



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – December 3, 2018

CALL TO ORDER: Mayor Halliday called the Regular meeting to order at 4:03 p.m.

ATTENDANCE (September 2018-July 2019):

Committee Member	Present 12/3/18	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Halliday (Chair)	✓	3	0	2	0
Council Member Márquez	✓	2	1	2	0
Council Member Mendall	✓	3	0	2	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Deputy City Manager; John Stefanski, Management Analyst II; Catherine Ralston, Economic Development Specialist; Kristoffer Bondoc, Administrative Clerk; Kim Huggett, Hayward Chamber of Commerce; from The TrueLife Company: Leah Beniston, Scott Menard; from the Workforce Development Board: Patti Castro, Samantha Miller, Surina Piyadasa; Paul Hodges

PUBLIC COMMENTS

Hayward Chamber of Commerce President and CEO Kim Huggett spoke about the Dynamex Decision and its potential impact on economic development in the State of California. He said the recent court decision (Dynamex Operations West, Inc. v. Superior Court of Los Angeles) redefined “independent contractor” and said most would now be considered employees. He noted the ruling could have a big impact on logistical companies based in Hayward.

1. APPROVAL OF MINUTES OF SPECIAL MEETING OCTOBER 29, 2018

A motion to approve minutes was made by Council Member Márquez with a second by Council Member Mendall. Minutes from the October 29, 2018 Special Meeting were approved.

2. REVIEW OF PROPOSAL RELATED TO THE EXCLUSIVE NEGOTIATION RIGHTS AGREEMENT WITH THE TRUE LIFE COMPANIES FOR A 8.75-ACRE MIXED-USE DEVELOPMENT LOCATED BETWEEN TENNYSON ROAD AND MISSION BLVD

Deputy City Manager Ott introduced the item noting the City entered into an Exclusive Negotiating Rights Agreement with The True Life Companies for Parcel 2 (29212 Mission Blvd, south of Tennyson), which is adjacent to another parcel also owned by True Life. By linking the two parcels, she said, staff and True Life representatives hoped to develop a more cohesive project. Ms. Ott noted the price for the parcel and terms for payment were still under negotiation, but True Life was moving forward with entitlements and was looking for high-level feedback from Committee members.

Deputy City Manager Ott then introduced Vice President of Entitlements Leah Beniston and Executive Vice President Scott Menard who gave the presentation. Ms. Beniston noted the project had grown from an initial proposal of 82 townhomes to a mixed-use development of 115 townhomes, 63 condos, 12 live/work flex townhomes, and 11,000 square feet of commercial facing Mission Blvd.

Council Member Márquez asked for more information about the daycare mentioned as a possible tenant at the site. Ms. Beniston said one of her staff was working with Kindercare to provide daycare for ideally 200 children with a total of 8,000-9,000 square feet of indoor space plus 75 square feet per child of open space. Council Member Márquez asked how much open space was shown on the renderings and Ms. Beniston said approximately 5,000 square feet connected to the building.

Council Member Márquez asked which building type would have the affordable units and at what income level. Ms. Beniston said the condos would have ownership units for “moderate” income families (those earning between 80-120 percent of area median income) and confirmed the design would be the same as market-rate units.

Council Member Mendall said this proposal was much better. He asked about parking and Ms. Beniston said there was a mix of tandem and side-by-side parking in the townhomes. Council Member Mendall said the tandem parking could be a problem because it frequently didn’t get used as such. Ms. Beniston explained that they had to use tandem parking to increase the unit count and maintain two spots per unit. Council Member Mendall said he was just warning her that it might come up as an objection. He suggested additional parking on the road leading to Tennyson to provide more options.

Deputy City Manager Ott confirmed the development already included on-street parking. Ms. Beniston said they preferred to have two spots per unit with open parking around the park and on the street for the best marketability.

Council Member Mendall said he hoped conditions attached to the project would allow the open space above the dog park to be transformed to recreational uses at a later date. Ms. Beniston pointed out the hill was really steep. Council Member Mendall acknowledged the fact, but said he wanted options to remain open for the space.

Mayor Halliday agreed that the project was improved, and that childcare would be needed. She asked about plans for the other corner of commercial space. Ms. Beniston noted at 2,500 square feet the space could be used for the Homeowners Association office, a recreation room and additional community space for the development.

Mayor Halliday commented that because of the proximity of the development to BART fewer parking spaces may be required which could be a problem. She said the idea was to be less dependent on cars, but that just wasn’t the reality yet and it was creating a shortage that she didn’t know how to

bridge without encroaching into nearby single-family neighborhoods. Ms. Beniston said the project was a Planned Development, but they were using the T4 zoning and under that standard they were permitted a maximum of two parking spots per unit with no minimum. She commented that the Planning Department had told her that parking was not as important as the unit count, but noted she was fighting for space on the ground.

Mayor Halliday asked about parking for the daycare and Ms. Beniston said there was a driveway parents could use for drop-off. Mayor Halliday pointed out that parents of small children would need to park. Ms. Beniston said there would be parking spots with restricted time periods during the day but noted these spots would also serve any other commercial tenants. Council Member Mendall confirmed the daycare wouldn't be restricted to residents only.

Members discussed alternative parking plans and ideas including providing residents with bus passes as an incentive to not drive and providing rideshare meeting spots. All agreed that providing plenty of parking now and changing the use later as demand declined made the most sense.

Ms. Beniston asked members how they felt about replacing the proposed dog park with parking.

Council Member Márquez asked the square footage of the dog park and was told 3,200 square feet or about 10 parking spots. Council Member Mendall said having parking visible from Tennyson Road was a good idea, especially when there were events at the big park. Ms. Beniston also noted the lot would be located near the start of a walking trail.

Deputy City Manager Ott noted the application had just been submitted and requested more time for staff to look for opportunities to provide both parking and alternatives to driving incentives.

3. WORKFORCE DEVELOPMENT BOARD PRESENTATION

Patti Castro, Director of the Alameda County Workforce Development Board, introduced team members and started the presentation with background information on services provided and funding sources. Samantha Miller, Business Services Coordinator, explained her role in providing "customized training" for different businesses and business groups including Rapid Response services when a business announces a closure or staff reduction.

Mayor Halliday said the City recently received a notice that the DuPont Bay Area Innovation Center was closing but she thought they had just had a grand opening. Staff confirmed Dow held a grand opening but noted the two companies were merging their innovation centers and moving the one Center to another location.

Ms. Miller mentioned an upcoming "Women Breaking Barriers to Success" event to be hosted by Hayward at City Hall on April 25, 2019. She said speakers would include entrepreneurs and high-level women who could speak first-hand to women currently struggling to overcome a variety of barriers and to hopefully provide employment opportunities or at least some networking opportunities. Council Member Márquez commented that it was too bad the event couldn't happen in March to coincide with Women's Month.

Regarding trainings, Council Member Márquez asked how businesses approached the Board for assistance or found out about the available programs. She also asked if the trainings were done by in-

house staff or by outside professionals. Ms. Miller explained that outreach or contact was made through partners, via referrals, or directly by businesses. The businesses were tasked with identifying the training entity, she said, the Board provided the funding. She also noted there was criteria that had to be met to receive funding.

Council Member Márquez asked if assistance was provided on a first-come, first-serve basis. Ms. Castro said yes but noted there was a review and approval process with funding awarded 80% of the time.

Council Member Márquez asked what the timeline was for approvals and was told it depended on the businesses' timeline and how quickly they could identify the training needed and source.

Council Member Márquez asked if there were any workforce trends or areas of common concern in Hayward. Ms. Miller noted that manufacturers were facing an older, skilled workforce moving toward retirement. She listed employment needs in maintenance, technical assistance, engineering, and production.

Ms. Castro added that language barriers for food manufacturing workers tended to keep them from advancing. Council Member Márquez asked if these businesses were given resources like access to literacy classes at the library. Ms. Castro said the businesses had to identify what trainings were needed and to pursue actions like apprenticeships and work and learn opportunities. She commented that when employees felt like their employer was invested in their success, they were more motivated to pursue trainings and learning opportunities on their own.

Council Member Mendall asked for their thoughts about cannabis. It's going to be a job creator, Ms. Castro said, but it had its problems. She noted because the Board was Federally-funded, and cannabis was still illegal at a Federal level, they couldn't get involved.

Mayor Halliday asked about re-entry work opportunities. Ms. Castro said the County had a re-entry initiative with the probation department taking the lead in terms of administering funding. She said she worked with other county agencies that assisted with issues like housing, mental health services, and health care because these support systems needed to be in place before someone was ready for employment. Because of limited resources, she said, they focused on trainings and identifying job opportunities when participants were ready to re-enter the workforce.

Mayor Halliday asked if STEM Career Day was continuing. Ms. Castro said they usually worked with CSU East Bay in the spring but hadn't heard anything. Staff said they would investigate.

Mayor Halliday said she was looking forward to the Women Breaking Barriers event. Ms. Castro invited the Mayor to participate noting they wanted to have a strong network of successful people and public service often got left out. Mayor Halliday noted the City was a model of successful women including a majority of City Council members, the City Manager, Assistant City Manager and Deputy City Manager. City Manager McAdoo noted only 13% of City Managers nationwide were female.

Chamber President Huggett noted that the America's Jobs Center, also known as the Eastbay Works-One Stop Career Center, processed 16,000 job seekers a year. For members he said the Chamber had a hotline for referrals via Rubicon.

Regarding what jobs were hot, Mr. Huggett said Amazon hired 800 new employees in a two-week period last month for fulfillment centers in San Leandro and Newark which impacted staffing at Hayward's food manufacturing and warehouse industries. An important development that wasn't reported, he said, was that over the summer AC Transit added a bus line that ran every 15 minutes to the industrial crescent. Hundreds of workers from companies as diverse as Sugar Bowl Bakery and Siemens could now take a bus to work, he said. Mr. Huggett noted it took four years to get bus service from BART and he encouraged members to communicate to AC Transit how important these new routes were to Hayward workers and businesses.

Before closing Ms. Castro said she hoped the Board could partner with the City to support career assistance and tutoring programs at the new main library; co-organize industrial sector events like the Bio-Med industry forum; and she stressed the importance of the upcoming census and asked for the City's help in marketing and finding temporary part-time project workers including college students and seniors looking for supplemental income.

4. FUTURE MEETING TOPICS AS OF DECEMBER 3, 2018

Council Member Mendall asked how the cannabis industry (the jobs it created and the sales tax revenue it generated) fit into the Economic Development Strategic Plan. He said he hoped staff was starting to think about it because it was here and was only going to get bigger.

Mayor Halliday asked for a staff report on Residential Housing Need Allocation (RHNA) numbers. With all the new projects coming in she said she was curious how the City was doing. Deputy City Manager Ott said the same question came up at the Community Services Commission meeting.

Mayor Halliday questioned the value of the Makers Space tour. Council Member Mendall said he had suggested removing it at the last meeting. The Mayor agreed and said a tour of the industrial crescent sounded more intriguing and she suggested an afternoon sometime in the spring.

Council Member Márquez requested a report on what other cities (Oakland, San Francisco and San Jose) were doing about shared work space and incubators. She wanted to look at how Hayward could approach development and noted the Committee hadn't had that discussion. Council Member Mendall said he badly wanted an incubator, but Hayward was having trouble attracting commercial office and an incubator was the next level up.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Council Member Márquez apologized for not being at the last meeting but said she loved the detailed minutes. Attendance was tracked at the top of the minutes and she asked if it was based on the fiscal year. Council Member Mendall said it was and noted it would need to be adjusted with the new Committee assignments.

Council Member Márquez said the minutes also mentioned a memo on updates to the Affordable Housing Conditions of Approval and she asked if it had gone out yet. City Manager McAdoo said not yet.

ADJOURNMENT: The meeting was adjourned at 5:28 p.m.