



HAYWARD DOWNTOWN STREETS TEAM EXPANSION

Downtown Streets Team (DST), in partnership with the Downtown Hayward Business Improvement Area (DBIA), proposes the expansion of DST's existing services for Mondays, and the additional option of Fridays. Through a contract with the DBIA, DST will expand its existing job training/beautification project, to help ensure a clean and friendly environment for downtown Hayward residents, visitors, patrons, employees, and business owners.

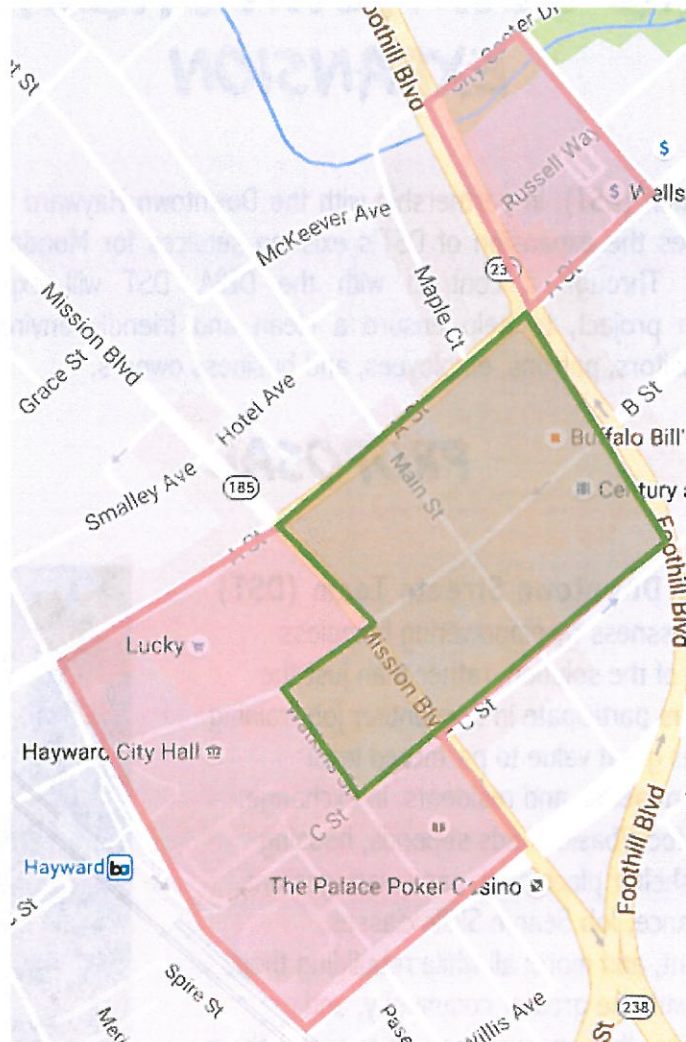
PROPOSAL

Who: The mission of **Downtown Streets Team (DST)** is to eradicate homelessness by empowering homeless individuals to be part of the solution, rather than just the problem. DST members participate in a volunteer job training program that provides great value to partnered local businesses, City governments, and residents. In exchange, Team Members earn food/basic needs stipends, housing assistance, housing/shelter placement, case management, transportation assistance, Job Search Skills classes, employment placement, and more; all while rebuilding their dignity, re-engaging with the greater community, and becoming part of a team that encourages and supports them as they work toward rebuilding their lives.



The primary duty of the **Downtown Hayward Business Improvement Area (DBIA)** is to propose changes to the boundaries or the benefit zones of the BIA; propose improvements and activities for the upcoming fiscal year toward beautification and quality of experience for downtown patrons; a budget for those proposed activities; and any proposed changes in the method and basis for levying the assessment.

Where: The project area for the Hayward Downtown Streets Team is generally defined as between City Hall and Foothill, and between A and C Streets, and is also **highlighted in Red below**. For this proposed contract extension, the additional volunteer work experience would focus Mondays (with the additional option of Fridays) in the downtown core, primarily on B Street between Watkins and Foothill, and between A and C Streets, and **outlined in Green below**:



When: The additional job training shift will be primarily focused on capturing the debris left from the weekend's activities, and will operate within the following schedule:

HAYWARD DOWNTOWN STREETS TEAM SCHEDULE						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8am-12pm	8am-12pm	8am-12pm	8am-12pm	8am-12pm or 12pm-4pm	--- (can be discussed)	--- (can be discussed)

Downtown Streets Team operates at least 50 weeks out of the year.

How: Downtown Streets Team has been successfully beautifying the downtown core in Hayward since June 22nd, 2016, and communities across the Bay Area for over 11 years. We have all of the necessary equipment, carts, capture devices, and supplies to offer a self-contained beautification service. This proposal specifically targets the post-weekend debris, as well as the 2nd option to cover a high traffic, high visibility period. ***Support from the DBIA also allows any member business to request a special cleanup within the downtown core to be completed no later than the next shift available (see schedule above), at no additional cost.***



Downtown Streets Team will maintain a job training crew of at least 10 Team Members per additional shift, including a proven and trusted Team Lead, and provides these Team Members

access to dedicated housing and employment support, as well as a stipend for basic needs (in the form of gift cards, housing, transportation, or communication assistance). The proposed support from DBIA would allow these services to expand and reach additional individuals and coverage of the downtown core.

DBIA Supported Expansion Budget

Year One

Option 1, adding Mondays:

Item	Cost
Voucher Stipends	\$12,220
Cleaning Equipment & Supplies	leveraged
Debris/Waste Disposal	leveraged
Project Management, Case Management	leveraged
Management, Legal, Accounting and G&A	\$2,077
Total Year One Cost	\$14,297

Option 2, adding Mondays and Fridays:

Item	Cost
Voucher Stipends	\$17,420
Cleaning Equipment & Supplies	leveraged
Debris/Waste Disposal	leveraged
Project Management, Case Management	leveraged
Management, Legal, Accounting and G&A	\$2,961
Total Year One Cost	\$20,381

Downtown Streets Team is ready to expand services immediately upon agreement of this proposal. We welcome any questions, discussion, and negotiation.

Thank you for the opportunity!

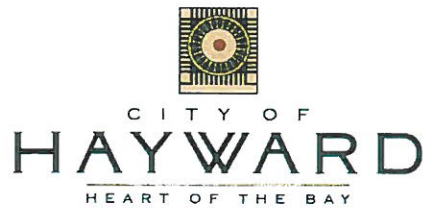
CHAD BOJORQUEZ

Hayward Project Director

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chad@streetsteam.org

www.streetsteam.org



July 26, 2016

TO: Staff

FROM: Todd Rullman, Maintenance Services Director

SUBJ: Downtown Services and Pressure Washing

Based on the Governor's mandate, City staff no longer provides pressure washing services for sidewalks, hardscapes and decorative cleaning on a regular basis. In rare instances, staff will pressure wash when needed using recycled (grey) water from our Water Pollution Control Facility. In discussing the Governor's mandate and how it effects our programs in Hayward, our occasional use of recycled water stays within both the spirit and substance of the restrictions. Due to the staff time involved with accessing and transporting grey water, we cannot commit to provide this service to the DBIA as we did in years past prior to water restrictions. If the DBIA has an interest in hiring an outside contractor to provide this service, I would advise they meet with representatives from PWUES prior, to ensure the internal discussions MS has had regarding the permitted use of recycled water to pressure wash would be consistent with the scope and goals of the DBIA.

As for regular cleaning and keeping things "tidy"; the entire Downtown's streets are swept more frequently than anywhere else in the City, 3x per week. The core is maintained via a combination of City staff and a landscape maintenance contracts which maintain common grounds, trims trees and encompasses litter removal and the blowing off of the sidewalks. Additionally, the new Downtown Streets Team funded through CDBG funds removes litter and debris solely in the downtown core at this time.

If the DBIA has means to fund an enhanced level of service in their area, MS would obviously be supportive. The Governors mandate can be viewed in its entirety by clicking the below link which states that it is illegal to hose off sidewalks and hardscapes.

<http://drought.ca.gov/topstory/top-story-59.html>

Maintenance Services Department

24505 Soto Road • Hayward • CA • 94544
Tel: 510-881-7745 • Fax: 510-538-7080 • Website: www.hayward-ca.gov



INTEROFFICE MEMORANDUM

DATE: October 5, 2016

TO: Downtown Business Improvement Advisory Board

FROM: Micah Hinkle, Economic Development Manager

SUBJECT: Response to Street Cleaning Inquiry

At the regular meeting held on July 6, 2016 member Schweng asked about sidewalk cleaning. Member Schweng said he would like to have sidewalk cleaning and gum removal for the entire DBIA district at least once a year. Economic Development Manager Micah Hinkle offered staff to research cost and current Maintenance Services routine cleaning schedule.

Based on the Governor's mandate, City staff no longer provides pressure washing services for sidewalks, hardscapes and decorative cleaning on a regular basis. In rare instances, staff will pressure wash when needed (see exhibit 1 for detailed description). Downtown streets are swept three times per week. The downtown core is maintained via of City staff and landscape maintenance contracts for maintaining common grounds , trimming trees, litter removal and the blowing off debris from the sidewalks. Additionally, the Downtown Streets Team funded through Community Development Block Grant funds removes litter and debris in the downtown core.

Economic Development staff outreached a few businesses to get an idea of the cost of sidewalk cleaning and gum removal for the entire district. The estimated quotes range for annual cleaning range from \$20,000 to 26,000. Bi-annual cleaning range is from 35,000 to 40,000. In order to provide a firm quote a scope of work would need to be provided to the businesses offering sidewalk cleaning services.

Office of the City Manager

777 B Street • Hayward • CA • 94541-5007
• Tel: 510-583-4300 • Fax: 510-583-3601 • Website: www.hayward-ca.gov

Suzanne Philis

From: april@snappyscafe.com
Sent: Wednesday, October 05, 2016 12:01 AM
To: Suzanne Philis
Cc: snappy@snappyscafe.com
Subject: RE: DBIA Meeting Packet for Oct. 5th

Hello Suzanne,

Thank you for the DBIA meeting information. My business peak hours coincide with the meeting time, so I cannot attend. If you could please share my public comment below, I will highly appreciate.

=====

To Downtown Business Improvement Area Advisory Board,

I have been working with several downtown merchants on the Passport program for this coming holiday season. Since city's Economic Development Department has informed us of their limited resource this year, merchants have developed rules, recruited participating businesses and secured prizes already. We also have determined more economical, local small business-oriented way to design and print the material and the ways to promote the program to various demographics.

Our current issue; however, is that we are yet to receive clear confirmation from Economic Development on their material and publicity funding. In our initial conversation, ED was to design and print the material as well as to promote the program. Merchants offered to take some of time-consuming tasks to ease ED's load, but we are having difficulty in finding ED's budget information. Without knowing how much is allocated for the program, we cannot select paper material or decide how many to print. As October 5th meeting is the last one this year, I request DBIA's support while waiting for ED's information.

My request to DBIA is to fund the part of Passport program not covered by Economic Development Department. We estimate designing and printing material and advertising cost to be \$1500:

Passports: \$500 (color double-sided letter size, 1000 copies)

Placards and Posters: \$100 (color, single-sided letter size, 50 copies each)

Newspaper advertisement: \$900 (color, one-time, 3.75"x6', 3 papers)

Again this request is only if Economic Development's resource is insufficient. Thank you very much for your consideration.

April Yamaguchi

----- Original Message -----

Subject: DBIA Meeting Packet for Oct. 5th

From: "Suzanne Philis" <Suzanne.Philis@hayward-ca.gov>

Date: 9/30/16 1:25 pm

To: "Suzanne Philis" <Suzanne.Philis@hayward-ca.gov>

Good afternoon,