



DATE: January 30, 2018

TO: Mayor and Council
Hayward Area Recreation and Park District Board of Directors

FROM: City Manager, City of Hayward
General Manager, Hayward Area Recreation and Park District

SUBJECT Joint Work Session with Hayward City Council and Hayward Area Recreation and Park District Board of Directors: South Hayward Youth and Family Center Project Update and City Manager’s Design Academy Presentation

RECOMMENDATION

That Hayward City Council (Council) and Hayward Area Recreation and Park District (HARD) Board of Directors (Directors) receive this report and provide direction to staff on the questions and discussion points contained herein.

SUMMARY

[Council and HARD Directors are aware of and engaged in the multi-agency effort](#)¹ to redevelop the City-owned property at 680 West Tennyson Road as well as the adjacent City and/or HARD-owned properties, in and around Tennyson Park. The primary goal of this project is to replace the Eden Youth and Family Center facility with a newly constructed family-focused multiservice facility referred to as the South Hayward Youth and Family Center (SHYFC).

The purpose of this report is to provide an update on the SHYFC project’s progress to date and to discuss the feedback received from the American Architectural Foundation’s City Managers’ Design Academy on potential design considerations.

DISCUSSION

I. SHYFC PROJECT UPDATE

¹ December 13, 2016. “Joint Work Session with Hayward City Council and Hayward Area Recreation and Park District Board of Directors: South Hayward Family Center Project Update and Discussion.” <http://bit.ly/Hayward-SHFC-2016-12-13>

An interagency Governance Group was formed in 2016 by City of Hayward Mayor Barbara Halliday, Alameda County Supervisor Richard Valle, and H.A.R.D. Director Paul Hodges, with the assent and support of their colleagues on their respective governing bodies, to guide and develop the SHYFC project as a partnership between the three primary stakeholder agencies. The SHYFC Governance Group has convened multiple times during 2016 and 2017 to steer and coordinate the project. Attached are detailed notes from the 2017 Governance Group meetings (Attachment III), and below is a summary of some of the major milestones that occurred over this past year.

1. **RECOMMENDED FACILITY OPERATOR.** The Governance Group issued a [Request for Qualifications \(RFQ\) for Facility Operator and Administrator Services](#) in September 2016. Three responses were received from Eden Area YMCA, La Familia Counseling Services, and Eden Youth and Family Center. A careful review ensued, which included the commissioning and implementation of a supplemental Market Feasibility Study and Community Survey², followed by the issuance of additional RFQ Clarifying Questions to the three RFQ respondents. During this review period, Eden Area YMCA withdrew from consideration due to organizational changes and consolidations taking place in YMCA of the East Bay, their parent organization. During this time, Eden Youth and Family Center and La Familia Counseling Services partnered and submitted joint responses to the RFP, identifying La Familia Counseling Services agency as the lead. On August 7, 2017, the Governance Group selected La Familia Counseling Services as the recommended facility operator, at which time, the City and La Familia Counseling Services entered into negotiations. The goal is to finalize an agreement and present this agreement to the SHYFC Governance Group for review on February 5, 2018. Once reviewed and accepted by the SHYFC Governance Group, the group will make recommendations to the participating agencies' governing bodies for authorization to execute.
2. **AMENDMENT OF EXISTING MOU AND REQUEST FOR ARCHITECTURAL DESIGN AND PLANNING SERVICES.** The SHYFC Governance Group has expressed a desire to amend the existing South Hayward Family Center Memorandum of Understanding (MOU)³ between the City of Hayward, County of Alameda, and Hayward Area Recreation and Park District. The MOU amendment would reflect the transition of the project from the conceptual and planning phase (Phase I) to a design development phase (Phase II). Additionally, this revision would outline terms for the procurement of Architectural Design and Planning Services for the SHYFC project.
3. **STATUS OF FUNDING EFFORTS:** A total of \$14.2 million of County funding is currently secured and earmarked for the SHYFC project. A portion of this funding can be used to offset the costs of procuring the proposed Architectural Design and Planning Services. It is preliminarily estimated that the cost of architectural services may range between \$1-\$2 million and staff is currently exploring the transfer of funds from the County to the City for this procurement.

² See Attachment IV.

³ See Attachment V.

The SHYFC Governance Group requests Council and HARD Directors' accept the Governance Group's recommendation to amend the existing MOU to reflect the transition of the project from the conceptual and planning phase (Phase I) to a design development phase (Phase II), transfer funds from the County to the City to procure architectural services, and develop a Request for Architectural Design and Planning Services. Any modification to the MOU necessary to transfer from Phase I to Phase II would be presented to the participating agencies' governing bodies for authorization prior to being executed.

II. CITY MANAGERS' DESIGN ACADEMY

Hayward City Manager Kelly McAdoo was invited by the American Architectural Foundation to participate in its prestigious City Managers' Design Academy (CMDA) in Kansas City, Missouri. The CMDA took place over 3 days in November 2017, providing a select group of city managers the opportunity to present specific design challenges from their cities to a multi-disciplinary design team comprised of renowned professionals working throughout the United States. These experts shared best practices in planning, development, and implementation in response to the challenges brought forth by the city managers. City Manager McAdoo presented the South Hayward Youth and Family Center project for case study, resulting in a substantive analysis and report including options and recommendations for the next phases of the project's development. The full case study is included with this report as Attachment II. Staff seeks Council and HARD Directors' input and direction regarding next steps for the SHYFC project in response to the CMDA case study and recommendations.

STRATEGIC INITIATIVES

This agenda item supports Council's Tennyson Corridor Strategic Initiative. The overarching purpose of the Tennyson Corridor Strategic Initiative is to develop an attractive, cohesive, thriving Tennyson Corridor through thoughtful engagement of residents, businesses, and community partnerships.

This agenda item supports the following goals and objectives of this Initiative:

- Goal 1: Create a community vision plan for the Tennyson Corridor and catalyst sites to serve as a foundation for long-term planning and policies.
- Objective 3: Lead the development and construction of a new South Hayward Family Center in coordination with community stakeholders.

FISCAL IMPACT

If there are any fiscal impacts to the City and HARD, they will be better known after the final conceptual design is completed and the respective partners roles are further defined. Although the City of Hayward and HARD have no funding set-aside for design, construction or operations of the SHYFC project, the County has secured approximately \$14.2 million in

capital funding to date. Additionally, County staff have been working on proposals to private foundations.

The City's contribution to the project is the City-owned properties in the Tennyson Corridor. HARD's contribution to the project is the renovation of Tennyson Park and the construction of Mia's Dream Playground, which are estimated at over \$6.5 million. In addition, HARD continues to subsidize the operations, and programs and services offered at the Matt Jimenez Community Center by over \$300,000 annually.

The total construction costs will depend on the square footage and design of the facility. Although a preliminary estimate of the ongoing annual operating costs range for this new center between \$3 million to \$5 million, the final estimate will also depend on the final operational model. Although not yet secured, the County is exploring potential funds for facility operations.

NEXT STEPS

Staff requests that Council and HARD Directors provide feedback and direction for future action by the individual elected bodies in response to the policy considerations outlined in the discussion section of this report:

1. **CMDA REPORT – NEXT STEPS.** Staff seeks Council and HARD Directors' input and direction regarding next steps for the SHYFC project in response to the CMDA case study and recommendations identified in Attachment II.
2. **PHASE II GOVERNANCE MOU AND REQUEST FOR ARCHITECTURAL DESIGN AND PLANNING SERVICES.** The SHYFC Governing Group requests that City Council and the HARD Board of Directors' accept the Governance Group's recommendation to amend the existing MOU to reflect the transition of the project from the conceptual and planning phase (Phase I) to a design development phase (Phase II), transfer funds from the County to the City to procure architectural services, and develop a Request for Architectural Design and Planning Services.
3. **RECOMMENDED FACILITY OPERATOR.** Staff seeks to confirm City Council and HARD Board of Directors' assent with the Governance Group's recommendation to move forward with La Familia Counseling Services as the identified SHYFC Facility Operator.

City, County and HARD staff, with the guidance of the SHYFC Governance Group will continue to discuss and develop the technical details, challenges, and opportunities of this project.

Prepared by: Sean Reinhart, Director of Library and Community Services

Recommended by: Paul McCreary, General Manager (HARD)

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager