

Council Economic Development Committee



March 4, 2024



How to Provide Public Comments

The Council Economic Development Committee is accepting public comments prior to the meeting via email

Public Comments via Zoom has been suspended.

Approval of Minutes from February 5, 2024
Regular Meeting

Hayward Police Department Business Crime Statistics and Response Services Update (Oral Report Only)

COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

A conversation regarding retail crime, statistics, trends, and
how to detour victimization

Captain Dan Olsen

March 4, 2023

HOW TO COMBAT BREAK-INS AND SMASH AND GRABS

- Anti-Theft Measures
 - Metal rollup doors, High-Def cameras for inside and outside, monitored alarms, GPS registers (or secure them to the counter)
 - Even masked, MO's, clothing, shoes, weapons and vehicles can link crimes (TRAK flyers)
 - Immediate video review for the purpose of collecting evidence, crime scene integrity, prints
- CPTED
 - Vehicle barriers
 - Improved lighting
 - Dummy cameras/cars

PROACTIVE STEPS TAKEN BY HPD

- Informative pamphlets distributed by District Command during downtown patrols/walking beat
- PSA's filmed and shared via our Social Media platforms
- Suggestions made during the Business Licensing process
- Build out of ALPR net (all ingress and egress to be covered)
- Security checks
- Crimemapping.com
 - New Community facing Crime Dashboard coming out soon

INVESTIGATIVE STEPS TAKEN BY HPD

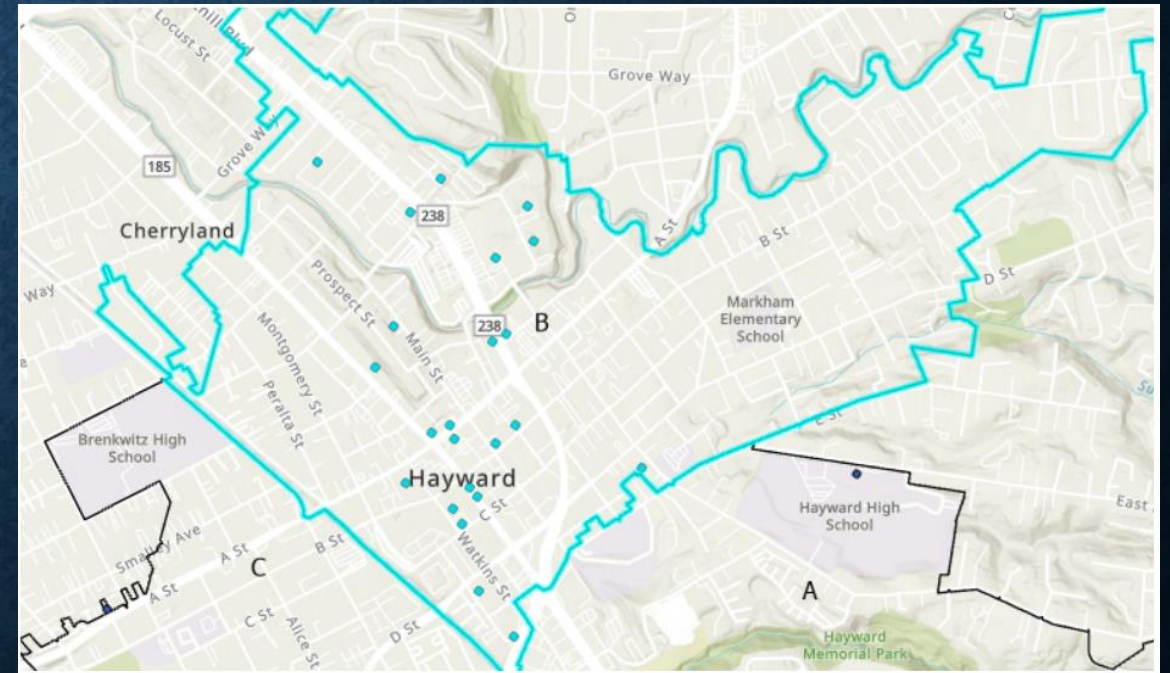
- TRAK flyers and information sharing with other local agencies
- Evidence collection and analysis (HPD's in-house fingerprint examiner)
- Resource pooling as part of the FBI Task Force
- Stat driven directed patrols and security checks
- Victim support in furtherance of prosecution
- Involvement in RESET
- Real Time Crime Center being researched and hopefully designed into future PSC

STAT DRIVEN DIRECTED PATROLS

26 vandalisms (9 businesses/17 vehicle) & 7 of the 9 were window breaks

CASE NUMBER	DATE/TIME	ADDRESS
2024-00500111	1/3/2024 2:00	22245 MAIN ST
2024-00001034	1/5/2024 18:30	822 C ST
2024-00002373	1/12/2024 18:05	22555 MISSION BLVD
2024-00500229	1/16/2024 22:26	790 JACKSON ST
2024-00004008	1/21/2024 12:14	964 A ST
2024-00004857	1/25/2024 15:35	22555 MISSION BLVD
2024-00005615	1/29/2024 14:00	22225 FOOTHILL BLVD
2024-00005762	1/30/2024 6:21	22439 FOOTHILL BLVD
2024-00007118	2/5/2024 23:50	22320 FOOTHILL BLVD

January 1 – February 12, 2024
Downtown “B” Beat



HISTORICAL STATS AND TRENDS

Burglary – Commercial Up 19%

Burglary – Residential Up 20%

Larceny Up 47%

Larceny – From a vehicle Up 45%

Motor Vehicle Theft Up 39%

Prop 47 (-\$950), AB 109, ACDA Direction

Hayward Police Department			
Crime Categories	2022	2023	Difference
Aggravated Assault	667	671	1%
Arson	27	22	-19%
Burglary - Commercial	479	568	19%
Burglary - Residential	96	115	20%
Disorderly Conduct	122	115	-6%
Drug Violations	443	369	-17%
DUI	138	196	42%
Fraud	138	341	147%
Homicide	11	10	-9%
Human Trafficking	3	1	-67%
Intimidation	166	169	2%
Kidnapping	27	43	59%
Larceny	1011	1488	47%
Larceny - From Vehicle	1107	1604	45%
Motor Vehicle Theft	1769	2459	39%
Prostitution	5	0	-100%
Rape	103	70	-32%
Robbery	304	330	9%
Sex Crime	38	38	0%
Simple Assault	675	691	2%
Stolen Property	148	150	1%
Tresspassing	77	61	-21%
Vandalism	986	1304	32%
Weapons Offenses	546	426	-22%
Grand Total	9086	11241	24%

QUESTIONS?

Captain Dan Olsen

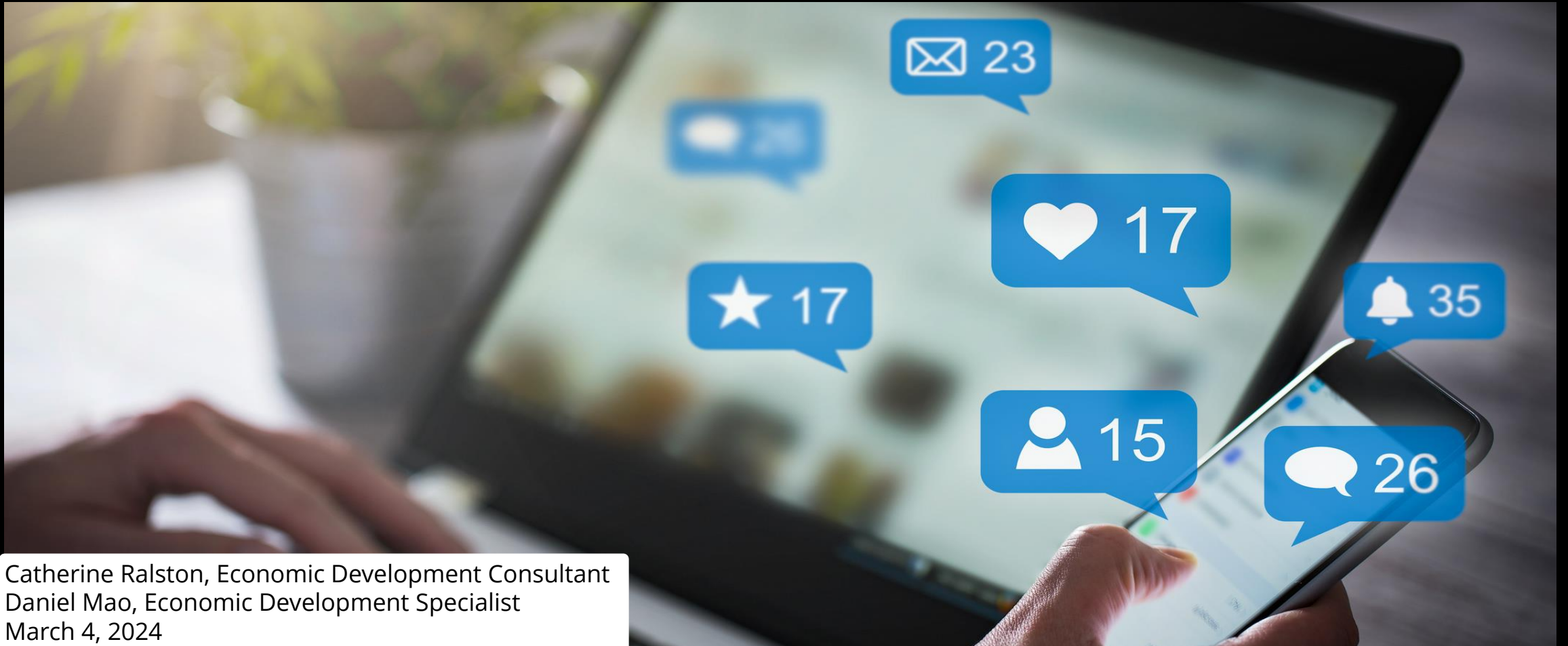
Division Commander for the Criminal
& Special Investigations Bureaus

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Hayward Upward Economic Recovery Program Update: New “Hashtag Hayward” Initiative (Oral Report Only)

H CITY OF HAYWARD **HASHTAG HAYWARD** **SMALL BUSINESS GRANT PROGRAM**



Catherine Ralston, Economic Development Consultant
Daniel Mao, Economic Development Specialist
March 4, 2024

HASHTAG HAYWARD SMALL BUSINESS GRANT PROGRAM



- The City of Hayward is excited to announce a new grant program designed to assist businesses with harnessing the power of their customers social media postings.
- Social Media is fast becoming the way customers discover new products, brands and businesses.
- According to Sprout Social, “43% of consumers have increased their use of social to discover new products and brands, to purchase products or services (36%) and recommend brands to family and friends (33%).”
- Today, customers love to “show” the Who, What, Where and When’s of life through their Social Media posts.
- Instagram has become one of the fastest growing sites for those pictures showing the fun selfie spot to take a picture, the amazing food that was ordered, the cool new art murals that went up and more.
- Businesses have an opportunity to use these posts for marketing and engagement with their current customers and future customers.

HASHTAG HAYWARD SMALL BUSINESS GRANT PROGRAM



- The grant dollars can be used for the installation of items that will encourage customers to snap, tag and post their pictures.

- Interactive Murals and Sculptures
- Window Lighting and Façade Enhancements
- Corner Building District Identity
- A-Frame or Blade Signs
- Seating, Wayfinding, and Center Lighting
- Improvements to Social Presence/Website



**HARNESS THE POWER OF
SOCIAL MEDIA TO CREATE
THOSE “MOMENTS”
CUSTOMERS WILL POST
ABOUT.**

INTERACTIVE MURALS, SCULPTURES, AND CORNER BUILDING DISTRICT IDENTITY



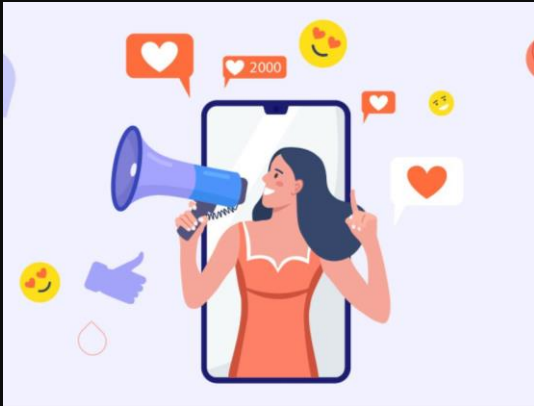
WINDOW LIGHTING AND FAÇADE ENHANCEMENTS



A-FRAME OR BLADE SIGNS SEATING, WAYFINDING, AND CENTER LIGHTING



INFLUENCER COLLABORATIONS



Influencer Component

The City has secured a collaboration with four local influencers.

These influencers will leverage their creative prowess to generate engaging content that actively promotes and highlights the unique offerings of the partnered small businesses.

Four influencers have joined the project as a bench of consultants marketing consultants and content creators.

Influencers will also offer consultation services for menu improvements, potential promotions and other recommendations.

ARTIST COLLABORATIONS

Artist Component

The City has secured a collaboration with 6 local Bay Area artist

These artists will work with the small business owners to create unique art murals or graphic designs to engage customers.





LinkedIn Post

9,700 impressions
following the news
story

HASHTAG HAYWARD

KTVU FOX 2 – LIVE LOCAL FEATURE STORY

February 14, 2024

Next Steps

Overwhelming interest with over 125 applications submitted in two weeks.

Staff currently reviewing applications.

Staff will inform approved, declined, and waitlisted businesses of their application status.

Staff will provide approved grantees clear guidance on eligible expenses and be connected to appropriate resources to accomplish grant objectives.

Applications closed as of 2/23/2024. May reopen depending on budget availability, program success.

Future Meeting Topics as of March 4, 2024



**Council Economic Development Committee
Future Meeting Topics as of March 4, 2024**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Hayward Upward Economic Recovery Program Updates	Standing Item
Economic Development/ Development Services/HPD	Discussion of Potential Regulatory and Other Barriers to Business Attraction	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



Lincoln Landing
22341 Foothill Blvd



SoHay
29225 Mission Blvd

Adjournment