



CITY OF HAYWARD

Hayward City Hall
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Cover Memo

File #: LB 16-083, **Version:** 1

DATE: July 19, 2016

TO: Mayor and City Council

FROM: Development Services Director

SUBJECT

General Plan Implementation Annual Report

RECOMMENDATION

That Council accepts this report and provides feedback and direction accordingly.

BACKGROUND

On July 1, 2014, following a twenty-two month community planning process, the City Council adopted a new [General Plan <http://www.hayward-ca.gov/your-government/documents/planning-documents/general-plan>](http://www.hayward-ca.gov/your-government/documents/planning-documents/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 an ongoing program and others occur annually. One such implementation program is the General Plan Annual Report, which is the report back to the City Council on Implementation Program progress.

DISCUSSION

The [Hayward 2040 General Plan <http://www.hayward-ca.gov/your-government/documents/planning-documents/general-plan>](http://www.hayward-ca.gov/your-government/documents/planning-documents/general-plan) 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. Of the 143 programs, thirty-two are identified for completion in the 2014-2016/2017 timeframe, nine are identified for annual compliance, and twenty-one are slated for ongoing implementation. A table outlining current status of these sixty-two programs is included as Attachment I. Of the thirty-two programs slated for completion in the initial time period, nine have been completed, sixteen are in progress and seven have not yet started for various reasons, including funding availability, resources, or priority. All 'Annual' programs are in progress, and all but three 'On-going' programs are also in progress.

Completed Programs

The nine implementation programs that have been completed include: ED-2, the Branding and Marketing Program; ED-4, the establishment of the Business Resource Center and Website; ED-9, the Business Attraction, Expansion and Retention Program; ED-12, Customer Service Survey; ED-14, establishment of the Ombudsperson Service; EDL-7, Library Facility Revenue Measure; LU-10, Sign Ordinance Update; LU-15, State Historic Building Code; and NR-16, establishment of the Green Portal.

In-Progress Programs

Some of the key programs that are currently underway, but not yet completed, include a series of Community Safety programs such as CS-4, Homeless Services Partnership; CS-8, accreditation process with the Center for Public Safety Excellence for the Hayward Fire Department; and CS-10, Disaster Awareness and Emergency Preparedness Program. Other key programs in progress, related to Education, include EDL-2, Education Partnerships with the Hayward School District, Chabot College and CSUEB; and EDL-5, Public School Marketing Campaign to help market achievements of local schools. Lastly, there are a series of Housing and Land Use Implementation programs underway including: H-8, Affordable Housing Development; H-12 Inclusionary Housing Ordinance; and LU-4, the Downtown Specific Plan.

Programs Not Yet Started

Some of the programs that have not yet started include: CS-9, Police and Fire Impact fees, the delay of which is due to the City re-evaluating the best approach for addressing impacts to police and fire services; H-16, Universal Design Principles, not completed yet, however the concept of universal design is discussed with developers at the start of projects ; LU-1 and LU-2, Updates to the Zoning Ordinance and Subdivision Ordinance, respectively, due to a lack of priority and resources to complete during this reporting time period.

Reprioritized Programs

Based on revised priorities and Council direction, some programs have begun earlier than their original timeframes. These include LU-16, Mills Act Program, which was slated for 2017-2019 timeframe, but was adopted by Council earlier this year; M-4, Regional Connection Improvements, slated for 2020-2040, which has begun as multiple plans are currently being completed by ACTC, including the Countywide Multi-modal Arterial Plan, the Countywide Transit Plan and the Countywide Goods Movement Plan; M-10, Traffic Calming Measures, which was previously identified for the 2020-2040 timeframe and is currently being developed for review and adoption by the City Council in FY2017; M-12, Shuttle Service Study, originally slated for 2017-2019 has been underway for some time and various options, including traditional fixed-route shuttles and on-demand services are being explored; PFS-6, Rainwater Harvesting and Greywater Systems, which was completed in 2015 with the adoption of the Bay Friendly Model Water Efficient Landscape Ordinance that requires rain catchment and greywater plumbing in new single-family homes that meet certain criteria, although it was originally slated for completion in the 2017-2019 timeframe.

ECONOMIC AND FISCAL IMPACTS

There are no economic or fiscal impacts associated with this General Plan Implementation Annual Report.

PUBLIC CONTACT

The development of the General Plan, including the various Implementation Programs, contained a significant community outreach component. Additional outreach related to the City's implementation progress was not conducted. However, the Hayward e-plan, or web-based General Plan, will be linked from the City's website and it will be 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 any program language or established timeframes, staff will return to the Council in the fall to formally request approval to amend the General Plan as directed.

Also, over the next month, city staff will be working to link the Hayward e-plan with the City's website. The Hayward e-plan will maintain current status of the Implementation Programs so that the City's progress will be transparent.

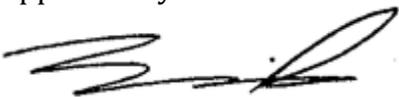
On an annual basis, Development Services staff will provide an update to the City Council on that progress.

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 goals and policies.

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Recommended by: David Rizk, AICP, Development Services Director

Approved by:



Fran David, City Manager

Attachments:

Attachment I

Implementation Program Progress Summary