

# Council Economic Development Committee



November 4, 2019

Approval of Minutes from October 7, 2019  
Regular Meeting



ECONOMIC  
DEVELOPMENT  
MARKETING PROGRAM  
NEEDS ASSESSMENT  
&  
WORK PLAN

NOVEMBER 4, 2019

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# OVERVIEW

1. Background on ED Marketing Role
2. Inventory and Needs Assessment Results
3. Proposed Marketing Program Work Plan
4. Summary of Ongoing & Completed Work Tasks

# INTRODUCTION

- Marketing is a core function of Economic Development:
  - Attract, retain businesses by defining key strengths, competitive advantages
  - Improve community's image inside and outside
  - Promote overall investment and interest
- Key tools are personal engagement, electronic and printed marketing materials

# NEEDS ASSESSMENT

- City's new branding and marketing identity launched in 2014
- Collected data and produced current collateral in 2015
- Products tested and implemented over five years
- Well-received, but now needs updating, more specificity

**EXPECT *more***  
HAYWARD BUSINESS CONCIERGE PROGRAM

**HERE'S THE → TRUTH** If you're starting a new business or expanding an existing one, finding a "business friendly" location isn't enough. For long-term success, you don't need a friend; you need a *partner*.

Hayward's Business Concierge Program is more than an enhanced service operation; it's a paradigm shift. With fully personalized assistance for every phase of your business development process, you'll enjoy a tailored experience focused on your specific requirements.

Our staff is dedicated to the proposition that the City should add value to your business. The Business Concierge Program accomplishes this by offering you two precious assets: time and certainty. The more clarity you have up front about expectations and requirements, the faster – and more confidently – you can move forward.

Enjoy a single point of contact from the time you walk through our door to the time you open yours. We'll work behind the scenes to coordinate multiple City departments, monitor progress and move your project forward.

We'll also connect you to the resources you need to get going. From helping you identify the perfect site to securing financing and attracting quality employees, your success is our business.

**HAYWARD**  
BUSINESS CONCIERGE PROGRAM

**HAYWARD**

**YOU ARE HERE. SO IS EVERYTHING ELSE.**  
For well over a century, Hayward has capitalized on its strategic location and natural assets to become a regional hub for commerce and trade. Comprising 45.32 square miles on the eastern edge of the San Francisco Bay, the city combines unparalleled accessibility with an inviting climate and outdoor recreation opportunities from the hills to the shoreline.

**152,401** TOTAL POPULATION  
(8th largest city in the Bay Area)

49.0% MALE 51.0% FEMALE  
MEDIAN AGE 34.6

**48,542** 3,000 acres  
OF OPEN SPACE AND PARKS WITH MORE THAN 20 MILES OF HIKING TRAILS

72.7% FAMILY HOUSEHOLDS

\$62,013 MEDIAN HOUSEHOLD INCOME  
\$77,320 AVERAGE HOUSEHOLD INCOME  
\$550,000 MEDIAN SALE PRICE OF NEW AND EXISTING DETACHED, SINGLE FAMILY HOMES  
\$2,398 AVERAGE MONTHLY RENT (2 BEDROOM UNIT)

**10,263** BUSINESSES IN HAYWARD  
providing 95,777 local jobs

**45.32** LAND PROFILE  
square miles

Annual sales tax revenue of **\$32.5 million**  
(2016)

**HAYWARD EXECUTIVE AIRPORT** (right here!)

**OAKLAND INTERNATIONAL AIRPORT** 17 miles

**SF INTERNATIONAL AIRPORT** 19 miles

**SAN JOSE INTERNATIONAL AIRPORT** 25 miles

INTERSTATE 880/80  
HIGHWAY 92  
ROUTE 238

PORT OF OAKLAND 16 miles  
PORT OF SAN FRANCISCO 25 miles  
PORT OF RICHMOND 27 miles  
PORT OF REDWOOD CITY 20 miles

**BAY AREA RAPID TRANSIT (BART)**  
2 STATIONS (HAYWARD & SOUTH HAYWARD)

**AC TRANSIT, UNION CITY TRANSIT & DUBLARTON EXPRESS BUS LINES**

**AMTRAK CAPITOL CORRIDOR**

**LOOK DEEPER,  
DISCOVER  
SOMETHING  
*different***

**HAYWARD**

**W E L C O M E**

**YOUR WINDOW OF OPPORTUNITY**  
If the planner has a magic center for innovation, bold thinking and entrepreneurship, it's the San Francisco Bay Area. Holding that title comes at a cost to those doing business. Legitimate costs. High costs. And scars – that may be before. But not if you know where to look.

In Hayward, you'll find everything that makes the Bay Area special – creative energy, an ecosystem of cutting-edge firms and an educated workforce – coupled with elements only Hayward can offer: a truly unparalleled location, affordable real estate and ample room to expand.

In a word, opportunity.

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## ED MARKETING WORK PLAN OVERVIEW

- Task 1 – Data Collection, Analysis & Updating
- Task 2 – Develop New Targeted Materials
- Task 3 – Initiate Educational Partnerships for Workforce, Business Development
- Task 4 – Create Economic Development Standalone Website

## TASK 1 – CONDUCT NEW DATA COLLECTION & ANALYSIS

1. Collect new socioeconomic and demographic data, including exploring projected income/consumer demand data
2. Conduct empathy work with end-users to ensure products address their needs
3. Work with Community and Media Relations to obtain, use new stock imagery and video
4. Integrate new materials to update existing materials

## TASK 2 – DEVELOPMENT TARGET MARKETING MATERIALS

- New marketing materials are needed to attract targeted industries, development types:
  1. “Discover Hayward” Brochure - community characteristics, quality of life
  2. Biotechnology/Life Sciences Brochure
  3. Special Advertising Inserts in Industry Publications



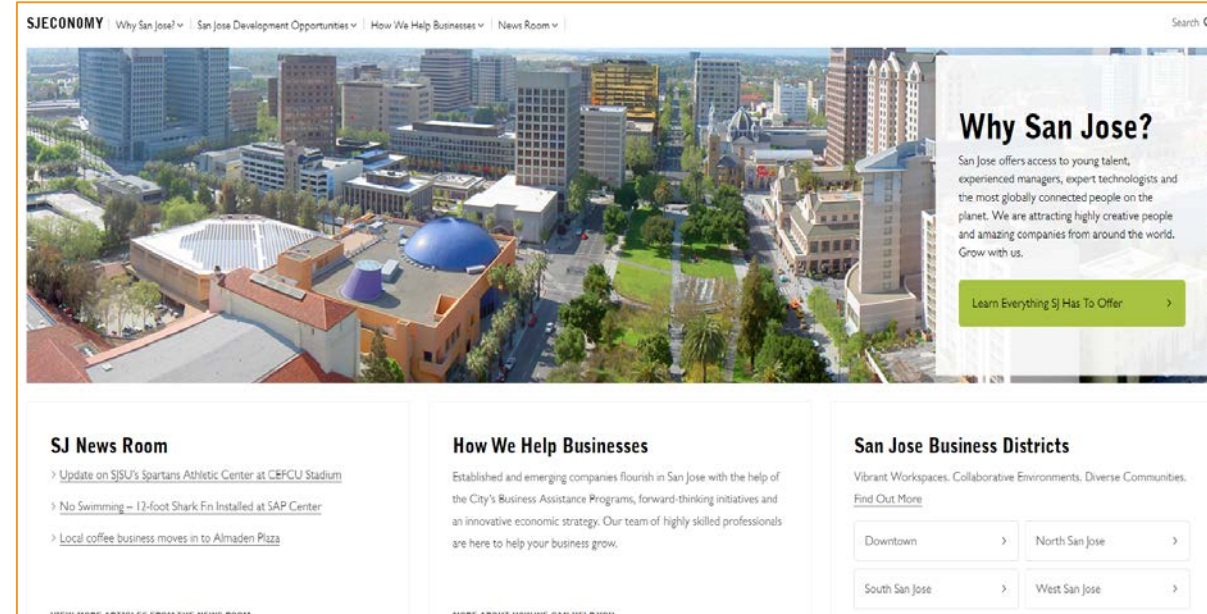
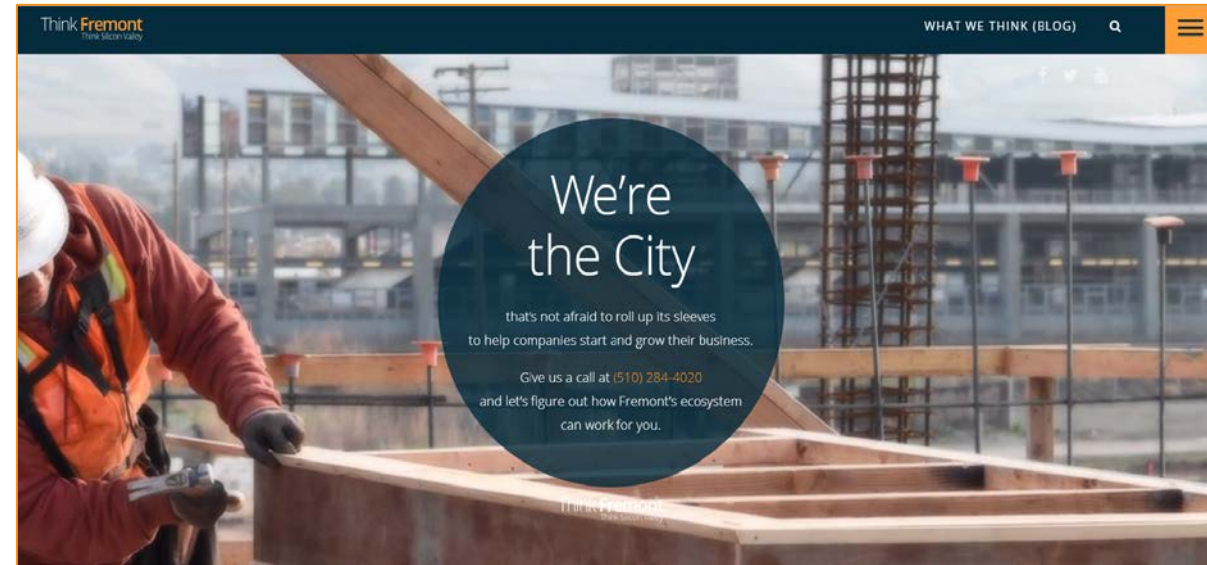
## TASK 3 – EDUCATIONAL PARTNERSHIPS FOR WORKFORCE & BUSINESS DEVELOPMENT

- Support and coordinate business and workforce development initiatives of CSU East Bay, Chabot College and other partners
- Establish relations, working groups to maximize impact of each other's programs, resources
- Hayward General Plan Program ED-10 “Town-Gown” concept: “Enhance the college-town economy and culture of Hayward”
- “College Connection” project



# TASK 4 – ECONOMIC DEVELOPMENT WEBSITE

- Staff to craft plan and explore cost to establish new website tailored for site selectors
- Content will be based upon all data, material developed in previous tasks
- In interim, staff to update existing Division website



# WORK COMPLETED

- ED is delivering new products:
  1. Small Business Grants Program Booklet
  2. Façade Incentive Grant Program Booklet
  3. Updated Development Pipeline Brochure
  4. New Opportunity Zone Website



## CONTACT FAÇADE INCENTIVES

**For More Information:**  
City of Hayward  
Economic Development Division  
Call: (510) 583-5540  
e-mail: EconDev@hayward-ca.gov

### PROGRAM GOALS

The Façade Improvement Grant program encourages meaningful exterior improvements to commercial properties located along major commercial corridors. The grant is intended to enhance and improve the look of the building to create a vibrant and welcoming experience for your customers.



## CONTACTO BECAS PARA NEGOCIO

**Para más Información:**  
Ciudad de Hayward  
División de Desarrollo Económico  
Llamar: (510) 583-5540  
EconomicDev@Hayward-ca.gov

### ENCUESTA DE NEGOCIOS PEQUEÑOS:

1 ¿Tiene 5 empleados o menos? Yes ☐ No ☐

2 Estaría interesado/a en hacer algo de lo siguiente:  
(marque todo lo que corresponda)

- ☐ Mejorías a su equipo y mueble
- ☐ Inventario
- ☐ Materiales de Mercadotecnia
- ☐ Diseño de Página de Internet
- ☐ Nuevo letrero
- ☐ Mejorías a su Fachada (Pintura, toldos, etc.)

## Hayward Opportunity Zone Investment Guide

September 12, 2019



# WORK ALREADY UNDERWAY

## ■ ED Team is executing new projects:

### 1. CSU East Bay Partnership Working Group

- Quarterly meetings, joint business engagement, marketing

### 2. Eden Area ROP Career Pathway Partnerships:

- October 2019 Advanced Manufacturing Day
- May 2020 Youth Job Fair Expo

### 3. College Connection Project

1. Currently engaging college student organizations
2. Focus group with CSU's "Leadership Hayward" cohort in December

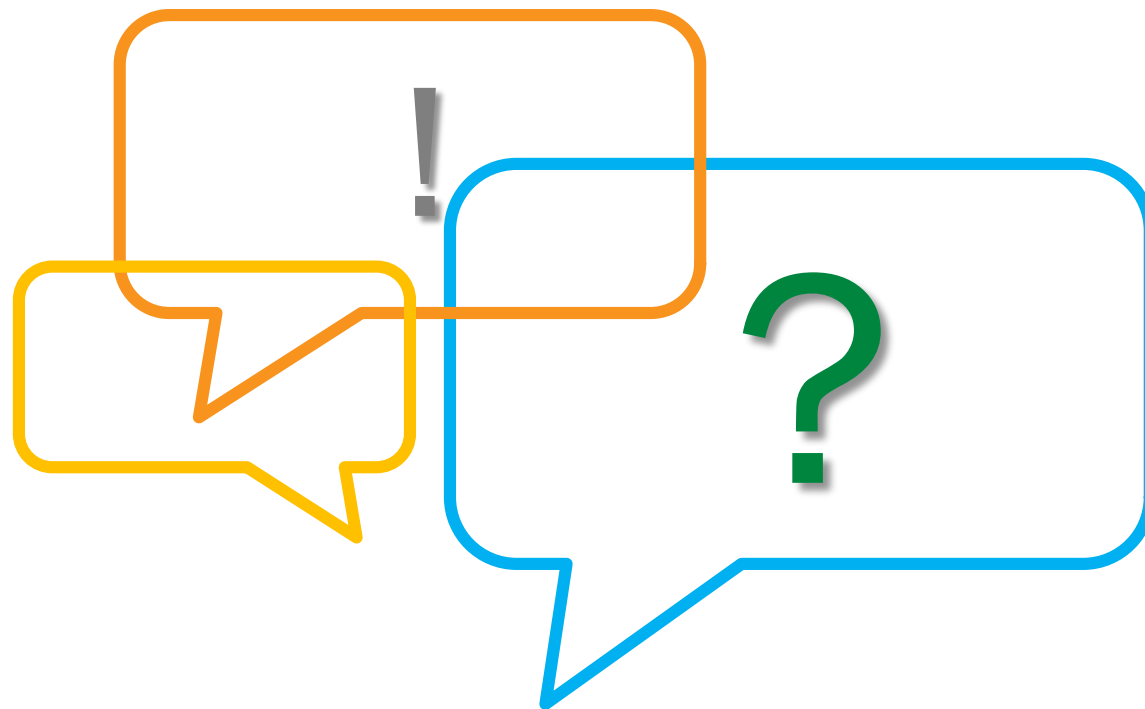


# NEXT STEPS

#	Task	Timeline
1	New Data Collection & Analysis <ul style="list-style-type: none"><li>• Data collection</li><li>• Stakeholder/End-User Engagement</li><li>• Stock images, video</li><li>• Updating existing material</li></ul>	Q2-Q3 2020
2	New Targeted Industry Marketing Materials <ul style="list-style-type: none"><li>• Discover Hayward Brochure</li><li>• Biotech/Life Sciences Brochure</li><li>• Special Advertising Insert</li></ul>	Q3 2020 Q4 2020 Q4 2020 –2021 TBD
3	Educational Partnerships for Workforce & Business Development <ul style="list-style-type: none"><li>• Working groups, relationships building</li><li>• Joint business marketing engagements, events, promotion</li></ul>	Now - 2023+
4	New Economic Development Website	2021 - 2022

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# QUESTIONS





# Faith-Based Temporary Shelters

November 4, 2019

# Faith-Based Temporary Shelters



## **Purpose and Applicability**

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Establish standards for the operation of temporary shelters by a quasi-public faith-based organization at an existing religious facility that assure compatibility of shelter activities with surrounding uses and provide a safe place for individuals and families to obtain temporary shelter.

# Fremont Example

## **Fremont Municipal Code 18.190.155** **Faith-based temporary shelters**

City of Fremont declared a shelter crisis which recognized that a significant number of persons in the City of Fremont were without the ability to obtain shelter resulting in a threat to their health and safety.

The City created a permit process to address the crisis while assuring compatibility of shelter activities with surrounding uses and the safety of individuals and families seeking temporary shelter,

- 1 Identified faith-based temporary shelters as a permitted use in any zoning district, provided they are located at an existing religious facility and obtain a Faith-Based temporary Shelter Permit.
- 2 Shall be located a minimum of 300 feet from any other faith-based temporary shelter.
- 3 No more than nine (9) persons shall reside at a faith-based temporary shelter at one time.

# Recommendation

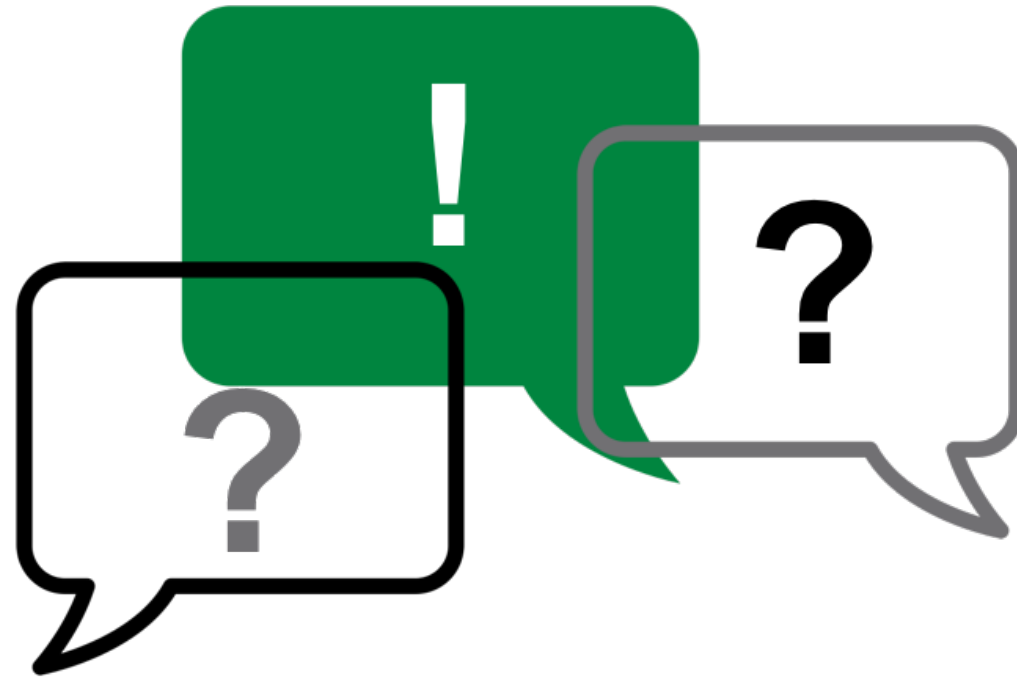
## Faith-based temporary shelters

City of Hayward also declared a shelter crisis which recognized that a significant number of persons in the City of Hayward were without the ability to obtain shelter resulting in a threat to their health and safety.

- The City is now creating the Homeless Navigation Center
- This modification would be an additional tool to address the established crisis

- 1 Implement something similar to Fremont.
- 2 Continue to explore issues and opportunities (Fire, Building, etc.)
- 3 Temporary Use Permit/Shelter Permit versus Zoning Conformance Permit.
- 4 Timing will vary based on feedback; Goal: Implementation in January 2020

# Questions



# East Bay Innovation Awards 2020

## Hayward Nominees



November 4, 2019

# Nomination Areas

- Advanced Manufacturing
- Arts & Culture
- Built Environment
- Community Impact
- Education
- Engineering and Design
- Food
- Life Sciences
- Sustainability
- Technology

This year, nominees could choose up to 3 different categories in which they would like their nomination to be considered for.

11 Hayward Businesses/Organizations are nominated for awards this year.

# Institute for STEM Education



## Nomination Areas

- Community Impact
- Education

*“Cal State East Bay, serving the most diverse population in the state, established the Institute in 2011 to create a powerful regional center for STEM education—serving the hiring needs of employers as it provides education and opportunity to students throughout the region.”*

# StoneFly, Inc



## Nomination Areas

- Technology
- Engineering and Design

*"StoneFly is the provider of high-performing, elastic and always available IT infrastructure solutions."*



# Nelumbo



## Nomination Areas

- Technology
- Engineering and Design



*“Our main product suite today targets longstanding frost and corrosion challenges with heat exchangers in Air Conditioners to deliver a bold move in a market that impacts billions of people and has decades of opportunity.”*

# Potrero Medical



## Nomination Areas

- Life Sciences
- Engineering and Design



*“Help clinicians transform patient care by developing a predictive technology platform for early detection of critical illnesses.”*

# Porifera



## Nomination Areas

- Life Sciences
- Engineering and Design

*“Our solutions efficiently remove water and retain only the most valuable components of products. This award-winning technology facilitates development of new products, increases processing efficiency and helps reduce waste.”*



# Kinestral Technologies



## Nomination Areas

- Technology
- Engineering and Design



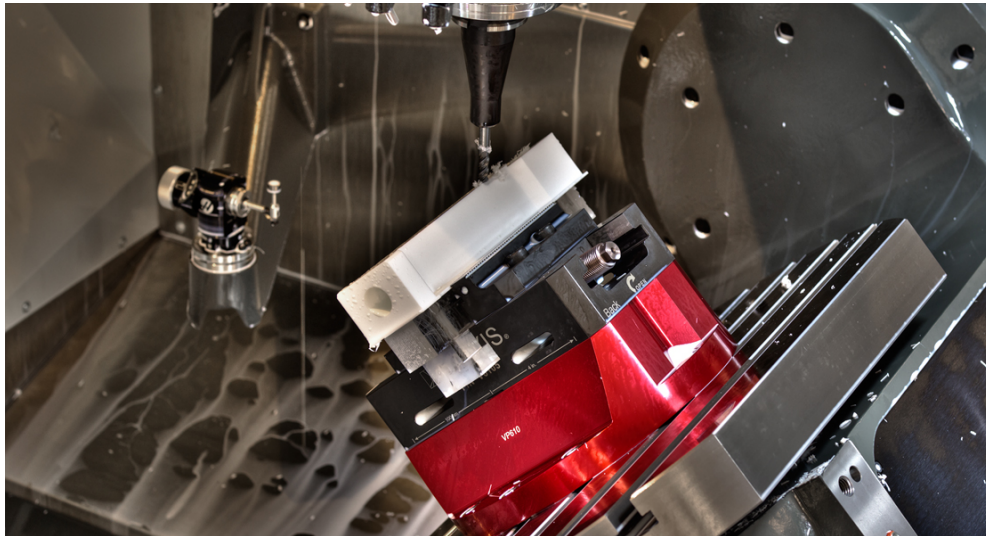
*“Halio glass is so advanced that it works seamlessly with current technologies and those yet-to-be-invented. It tints and clears silently and naturally to keep you comfortable and always connected to the world outside.”*

# CHawk Technology



## Nomination Areas

- Advanced Manufacturing
- Technology
- Engineering and Design



*“CHawk Technology’s manufacturing processes include plastic thermoforming (vacuum, pressure and drape forming), injection molding, plastic fabrication, hot gas welding, fusion and diffusion bonding, contamination free and high precision CNC machining (3-5 Axis), gun drilling, cleaning and testing.”*

# OnQ Solutions



## Nomination Areas

- Technology
- Engineering and Design



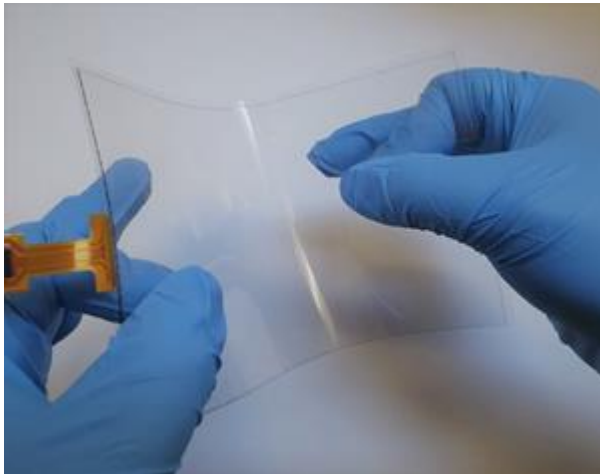
*“Design retail product display to create the experiential retail consumers are looking for in the modern retail environment.”*

# C3Nano



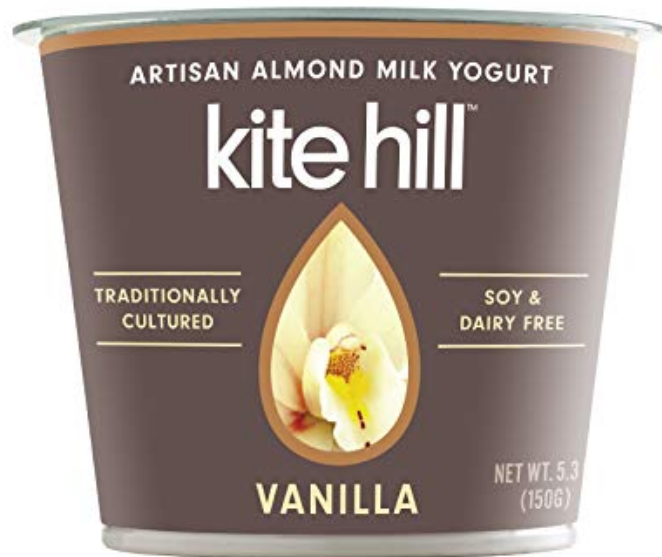
## Nomination Areas

- Technology
- Engineering and Design



*“C3Nano is the developer of the solution-based, transparent conductive inks and films as direct replacements for indium tin oxide (ITO).”*

# Kite Hill



## Nomination Areas

- Food

*“Kite Hill crafts artisan plant-based, vegan chef-inspired dairy-alternative foods that enable consumers to feel great about what they eat while at the same time helping the environment and the world with every bite.”*

# Octillion Power Systems



## Nomination Areas

- Advanced Manufacturing
- Technology
- Engineering and Design

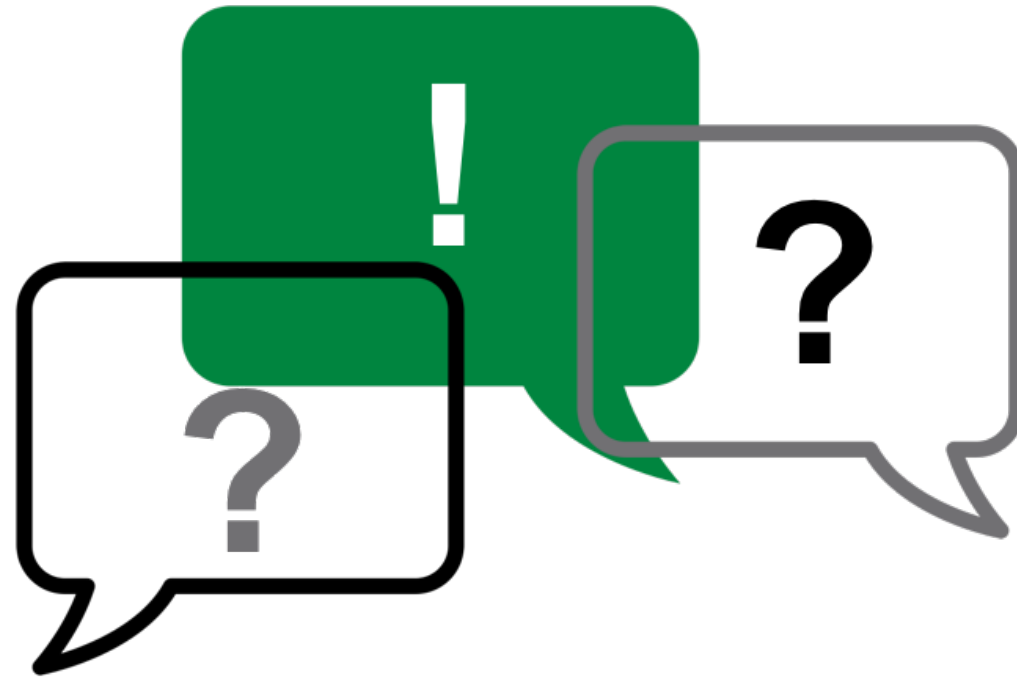
*“Octillion is one of the largest EV pack makers in the world with operation in the US, China and India. We offer a unique ability to deliver advanced storage solutions to the globe with a customized touch.”*

# Application Process

- The application period closed October 25, 2019
- Finalists will be notified in January 2020
- Awards Ceremony will take place at the Fox Theater in Oakland on March 26, 2020.



# Questions



## Future Meeting Topics