



DATE: May 7, 2019

TO: Mayor and City Council

FROM: Development Services Director

SUBJECT: General Plan Annual Report

RECOMMENDATION

That Council accepts this report and provides feedback and direction as desired.

SUMMARY

In 2014, the City Council adopted a new General Plan for the City. State law requires jurisdictions to provide an annual report to their legislative body and the State on the status of the General Plan and progress on its implementation. This item fulfills this requirement.

Within the first five years of the General Plan's implementation (2014-2019), nearly two thirds of programs are either complete or in progress. Of the implementation programs identified for this timeframe, 27 percent have not been started for various reasons, including funding availability, resources, and/or shifting priorities. However, 31 percent of the programs slated for initiation in the 2020-2040 timeframe, are already complete or in progress, ahead of schedule.

BACKGROUND

On July 1, 2014, following a twenty-two month community planning process, the City Council adopted a new General Plan for the City. Included as Part 4 of the new Hayward 2040 General Plan was a series of implementation programs designed to activate the various goals and policies set forth in the document. For each implementation program, a timeframe was established for completion as well as a responsible lead department for carrying out the program. While some programs have identified timeframes, there are others that are indicated to be ongoing programs and others that occur annually. One such implementation program is the General Plan Annual Report, which is the report back to the State and City Council on implementation program progress.

DISCUSSION

The [Hayward 2040¹ General Plan](https://www.hayward2040generalplan.com/) contains a total of 143 implementation programs covering ten elements including Land Use, Mobility, Community Safety, Economic Development, Education and Life Long Learning, Hazards, Natural Resources, Housing, Health and Quality of Life, and Public Facilities and Services. As shown in Table 1, of the 143 implementation programs, 107 were identified for initiation and/or completion in the 2014-2019 timeframe. The remaining thirty-six programs were slated for initiation and/or completion within the 2020-2040 timeframe.

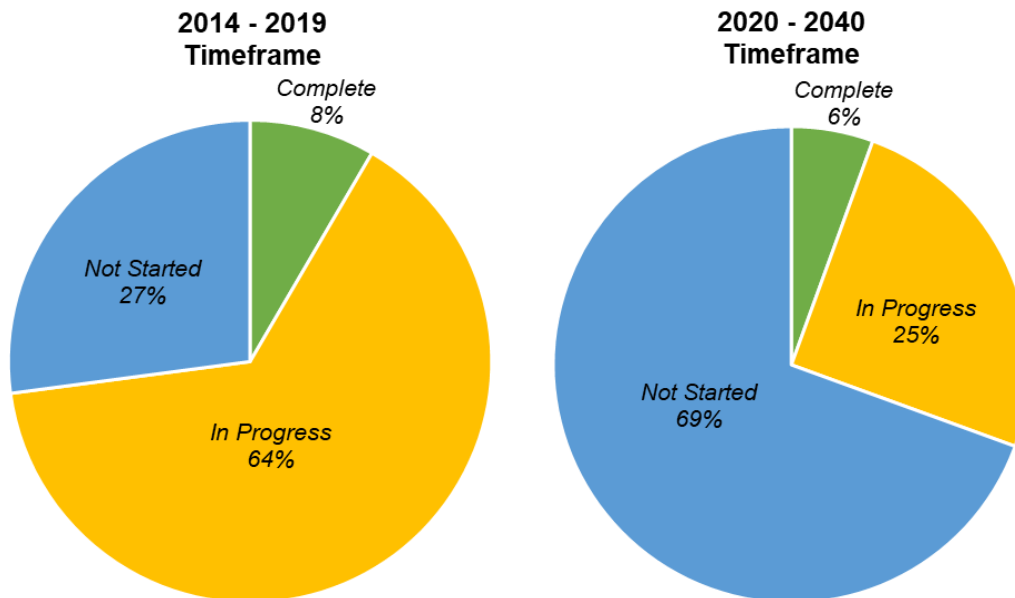
Table 1: Status of General Plan Implementation Programs, March 2019

<i>Timeframe</i>	<i>Complete</i>		<i>In Progress</i>		<i>Not Started</i>		<i>Total</i>
	#	%	#	%	#	%	
2014 – 2019	9	19%	22	46%	17	35%	48
Ongoing/annual, initiated in 2014 - 2019	-	-	47	80%	12	20%	59
<i>Subtotal 2014 – 2019</i>	9	8%	69	64%	29	27%	107
2020 – 2040	2	6%	5	16%	24	77%	31
Ongoing/annual, initiated in 2020 - 2040	-	-	4	80%	1	20%	5
<i>Subtotal 2020 – 2040</i>	2	6%	9	25%	25	69%	36
Total	11	8%	78	55%	54	38%	143

Within the first five years of the General Plan’s implementation, nearly two thirds of programs are either complete or in progress. As shown in Figure 1, of the 107 programs slated for completion or initiation within the 2014-2019 timeframe, 8 percent are complete, and 64 percent are in progress. Of the programs identified for this timeframe, 27 percent have not been started for various reasons, including funding availability, resources, and/or shifting priorities. However, of the 36 programs slated for initiation in the 2020-2040 timeframe, 6 percent are already complete, and 25 percent are in progress, ahead of schedule. A complete table outlining the current status of all implementation programs is included as Attachment II.

¹ <https://www.hayward2040generalplan.com/>

Figure 1: Status of General Plan Implementation Programs



Completed Programs

Nine implementation programs identified for the 2014-2019 timeframe have been fully completed:

- LU-10, Sign Ordinance Update
- LU-15, State Historic Building Code
- M-12, Shuttle Service Study
- M-21, Downtown Parking Management Plan
- ED-14, Ombudsperson Service
- NR-4, Water Conservation Standards
- EDL-7, Library Facility Revenue Measure
- PFS-5, Construction and Demolition Debris Recycling Program
- PFS-6, Rainwater Harvesting and Greywater Systems

Programs In-Progress

Sixty-nine programs slated for 2014-2019 are currently in progress. Some key programs currently underway include a series of Land Use implementation programs such as the Downtown Specific Plan, Industrial District Regulations Update, and revised park dedication requirements and in-lieu fees, all anticipated for adoption this year. Other key programs in progress include: an update to the Bicycle Master Plan, which will also address pedestrian mobility; undergoing an accreditation process to evaluate and enhance fire and emergency medical services; construction of a new library facility; and various programs that will promote and incentivize energy efficiency and water conservation.

Programs Not Yet Started

Some programs that the General Plan identifies for the 2014-2019 timeframe have not yet been initiated. This includes comprehensive updates to the Zoning Ordinance, Subdivision Ordinance, Design Guidelines, and Off-Street Parking Regulations, which have been delayed due to limited staff and fiscal resources, along with competing City priorities. A series of library programs that have not yet started will be undertaken upon completion of the Library Strategic Plan, which is anticipated to be initiated in 2020. Some programs, such as development of multimodal (LOS) design standards, may need to be revisited due to changes in State law. Others, such as development of an Urban Forest Management Plan and a Public Use Telecommunications Systems and Services Plan are dependent on securing funding and/or staff time.

Reprioritized Programs

Based on revised priorities and Council direction, some programs have begun earlier than their original timeframes. These include:

- M-6, Complete Streets Assessment: Developed in conjunction with the Alameda County Transportation Commission
- M-10, Traffic Calming Measures: Addressed by the Neighborhood Traffic Calming Policy, which was adopted in July 2018
- CS-12, Community Emergency Response Reserves Program: Approximately 400 residents are trained annually through the CERT program, and potentially an additional 240 people per year will be trained through a newly launched NERT program
- NR-3, Recycled Water Program: Construction of necessary infrastructure began in 2018 with customer connections expected to begin in early 2020
- HQL-6, Climate Change Vulnerability Assessment Strategy and Annual Report: The Local Hazard Mitigation Plan (LHMP) was adopted in 2016, and the Shoreline Master Plan was initiated in 2018

Upcoming Priorities

Looking ahead, the programs listed in Table 2 will be priorities for the City for the remainder of 2019 and in 2020.

Table 2: Program Priorities for 2019 and 2020

<i>Program</i>	<i>Status</i>
<i>Land Use and Community Character</i>	
LU-11 Industrial Technology and Innovation Corridor Plan	In April 2017, the City entered into contract with RRM Design Group to prepare a comprehensive update to the City's Industrial Zoning District regulations. The Draft Regulations were released to the public and reviewed by the Planning Commission and City Council in late 2018. The Updated Regulations are expected to be adopted in May 2019.

Table 2: Program Priorities for 2019 and 2020

<i>Program</i>	<i>Status</i>
LU-17 Historic Preservation Resource Center	The Planning Division has compiled resources to encourage historic preservation and is preparing a manual and other handouts for the public.
<i>Mobility</i>	
M-8 Complete Streets Evaluation	A complete streets assessment project will be included in the FY20 Capital Improvement Program.
M-11 Pedestrian Master Plan	The 2007 Bicycle Master Plan is undergoing an update, and, for the first time, includes a Pedestrian Element that will address pedestrian mobility not only in the downtown, but citywide.
M-17 City Employee Car/Bike Share Programs	The City has been awarded a grant and is in the process of securing a car share firm (Zip Car) to deploy in multiple locations throughout the city.
M-23 Transportation Impact Fees	The City has begun a Citywide Multi-modal Study that will address the feasibility of developing a dedicated source of funding for transportation improvements. It will look at existing and future infrastructure needs and subsequently develop a Nexus Report.
<i>Economic Development</i>	
ED-6 Industrial Technology and Innovation Corridor Marketing Strategy	With the completion of the Industrial Corridor Innovation and Technology Report in 2015, the City of Hayward identified the importance of maintaining and supporting the six major industry clusters that existed in our Industrial area. New regulations that will foster and promote the growth of these new technology clusters were needed to bring the zoning regulations in line with the needs of the changing market. After the new industrial zoning district regulations are adopted in Spring 2019, Economic Development staff will work to promote the new regulations and the increased development opportunities that will be in effect. The new regulations will help to align zoning standards with the desired uses in the City's targeted industries list.
ED-8 Business Incubator Study	The CEDC is scheduled to tour a maker space and/or a business incubator during 2019. From there, the committee will make a recommendation on how the City should proceed in the feasibility of establishing such a facility in the City of Hayward.
ED-11 Town-Gown Economic Strategic Plan and Annual Report	While no formal efforts have begun to create a Town-Gown Economic Strategic Plan, staff has begun the process of creating a marketing plan to further promote the entertainment and dining opportunities of the downtown to the university residents. In addition, in partnership with CSU East Bay, there is a shuttle that connects the campus with downtown Hayward. Staff will work to continue to identify uses that appeal to the university population. Formal work on the Town-Gown Strategic Plan will be part of the Economic Development Strategic Plan later in 2019.
<i>Community Safety</i>	

Table 2: Program Priorities for 2019 and 2020

<i>Program</i>	<i>Status</i>
CS-7 Fire Department Strategic Plan and Annual Report	The Fire Department Strategic Plan development is part of the accreditation process. The plan will likely be completed in 2020, with annual reports after adoption.
CS-8 Center for Public Safety Excellence Program	The accreditation process has started and can take up to three years to complete.
CS-14 Mass Communication System Update	Code-Red was fully implemented late 2014. The Fire Department is actively exploring a potential transition to Everbridge in 2019, which could save the City up to \$60,000.
<i>Natural Resources</i>	
NR-3 Recycled Water Program	In May 2018, construction began on the recycled water tank, pump station, and approximately eight miles of pipelines. Final design of the recycled water treatment facility was completed in December 2018. Customer connections to the recycled water system and deliveries are scheduled to begin in early 2020.
NR-5 Residential Energy Performance Assessment and Disclosure Ordinance	On September 12, 2016, staff presented a report to the Council Sustainability Committee regarding a potential ordinance that would require energy audits of existing buildings and would require disclosure of energy performance. The Committee directed staff to focus efforts on providing customers with information that would encourage them to voluntarily make energy efficiency updates to existing homes and commercial buildings. Staff is currently working with StopWaste to develop a low-cost multifamily property assessment tool, which may be used for public disclosure of energy performance.
NR-7 Energy Reduction Initiative and Annual Report	Hayward participates in the Bay Area Regional Energy Network's (BayREN) programs. In 2019, staff plans to promote BayREN's single-family program, which will promote the use of the Home Energy Score. New in 2019 will be an online self-assessment that will encourage users to share their energy data. Also new in 2019 will be a \$150 rebate for a smart thermostat.
<i>Hazards</i>	
HAZ-3 Seismic Retrofit Program	Tilt-ups and unreinforced masonry buildings have been retrofitted. A Council work session was held in the spring to gain input on the best approach for residential soft story buildings. A draft ordinance will be presented to Council in June 2019.
<i>Education and Lifelong Learning</i>	
EDL-4 Education Awards Program	The library will draft a plan for the annual awards program to recognize and honor the achievements of students, local schools, and businesses and community organizations. The focus will be expanded to include education and literacy instead of simply focusing on local schools. Anticipated for completion by the end of Fiscal Year 2020.

Table 2: Program Priorities for 2019 and 2020

<i>Program</i>	<i>Status</i>
EDL-6 Library Strategic Plan and Annual Report	The library has budgeted for undertaking a comprehensive strategic plan. Anticipated to be undertaken in 2020.
EDL-8 Library Fee Ordinance	The City will embark on planning the cost and scope of a study to explore the feasibility of Development Impact Fees for library service. Anticipated to be undertaken in 2020.
<i>Community Health and Quality of Life</i>	
HQL-6 Climate Change Vulnerability Assessment Strategy and Annual Report	<p>Hayward's Local Hazard Mitigation Plan (LHMP) was adopted by Council on November 29, 2016. The LHMP includes vulnerability assessments for fire, flood, and drought. The process of updating the LHMP will begin in 2020.</p> <p>Vulnerability to sea level rise has been documented in numerous reports prepared by the Hayward Area Shoreline Planning Agency and the Adapting to Rising Tides project. The Shoreline Master Plan, expected to be completed in early 2021, will identify strategies for mitigating the impacts associated with sea level rise.</p>
HQL-8 Park Dedication Requirements and In-Lieu Fees	The City is working with a consultant and HARD to complete a Park Nexus Study. Updated park dedication requirements and in-lieu fees are anticipated for adoption by Summer/Fall 2019.
<i>Housing</i>	
H-9 Density Bonus	The brochure is anticipated for completion in Summer 2019 to reflect changes from AB 744 and other State requirements, which reduces parking requirements for developments that propose affordable housing in proximity to transit.
H-19 Exemptions of Transit Priority Projects from Environmental Review	As part of the Downtown Specific Plan, the intent is to be sure the CEQA analysis will be able to assist with the streamlining of projects in the study area which are all within about ½ mile of transit. Estimated completion of the Plan is in 2019.

ECONOMIC IMPACT

There is no direct economic impact associated with this report.

FISCAL IMPACT

There is no direct fiscal impact associated with this report.

STRATEGIC INITIATIVES

There is no direct impact on any of the Council's Strategic Initiatives associated with this report. However, a number of General Plan implementation programs support the goals and objectives of all three Initiatives.

SUSTAINABILITY FEATURES

There are no direct sustainability features associated with this report. Sustainability features will be more directly identified with specific implementation programs as they are carried out.

PUBLIC CONTACT

The development of the General Plan, including the various implementation programs, contained a significant community outreach component. The Hayward e-plan, or web-based General Plan, is linked from the City's website and periodically updated to include implementation program status. In addition, many of the individual implementation programs require community outreach and engagement prior to completion.

NEXT STEPS

If changes are requested by the Council to program language or established timeframes, staff will return to Council in the summer to formally request approval to amend the General Plan as directed.

Also, over the coming months, staff will be working to update the status of implementation programs on the Hayward e-plan on the City's website based on information provided in this report.

On an annual basis, Development Services staff will continue to provide an update to the City Council on General Plan implementation progress.

Over the next few years, staff from various departments will continue to take the lead on the various programs, helping to implement the General Plan's goals and policies.

Prepared by: Elizabeth Blanton, AICP, Associate Planner

Recommended by: Laura Simpson, AICP, Development Services Director

Approved by:

A handwritten signature in black ink, appearing to read 'Kelly McAdoo', is written over a horizontal line.

Kelly McAdoo, City Manager