

Council Economic Development Committee will begin at 5:30 PM.

Council Economic Development Committee



February 5, 2024



How to Provide Public Comments

The Council Economic Development Committee is accepting public comments prior to the meeting via email or during the meeting via the Zoom link or Zoom dial-in information listed on the published agenda.

If you are making your comments during the meeting please note:

- Click the “Raise Hand” button to request to speak when the Staff Liaison calls for public comments on an eligible agenda item. You will be permitted to speak during your turn and muted after the allotted time (3 minutes).
- When joining by phone, click *9 to raise a hand to speak. Press *6 to unmute. We kindly request speakers to mute or turn down the meeting video when it is their opportunity to speak as it may cause interference with the speaker system.
- Use headphones/mic for better sound quality and less background noise
- Decorum: Please be mindful that virtual meetings are public and will be recorded. All meeting rules of procedure and decorum, including speaker time limits, will apply. The Staff Liaison, via the host, may remove individuals for persistent disruption or any conduct or statements that threaten the safety of any person(s) at the meeting.

Approval of Minutes from December 4, 2023
Regular Meeting

Approval of the Revised Regular CEDC FY24 Meeting Schedule

FY 2024 Regular Meeting Schedule

- March 4, 2024 (5:30 PM)
- April 1, 2024 (5:30 PM)
- May 6, 2024 (5:30 PM)
- June 3, 2024 (**5:00 PM**)
- July 1, 2024 (**5:00 PM**)

Analysis of Hayward Housing and Retail Market with Hayward (Oral Report Only)

Informational Report: Housing Market Analysis

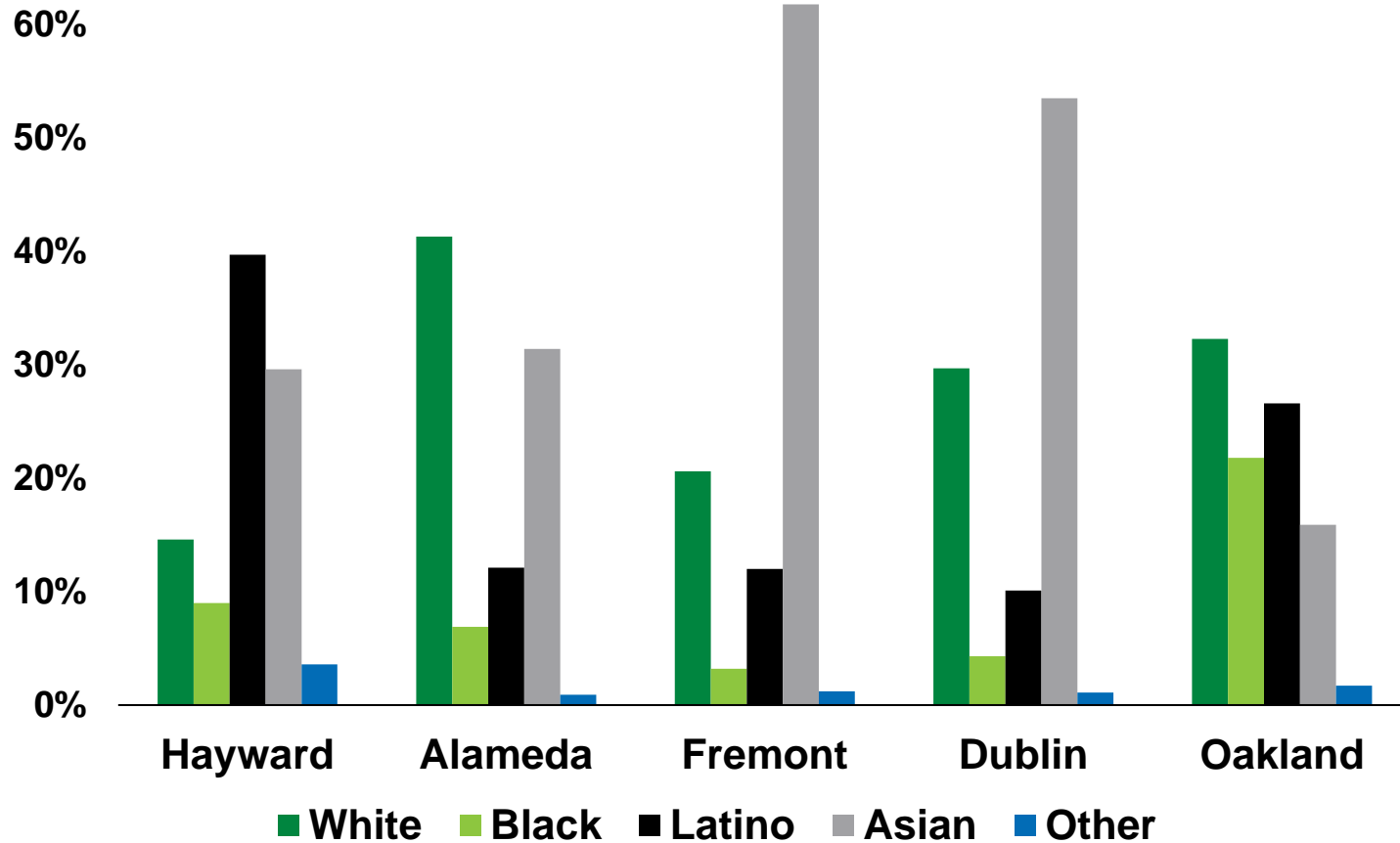


February 5, 2024 | Council
Economic Development
Committee



Christina Morales
Housing Division Manager

SOCIOECONOMIC DEMOGRAPHIC PROFILE



City	Med. Inc.	% Bach.
Hayward	\$105,371	31.5%
Oakland	\$94,389	48.4%
Alameda	\$129,917	59.8%
Fremont	\$169,023	61.9%
Dublin	\$191,039	68.9%

- Majority of Hayward’s population consists of Latino & Asian groups, similar to other EB cities
- Hayward ranks on the lower end of median income and bachelor’s attainment

Data Source: U.S. Census

EAST BAY AREA RENTAL MARKET

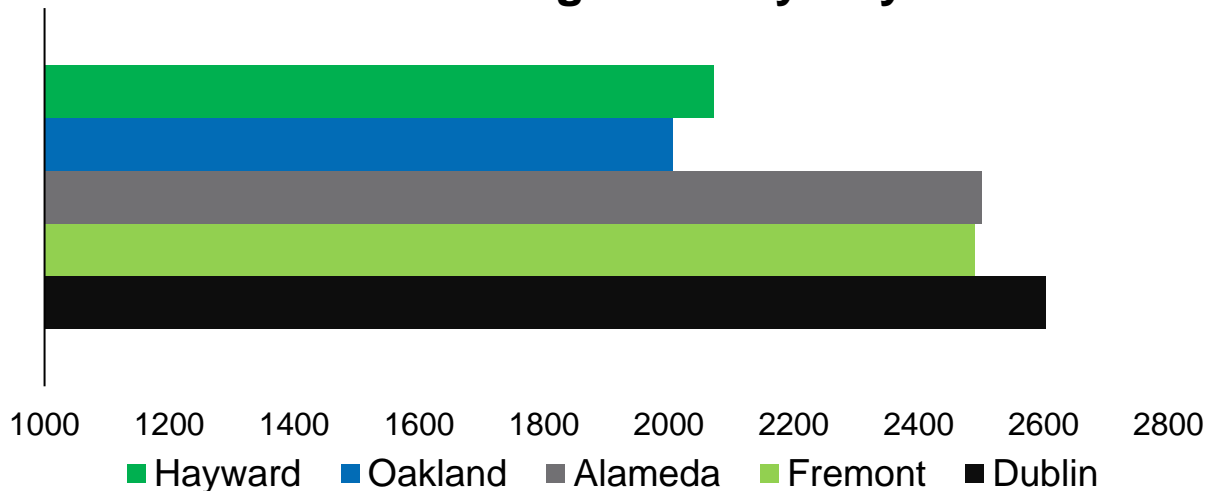
2023 Rental Market

City	Rent (Month)	Min. Income Required (Yr)	# of Units	% Vacant
Hayward	\$2,072	\$82,880	23,000	5.3%
Oakland	\$2,007	\$80,280	71,000	7.1%
Alameda	\$2,501	\$100,040	11,000	10.2%
Fremont	\$2,490	\$99,600	20,000	4.5%
Dublin	\$2,604	\$104,160	6,500	4.3%

Rent throughout the EB has gradually increased since 2020.

- Hayward limits rent increases for CRUs to 5% (or 10% banked)
- Vacancies in Hayward have hovered between 4-6%

2023 Asking Rents by City



Hayward & Oakland have considerably lower rents than other EB cities.

- Hayward has received a total of 1,437 rent increase notices in 2023
- Dublin, with the highest rent, does not have a rent control policy

Data Sources: Co-Star; Housing Division Data

EAST BAY AREA HOUSING MARKET

Detached Units — Median Sales Price as of December 2023

City	Med. Sales Price	Min. Income Required (Yr)
Hayward	\$945,000	\$212,415
Oakland	\$975,000	\$218,779
Alameda	\$1,309,066	\$289,644
Fremont	\$1,511,562	\$332,603
Dublin	\$1,650,000	\$361,969

Attached Units — Median Sales Price as of December 2023

City	Med. Sales Price	Min. Income Required (Yr)
Hayward	\$487,500	\$115,362
Oakland	\$520,000	\$122,255
Alameda	\$924,750	\$208,116
Fremont	\$710,000	\$162,561
Dublin	\$830,000	\$188,018

Minimum income required to afford detached units is above each city's median income.

- High interest rates (~7%) have significantly inflated the required minimum income
- Hayward's median sales price and required income is most similar to those of Oakland

Minimum income required to afford attached units is in line with household incomes, except for Alameda.

- As the most affordable City, Hayward may attract more moderate- and middle-income buyers
- Each city sold significantly fewer attached units than detached units

Data Source: Bay East

EAST BAY AREA HOUSING MARKET: DETACHED UNITS

Proportion of Units Sold by Price 2023

PRICE	HAYWARD	OAKLAND	ALAMEDA	FREMONT	DUBLIN
< \$500K	< 1%	6%	< 1%	0%	0%
\$500K-\$599K	2%	7%	0%	0%	0%
\$600K-\$699K	5%	7%	1%	< 1%	0%
\$700K-\$799K	16%	6%	3%	< 1%	0%
\$800K-\$899K	25%	5%	3%	1%	0%
\$900K-\$999K	16%	5%	10%	3%	1%
\$1M-\$1.299M	21%	12%	29%	16%	19%
\$1.3M-\$1.699M	9%	13%	38%	42%	35%
\$1.7M-\$1.999M	3%	6%	10%	16%	16%
\$2M-\$2.999M	3%	5%	6%	17%	27%
> \$3M	0%	2%	0%	5%	2%
TOTAL	696 units	2593 units	282 units	779 units	285 units

Data Source: Bay East

EAST BAY AREA HOUSING MARKET: ATTACHED UNITS

Proportion of Units Sold by Price 2023

PRICE	HAYWARD	OAKLAND	ALAMEDA	FREMONT	DUBLIN
< \$500K	17%	32%	11%	9%	2%
\$500K-\$599K	21%	20%	9%	10%	3%
\$600K-\$699K	22%	17%	10%	16%	4%
\$700K-\$799K	20%	10%	16%	11%	17%
\$800K-\$899K	13%	8%	14%	13%	20%
\$900K-\$999K	5%	4%	19%	6%	16%
\$1M-\$1.299M	< 1%	4%	19%	20%	33%
\$1.3M-\$1.699M	0%	3%	2%	13%	5%
\$1.7M-\$1.999M	0%	< 1%	0%	< 1%	0%
\$2M-\$2.999M	0%	< 1%	0%	0%	0%
> \$3M	0%	0%	0%	0%	0%
TOTAL	244 units	474 units	160 units	417 units	209 units

Data Source: Bay East

HAYWARD'S HOUSING DIVERSITY

Condo
\$439,230
1B/1B
429 sf



Townhome
\$749,950
4B/3B
1,474 sf



Single-Family
\$998,000
4B/2B
1,280 sf

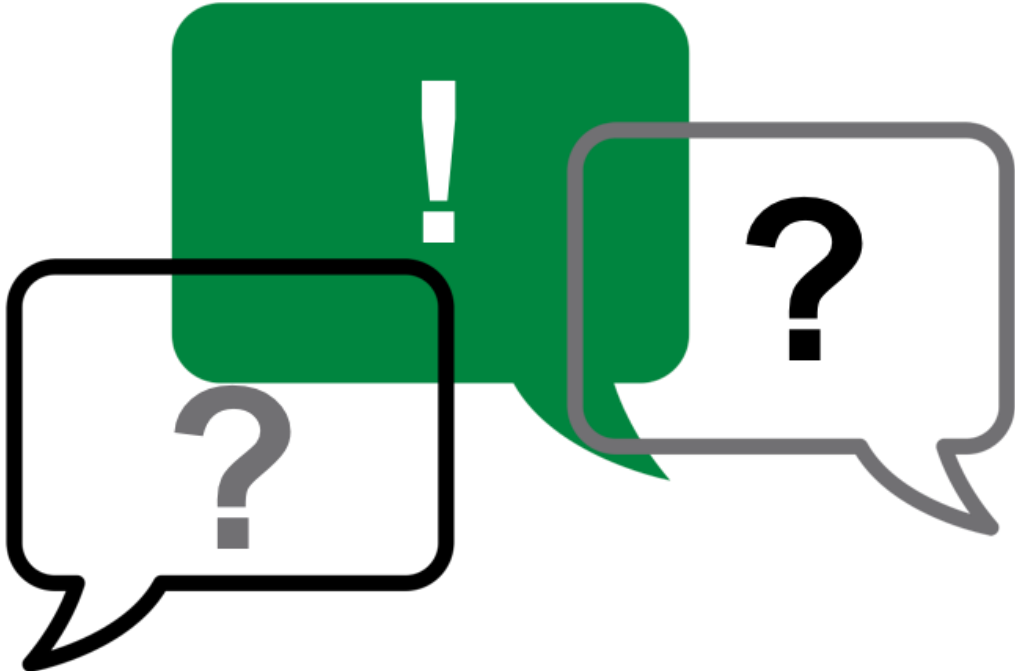


Single-Family
\$1,699,000
5B/3B
2,915 sf



Data Source: Zillow

Questions



Hayward Upward Economic Recovery Plan Update:
Restaurant Relaunch and Restore and Reopen Programs

RESTAURANT RELAUNCH & RESTORE AND REOPEN

Daniel Mao,
Economic Development
Specialist



RESTAURANT RELAUNCH & RESTORE AND REOPEN

Goal

Drive customers back into brick-and-mortar establishments. Through targeted façade and facility improvements, and to enhance safety measures and stimulate increased business for our local establishments.

Restaurant Relaunch

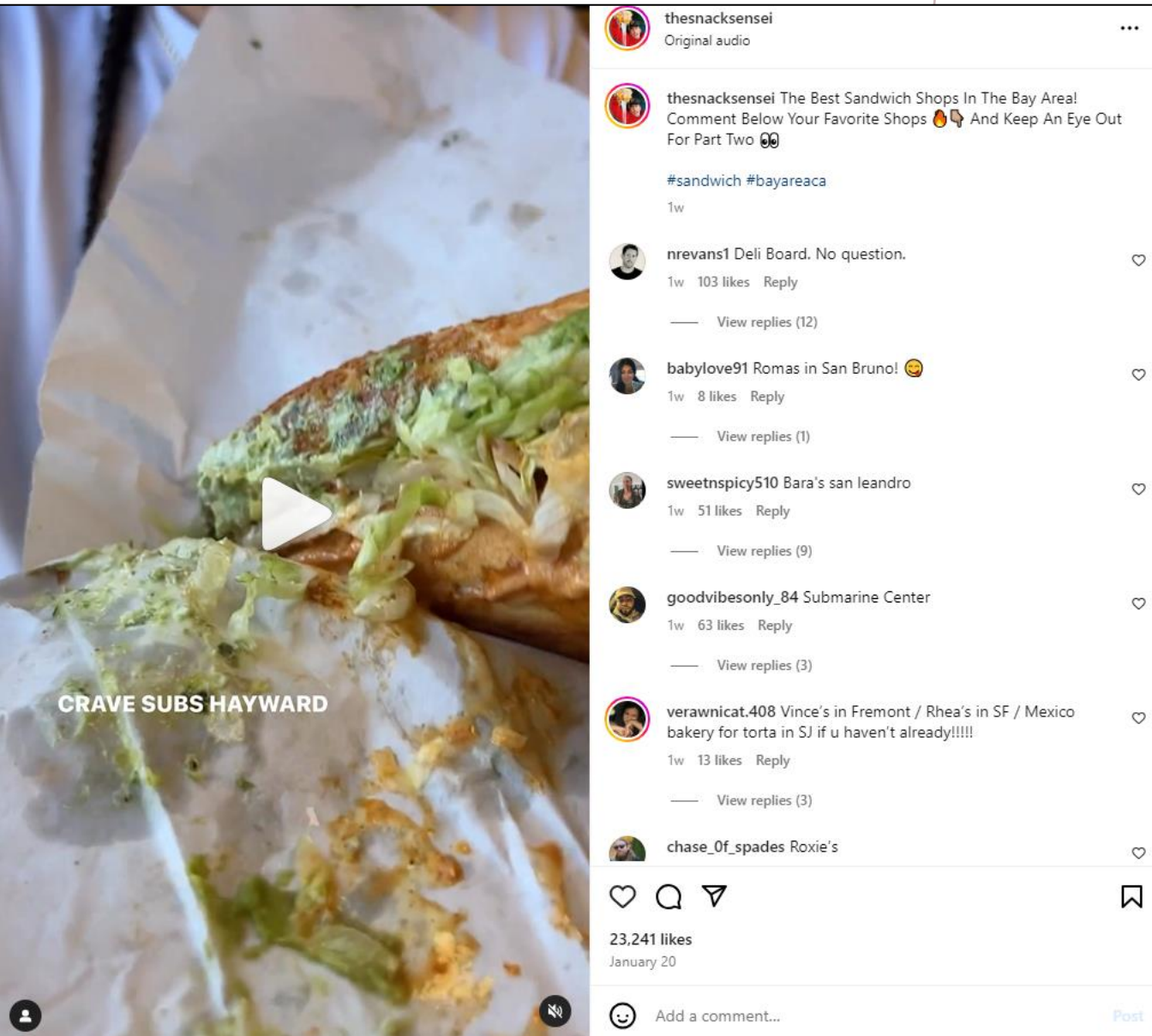
- \$250k Budget
- Build outdoor dining where possible
- Bench of architects available

Restore and Reopen

- \$200k Budget
- Technical assistance to adapt to market conditions (marketing support, online platforms, exterior repairs and improvements)

Overview





IMPACT

- 13 of 13 businesses minority owned in Restaurant Relaunch
- 21 of 22 businesses minority owned in Restore and Reopen
- Several businesses report sales recovery of more than 30% post-COVID
- Several businesses report increased social media presence and generation of earned media

SIGNS





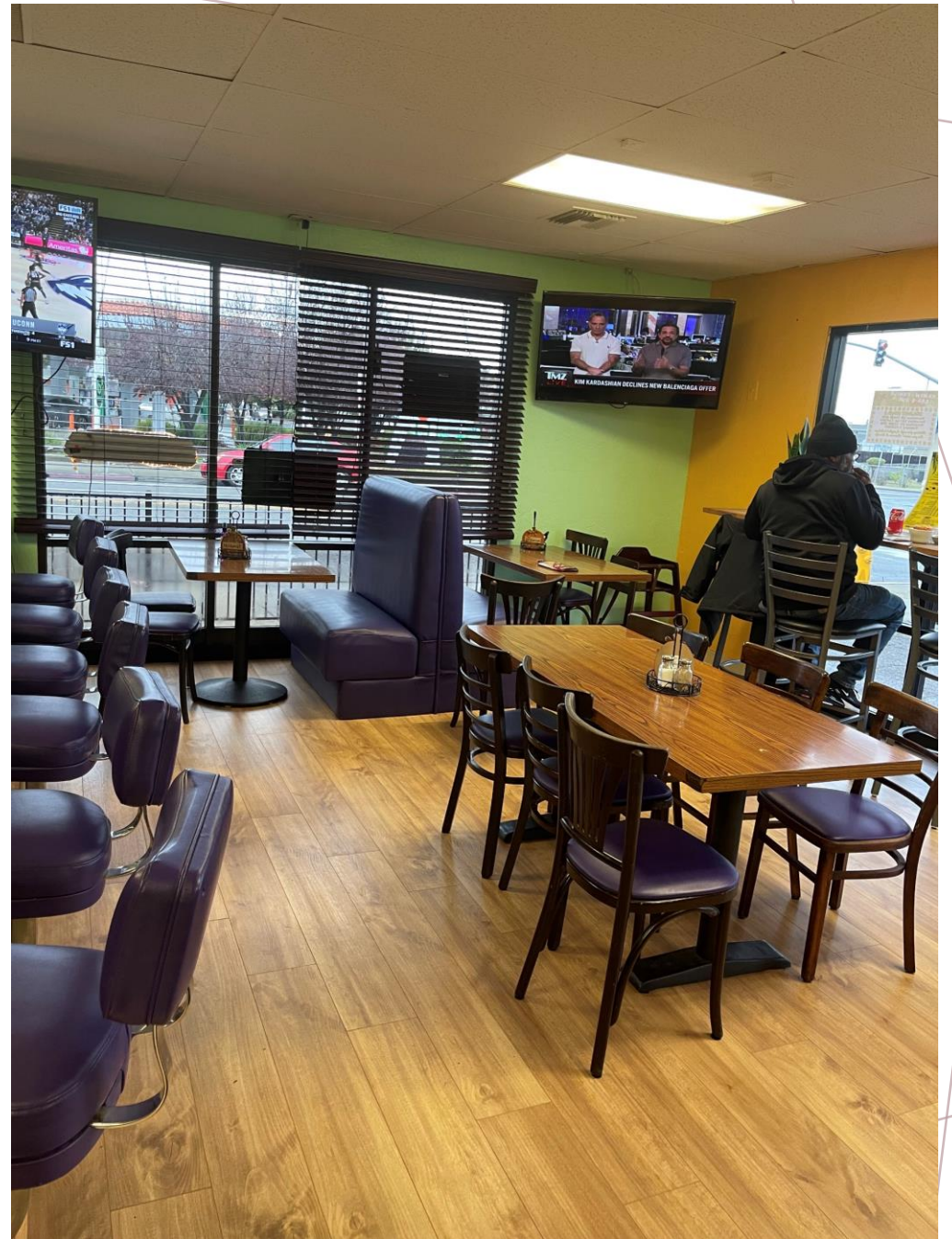
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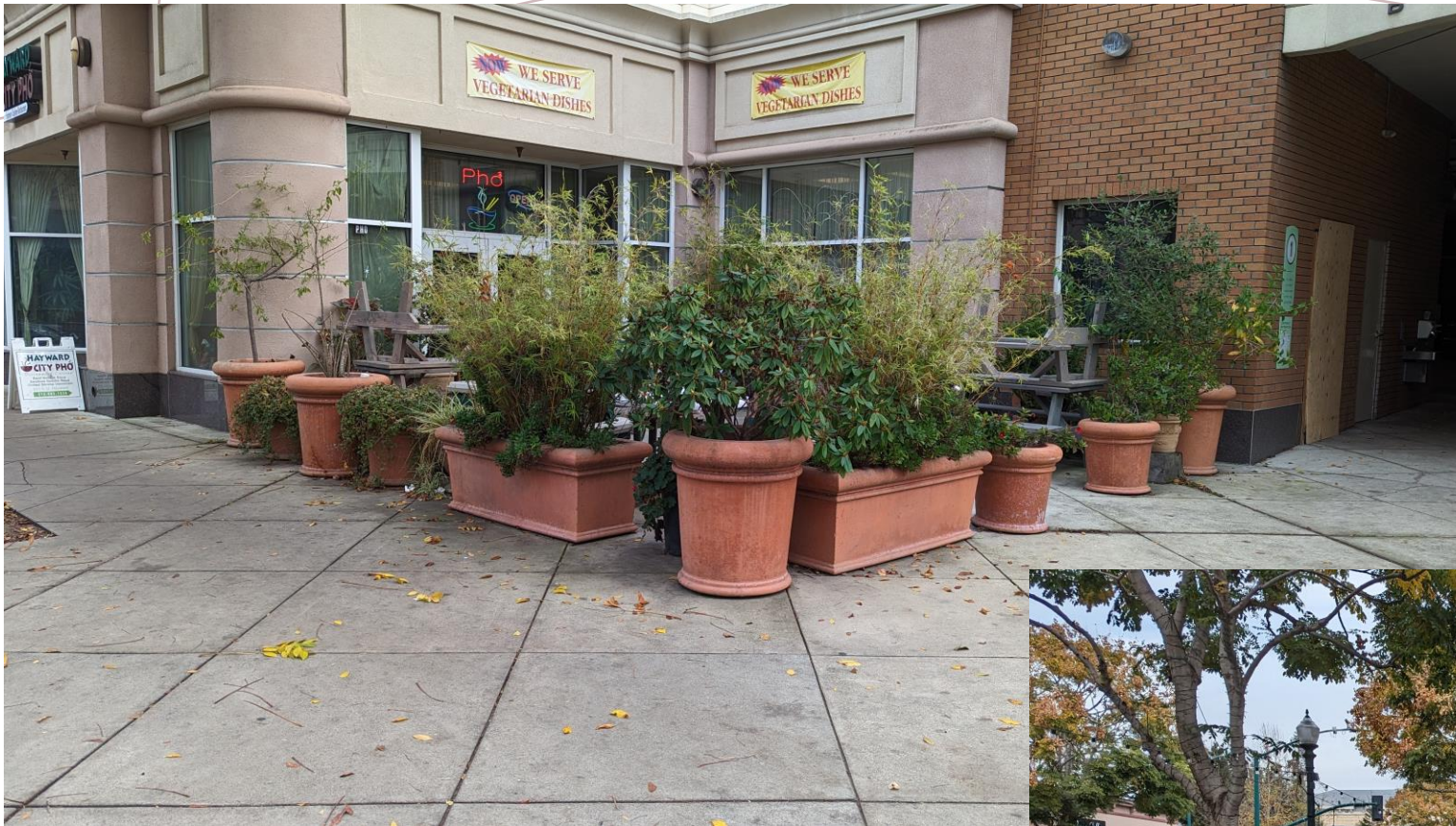


AFTER





BEFORE





AFTER





BEFORE





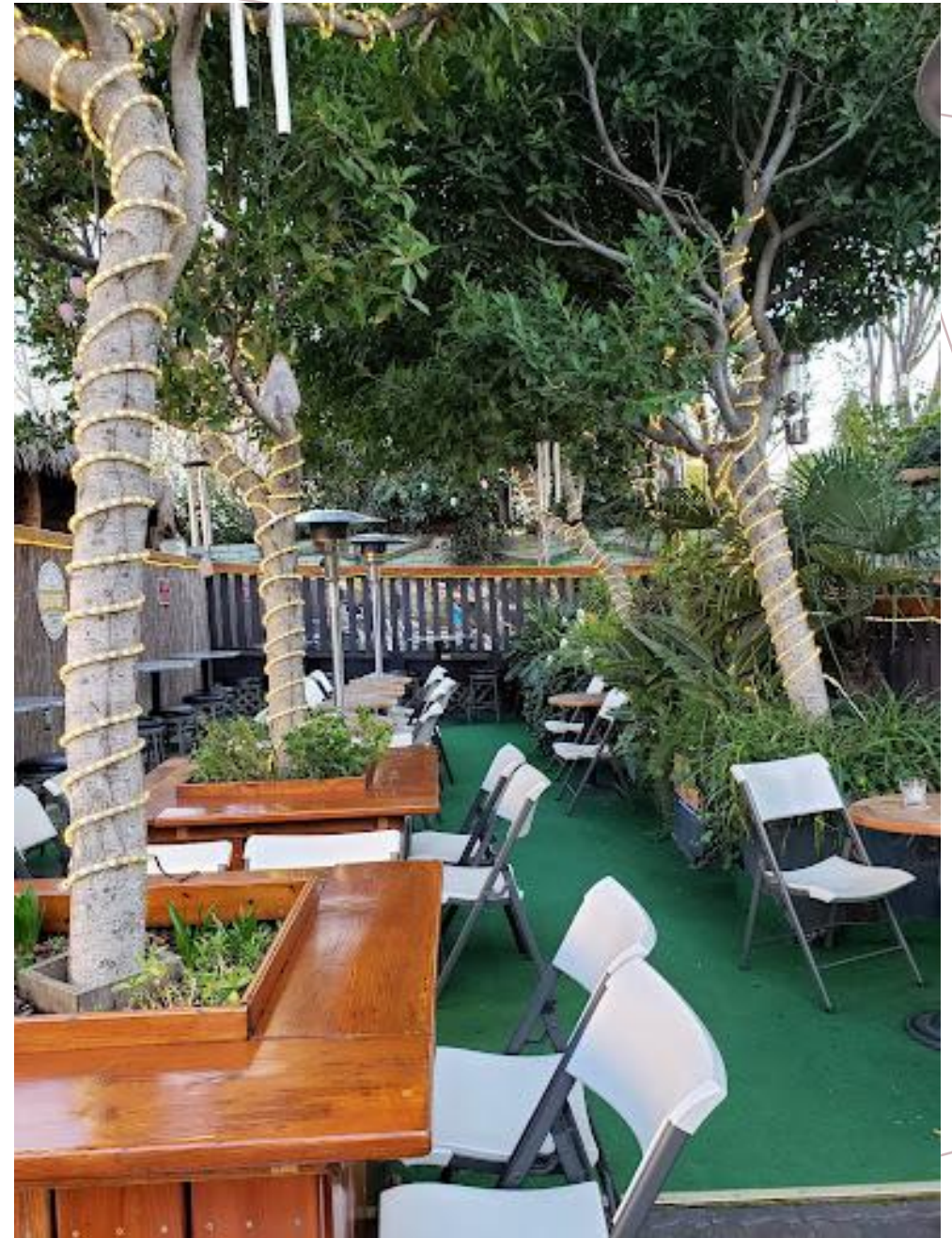
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FEBRUARY 2024*

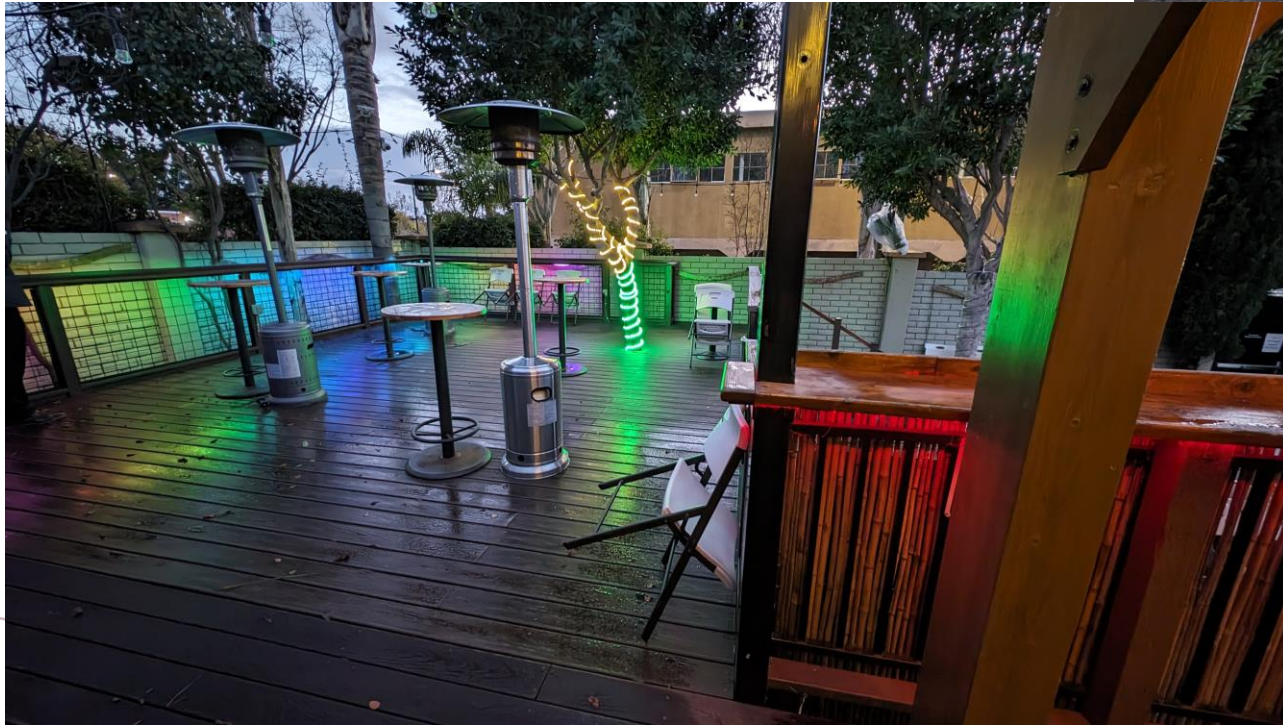
- TO BE COMPLETED*
- *LAMPS*
 - *SIGNS*
 - *OUTDOOR DINING*





BEFORE





AFTER

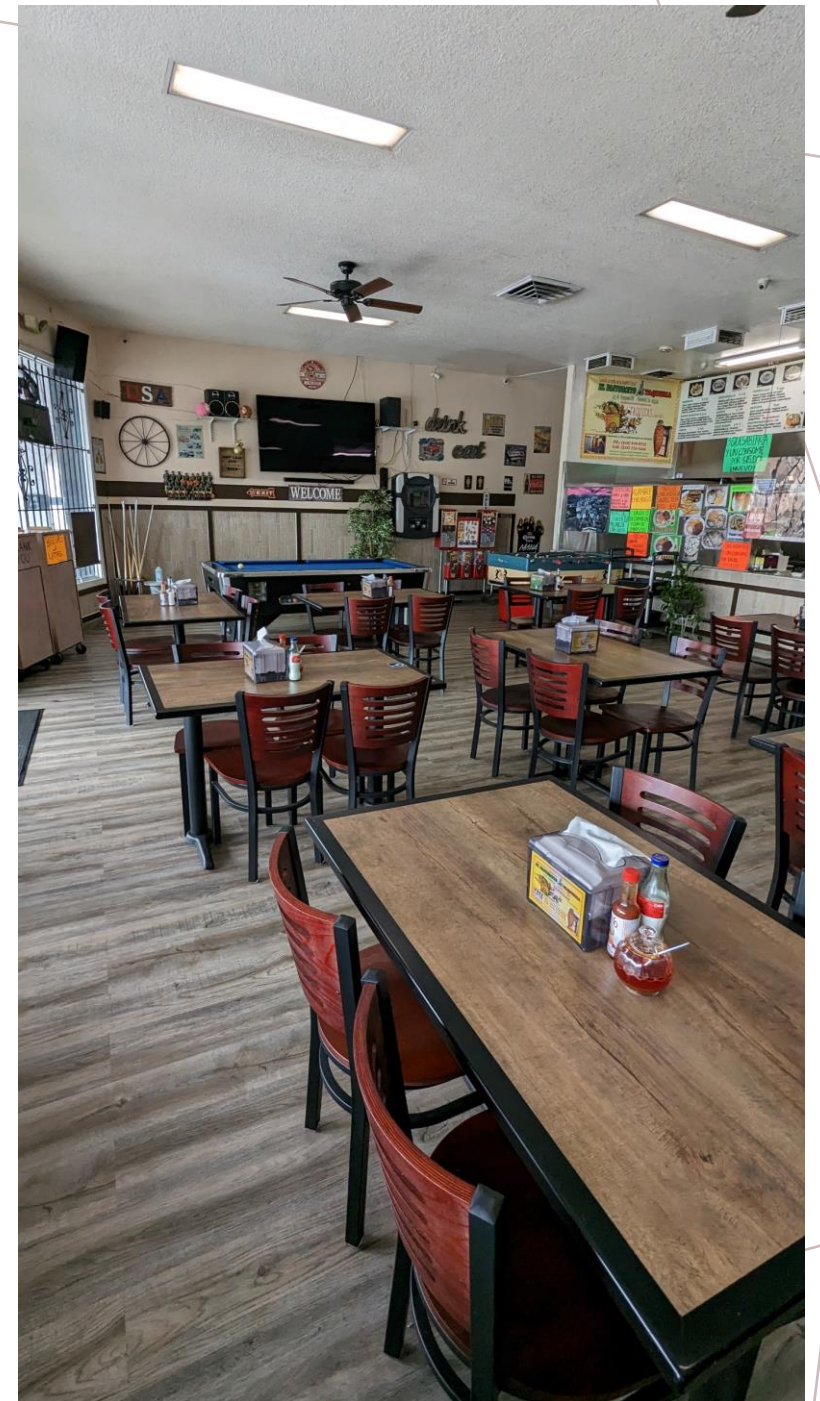


BEFORE





AFTER



BEFORE





AFTER





BEFORE





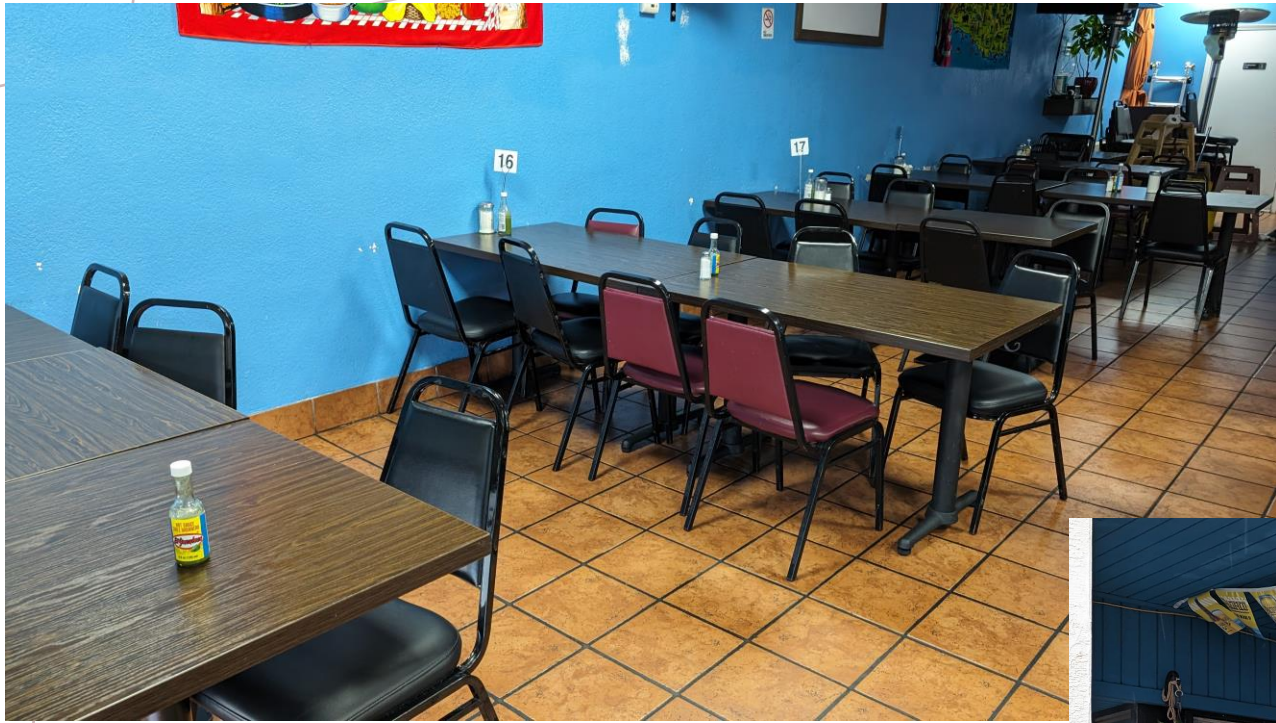
AFTER





BEFORE





AFTER

MORE AFTERS





BEFORE





AFTER



BEFORE





AFTER







TOGETHER FOR HAYWARD
H
HAYWARD
#HAYWARDUPWARD

THANK YOU

Hayward Restaurant Month 2024

Hayward Restaurant Month

Catherine Ralston,
Economic Development
Consultant



keeping it LOCAL

January 1 - 31, 2024

Hayward Restaurant Month

FIND SPECIAL MENU ITEMS AND DISCOUNTS
AT OUR LOCAL PARTICIPATING
RESTAURANTS WHEN YOU USE YOUR
TOGETHER FOR HAYWARD GIFT CARD!



SCAN HERE TO SEE PARTICIPATING
RESTAURANTS AND DEALS

100 TOGETHER FOR HAYWARD GIFT
CARD. JANUARY 1 - 26 AND BE ENTERED TO
WIN A \$100 BONUS CARD.*

WINNERS WILL BE CHOSEN, 4 EACH



Inaugural Restaurant Month

- 18 participating businesses offering special menu items, discounts, pre fixe menus or free items.
- All are now gift card accepting businesses.
- Utilized existing Yiftee platform for promotion of event.



keeping it
LOCAL
Hayward
Restaurant Month

JANUARY 1 - 26, 2024

BUY A \$100 TOGETHER FOR HAYWARD GIFT CARD JANUARY 1 - 26 AND BE ENTERED TO WIN A \$100 BONUS CARD.*

*16 WINNERS WILL BE CHOSEN, 4 EACH WEEK OF JANUARY. WINNERS WILL BE NOTIFIED VIA EMAIL USED FOR PURCHASE

<https://app.yiftee.com/gift-card/hayward--ca>

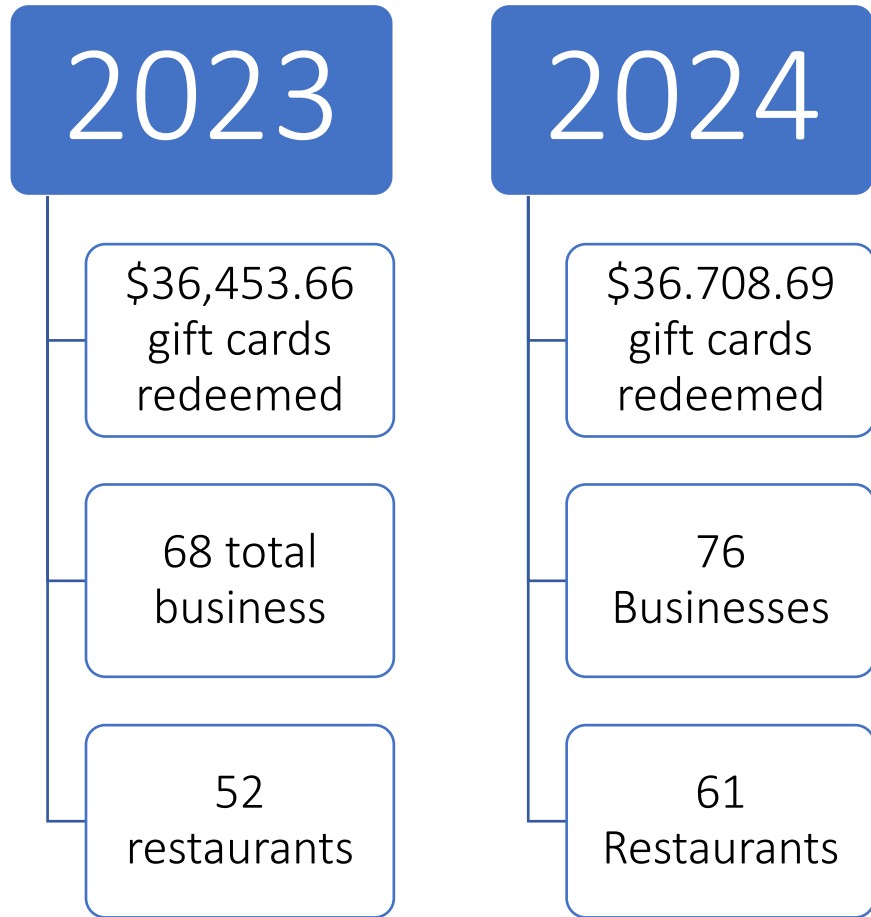


Additional Promotion via Earned Media!

- Live on set interview with the anchor of the evening news, Heather Holmes of KTVU Fox 2.
- Story request from East Bay Times for an article about Restaurant Month
- Social Media posts on City channels - **45,716 impressions!**
- LinkedIn posts about Restaurant Month – Over 14,800 impressions



By the Numbers – Comparing January Sales



Thoughts from the Businesses

"Obviously, Its a great help and support to the local businesses from City of Hayward. I will give 5 star rating."

"I felt as if the promotion did bring in some more customers, so I would definitely rate it a 5/5. I would love to participate in any future events. Thank you for supporting the businesses in our city."

Hayward Restaurant Month
JANUARY 1 - 31, 2024

THE SWEET ART OF CAKE
3101 MISSION BLVD

BUY 5 CUPCAKES, GET 1 FREE CUPCAKE. LIMIT 6 FREE PER PERSON.

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

[HTTPS://APP.VIETEE.COM/GIFT-CARD/HAYWARD-CARLOCATIONS](https://app.vietee.com/gift-card/HAYWARD-CARLOCATIONS)



Hayward Restaurant Month
JANUARY 1 - 31, 2024

UNIQUE ICE CREAM
26775 HAYWARD BLVD

BUY ONE BITE OF ICE CREAM AND GET THE SECOND ONE 50% OFF OR BUY A DOUBLE SCOOP AND GET A SINGLE SCOOP FOR FREE

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

[HTTPS://APP.VIETEE.COM/GIFT-CARD/HAYWARD-CARLOCATIONS](https://app.vietee.com/gift-card/HAYWARD-CARLOCATIONS)



Hayward Restaurant Month
JANUARY 1 - 31, 2024

SOUTH SMOKIN' BBQ
400 W HARDER RD

10% OF YOUR PURCHASE WHEN YOU USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

[HTTPS://APP.VIETEE.COM/GIFT-CARD/HAYWARD-CARLOCATIONS](https://app.vietee.com/gift-card/HAYWARD-CARLOCATIONS)



Hayward Restaurant Month
JANUARY 1 - 31, 2024

AAMA'S KITCHEN
22556 Foothill Blvd

BUY ANY TWO CURRIES AND GET A FREE PLAIN NAAN OR RICE.

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

ROCKIT CHAR
1057 B STREET

FREE REGULAR FRIES WITH THE PURCHASE OF A BURGER OR SANDWICH

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

MARLEY'S TREATS
838 B STREET

FREE BOZ FLANANA PUDDING WITH ANY PURCHASE.

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

SNAPPY'S CAFE
978 A STREET

LIMITED TIME ONLY! PEPPERMINT MOCHA

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

STRAW HAT PIZZA
1653 INDUSTRIAL PKWY W

BUY ANY MEDIUM OR LARGE SIZE PIZZA AND GET 3 FREE GROOVY TWISTS.

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

[HTTPS://APP.VIETEE.COM/GIFT-CARD/HAYWARD-CARLOCATIONS](https://app.vietee.com/gift-card/HAYWARD-CARLOCATIONS)



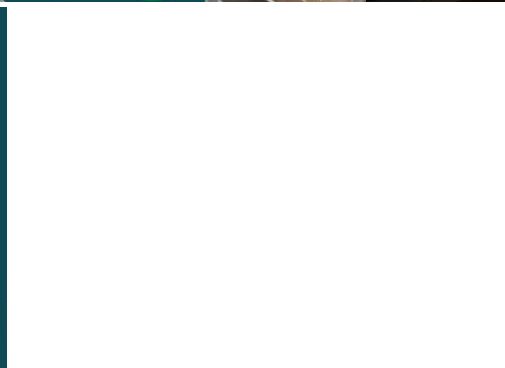
Hayward Restaurant Month
JANUARY 1 - 31, 2024

SONIC BURGER
3187 MISSION BLVD.

BUY A BURGER AND SLUSH AT REGULAR PRICE AND GET A FREE MEDIUM FRIES.

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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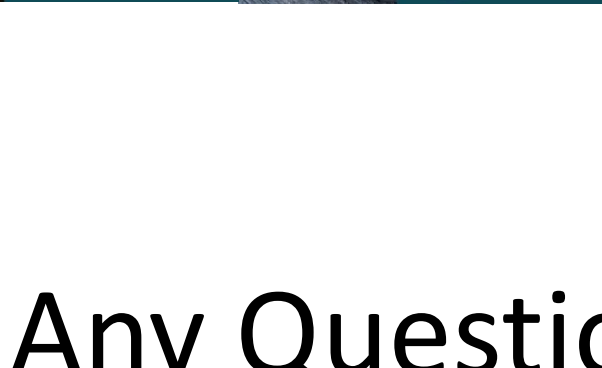


Hayward Restaurant Month
JANUARY 1 - 31, 2024

METRO TEQUERO
1063 B STREET

SPEND \$20 AND RECEIVE A COMPLIMENTARY LARGE AGUA FRESCA WHEN YOU USE YOUR TOGETHER FOR HAYWARD GIFT CARD

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

SAPPORO JAPANESE RESTAURANT
22507 MAIN STREET

PURCHASE \$20 OR MORE AND GET A FREE CALIFORNIA ROLL - 1 PER TABLE

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

SUSHI ICHIMOTO
888 W A STREET

1 SMALL EDAMAME, 1 HOUSE SALAD, 1 MISO SOUP, 1 LION KING ROLL, AND 1 JAPANESE CHEESECAKE FOR ONLY \$19.99

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

EMIL VILLA'S BARBEQUE
24047 MISSION BLVD.

BUY ANY MEAL AT REGULAR PRICE GET FREE SODA OR COFFEE

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

BUFFALO BILL'S BREWERY
1082 B STREET

PURCHASE ONE PIZZA (FROM OUR REGULAR MENU) AND A BEER FLIGHT AND RECEIVE A COMPLIMENTARY BOARD OF BUFFALO BILLS ONION RINGS WHEN YOU USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

METRO TEQUERO SKY WEST
1199 WEST A ST

SPEND \$20 AND RECEIVE A COMPLIMENTARY LARGE AGUA FRESCA WHEN YOU USE YOUR TOGETHER FOR HAYWARD GIFT CARD

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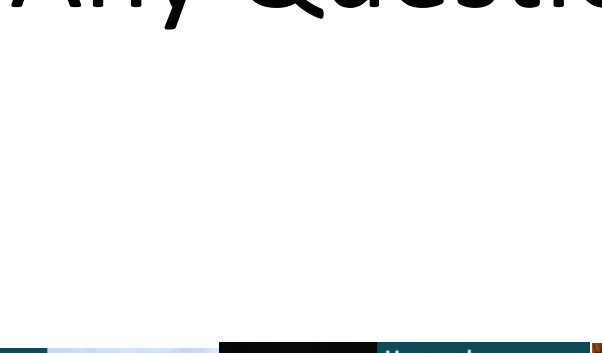


Hayward Restaurant Month
JANUARY 1 - 31, 2024

METRO TEQUERO A STREET
310 WEST A ST.

SPEND \$20 AND RECEIVE A COMPLIMENTARY LARGE AGUA FRESCA WHEN YOU USE YOUR TOGETHER FOR HAYWARD GIFT CARD

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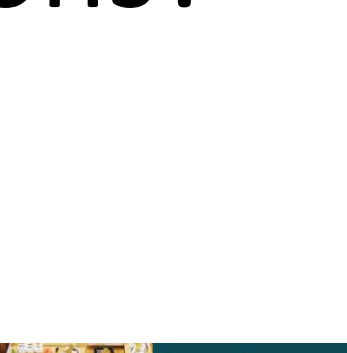
Hayward Restaurant Month
JANUARY 1 - 31, 2024

SAPPORO JAPANESE RESTAURANT
22507 MAIN STREET

PURCHASE \$20 OR MORE AND GET A FREE CALIFORNIA ROLL - 1 PER TABLE

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

SUSHI ICHIMOTO
888 W A STREET

1 SMALL EDAMAME, 1 HOUSE SALAD, 1 MISO SOUP, 1 LION KING ROLL, AND 1 JAPANESE CHEESECAKE FOR ONLY \$19.99

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

THE GURKHA KITCHEN
855 B STREET

RECEIVE 10% OFF YOUR ORDER

DON'T FORGET TO USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

[HTTPS://APP.VIETEE.COM/GIFT-CARD/HAYWARD-CARLOCATIONS](https://app.vietee.com/gift-card/HAYWARD-CARLOCATIONS)



Hayward Restaurant Month
JANUARY 1 - 31, 2024

BUFFALO BILL'S BREWERY
1082 B STREET

PURCHASE ONE PIZZA (FROM OUR REGULAR MENU) AND A BEER FLIGHT AND RECEIVE A COMPLIMENTARY BOARD OF BUFFALO BILLS ONION RINGS WHEN YOU USE YOUR TOGETHER FOR HAYWARD GIFT CARD!

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Hayward Restaurant Month
JANUARY 1 - 31, 2024

METRO TEQUERO SKY WEST
1199 WEST A ST

SPEND \$20 AND RECEIVE A COMPLIMENTARY LARGE AGUA FRESCA WHEN YOU USE YOUR TOGETHER FOR HAYWARD GIFT CARD

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Hayward Restaurant Month
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Hayward Restaurant Month
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Hayward Restaurant Month
JANUARY 1 - 31, 2024

EMIL VILLA'S BARBEQUE
24047 MISSION BLVD.

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Any Questions?

Future Meeting Topics as of February 5, 2024



**Council Economic Development Committee
Future Meeting Topics as of February 5, 2023**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Hayward Upward Economic Recovery Program Updates	Standing Item
Hayward Police Department	Update on Hayward Police Department Crime Prevention Services for Businesses	To be scheduled
Public Works/ Information Technology	Update on City Fiber/Broadband Initiatives (Following update to CIC)	To be scheduled

*Subject to change

Committee Member/ Staff Announcements and Referrals

Adjournment