews requests for Building permits and inspects those construction projects to be sure they are safely constructed.
- ▶ The Planning Division reviews applications for development ensuring they are consistent with established regulations and develops long-term policy documents consistent with State, Council or community direction.
- ▶ The Code Enforcement Division maintains the quality of life for residents by enforcing ordinances related to community preservation and rental housing.

FY23 Major Projects



- ▶ **Housing Element** (Strict State requirements/timeline)
- ▶ **Objective Design Standards** (Limitations on residential reviews)
- ▶ **Density Bonus Update** (Incentives to develop on-site affordable housing)
- ▶ **EnerGov Software Implementation** (e-permits to streamline)
- ▶ **Fireworks Implementation** (ongoing effort to address concerns)
- ▶ **Community Preservation Ordinance** (provide clarity)
- ▶ **Sidewalk Vendor Ordinance** (align with State requirements)
- ▶ **Vacant Property/Building program** (Program established, but enforcement delayed)
- ▶ **Alcohol Regulations** (support full-service restaurants)
- ▶ **Smoke-Free Multi-Family Housing** (prelim. outreach/community response)

Questions & Discussion

