



Tennyson Corridor

Council Economic Development Committee | June 5, 2017



Tennyson Corridor



The Team

Lindsey Vien	Education Services Manager	Library & Community Services
Jose Banuelos	Sergeant	Hayward Police Department
Ramona Portillo	Code Enforcement Inspector	Development Services
Ramona Thomas	Economic Development Specialist	City Manager's Office
Rachael McNamara	Management Analyst	Library & Community Services
Mary Thomas	Management Analyst	Utilities & Environmental Services
Richard Nield	Landscape Maintenance Manager	Maintenance Services
Jeremy Lochirco	Principal Planner	Development Services
Alexandrea Sepulveda	Permit Technician	Development Services
Brianne Elizarrey	Graphics & Communications Tech	City Manager's Office
Linda Shale	Senior Secretary	Development Services

Executive Coaches:

Garrett Contreras, Sean Reinhart and Todd Rullman



Tennyson Corridor



Council Priorities & Strategic Initiatives



CITY COUNCIL STRATEGIC PRIORITIES 2017-2019

Tennyson Corridor

PURPOSE

To develop an attractive, **cohesive**, thriving Tennyson Corridor through thoughtful engagement of residents, businesses and community partnerships.



GOAL 1

Work with the community to create a vision plan for the Tennyson Corridor & catalyst sites to serve as a foundation for long-term planning and policies

OBJECTIVES

- ⇒ Work to understand community needs and desires for the Corridor
- ⇒ Identify funding options for future Corridor planning, improvements & infrastructure
- ⇒ Lead development & construction of South Hayward Family Center

PERFORMANCE MEASURES

- Depth & breadth of community stakeholder participation in visioning process.

GOAL 2

Increase Pedestrian and Cyclist Safety

OBJECTIVES

- ⇒ Enhance bike and pedestrian ways
- ⇒ Increase bicycle safety education
- ⇒ Collaborate with community members to improve public safety
- ⇒ Improve safety through increased lighting

PERFORMANCE MEASURES

- Annual survey of community regarding feelings of safety
- Change in number of accidents involving pedestrians or cyclists
- Quantitative and qualitative performance

GOAL 3

Improve Community Appearance

OBJECTIVES

- ⇒ Enhance landscaping
- ⇒ Decrease dumping and litter
- ⇒ Decrease blight

PERFORMANCE MEASURES

- Quantitative and qualitative performance results of pilot project
- Annual survey of community to understand changes in attitude regarding appearance of Tennyson Corridor

Tennyson Corridor

PURPOSE

To develop an attractive, **cohesive**, thriving Tennyson Corridor through thoughtful engagement of residents, businesses and community partnerships.



GOAL 4

Foster a Cohesive Sense of Place

OBJECTIVES

- ⇒ Identify possible locations & a cohesive theme for public art along the Corridor
- ⇒ Increase City sponsored events and projects in the Tennyson Community
- ⇒ Explore sign branding and signage to identify Corridor
- ⇒ Explore innovative placemaking opportunities

PERFORMANCE MEASURES

- Annual survey of community to understand changes in attitude regarding change of direction of Corridor as well as a feeling of connection to the larger Hayward

GOAL 5

Increase Community Resiliency

OBJECTIVES

- ⇒ Increase awareness of and access to City services
- ⇒ Increase # of residents with medical & dental service access
- ⇒ Increase resident emergency preparedness
- ⇒ Increase access to effective public transit
- ⇒ Reduce resident utility bills through efficiency

PERFORMANCE MEASURES

- Change in demand for services at Firehouse Clinic
- Change in participation in CERT/NERT classes & Programs
- Percent reduction in time for AC Transit buses to navigate Tennyson Corridor
- Quantitative & qualitative performance results of pilot project

Tennyson Corridor



Purpose

To develop an attractive, cohesive, thriving Tennyson Corridor through thoughtful engagement of residents, businesses and community partnerships.



Tennyson Corridor



Goal #1: Work with community to create a community vision plan

- ▶ Objective 1: Work to understand community needs and desires
- ▶ Objective 2: Identify funding options for future improvements
- ▶ Objective 3: Lead the development and construction of a new South Hayward Family Center



Tennyson Corridor



Goal #1: Performance Measures

- ▶ Depth and breadth of community stakeholder participation in visioning process, including:
 - ▶ Response rates to surveys
 - ▶ Demographics of participants



Tennyson Corridor



Goal #2: Increase Pedestrian and Bicycle Safety

- ▶ Objective 1: Enhance protected bike and pedestrian ways
- ▶ Objective 2: Increase bicycle safety education
- ▶ Objective 3: Collaborate with community members to improve public safety
- ▶ Objective 4: Improve safety through Increased lighting



Goal #2: Performance Measures

- ▶ Annual survey of community members to understand changing attitudes including:
 - ▶ Percent of community members who feel safe
 - ▶ Change in number of accidents
 - ▶ Performance of pilot projects and lean innovation experiments, including:
 - ▶ Business participation in pilot projects
 - ▶ Usage of pedestrian and bicyclist infrastructure improvements



Tennyson Corridor



Goal #3: Improve Community Appearance

- ▶ Objective 1: Enhance landscaping
- ▶ Objective 2: Decrease dumping and litter
- ▶ Objective 3: Decrease blight



Tennyson Corridor



Goal #3: Performance Measures

- ▶ Quantitative and qualitative performance of pilot projects and lean innovation experiments, including:
 - ▶ Business participation in pilot project
- ▶ Annual survey of community members including:
 - ▶ Community members who report appearance of Corridor has improved

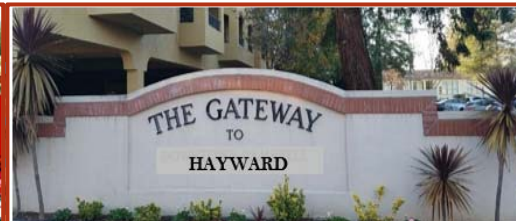


Tennyson Corridor



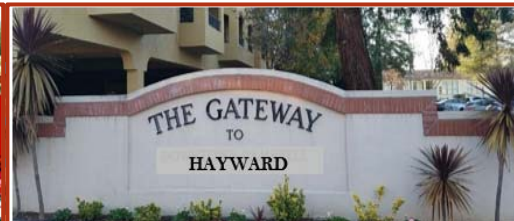
Goal #4: Foster a Cohesive Sense of Place

- ▶ Objective 1: Identify locations & theme for public art along Corridor
- ▶ Objective 2: Increase City-sponsored events & projects
- ▶ Objective 3: Explore using branding and signage to identify Corridor
- ▶ Objective 4: Explore innovative placemaking opportunities



Goal #4: Performance Measures

- ▶ Annual survey of community members to understand changing attitudes about the Corridor including:
 - ▶ Community members who report Corridor is headed in the right direction
 - ▶ Community members who report they feel Corridor is connected to the larger Hayward



Tennyson Corridor



Goal #5: Increase Community Resiliency

- ▶ Objective 1: Increase awareness and access to City services
- ▶ Objective 2: Increase number of residents with medical and dental access
- ▶ Objective 3: Increase community emergency preparedness
- ▶ Objective 4: Increase access to effective public transit
- ▶ Objective 5: Reduce resident utility bills through efficiency

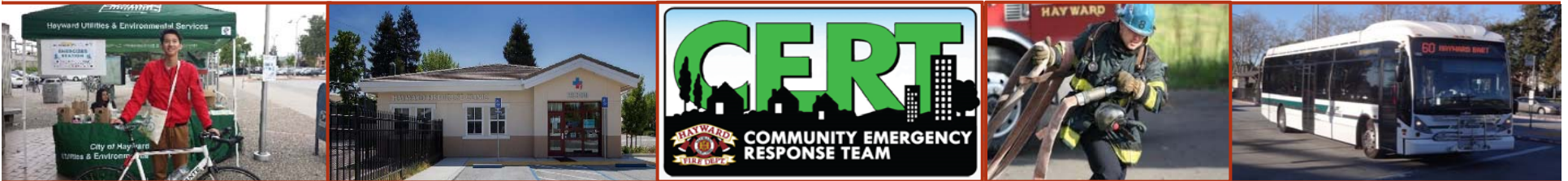


Tennyson Corridor



Goal #5: Performance Measures

- ▶ Demand for medical and dental services at Firehouse Clinic
- ▶ Participation in CERT/NERT classes and programs
- ▶ Reduction in time for AC Transit buses to navigate Corridor
- ▶ Quantitative and qualitative performance of pilot projects and lean innovation experiments, including:
 - ▶ Mobile City Hall interactions/problems resolved



Tennyson Corridor



Questions & Discussion

