

Hayward Area Recreation and Park District



Creating Community Through People, Parks and Programs

The Hayward Area Recreation and Park District (HARD) is an independent special district established in 1944 to manage and operate parks and recreational facilities and provide programs and services for the City of Hayward and unincorporated Alameda County including Ashland, Castro Valley, Cherryland, Fairview, and San Lorenzo. An elected five-member Board of Directors governs H.A.R.D., they develop policy and exercise oversight of property tax revenues, user fees, and the recently approved \$250-million-dollar Measure F-1 Bond.

The Board of Directors and District Staff work to achieve the District's Mission "to enrich the quality of life for all community members by providing a wide range of recreational activities, parks, and facilities that meet the diverse needs and interests of the entire community and promote health, well-being, learning, and fun."

H.A.R.D. has committed to providing a wide range of programming and activities for all ages, and accessible/inclusive recreational opportunities for all community members, including special programs and services for seniors, people with disabilities, and low-income families within the District's jurisdiction.



H.A.R.D. Board of Directors



President
Sara Lamnin

Term: 2022-2026



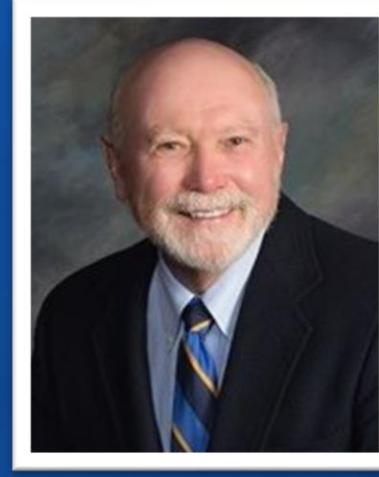
Vice President
Rick J. Hatcher

Term: 2024-2028



Secretary
Peter Rosen

Term: 2024-2028



Director
Paul W. Hodges, Jr.

Term: 2022-2026



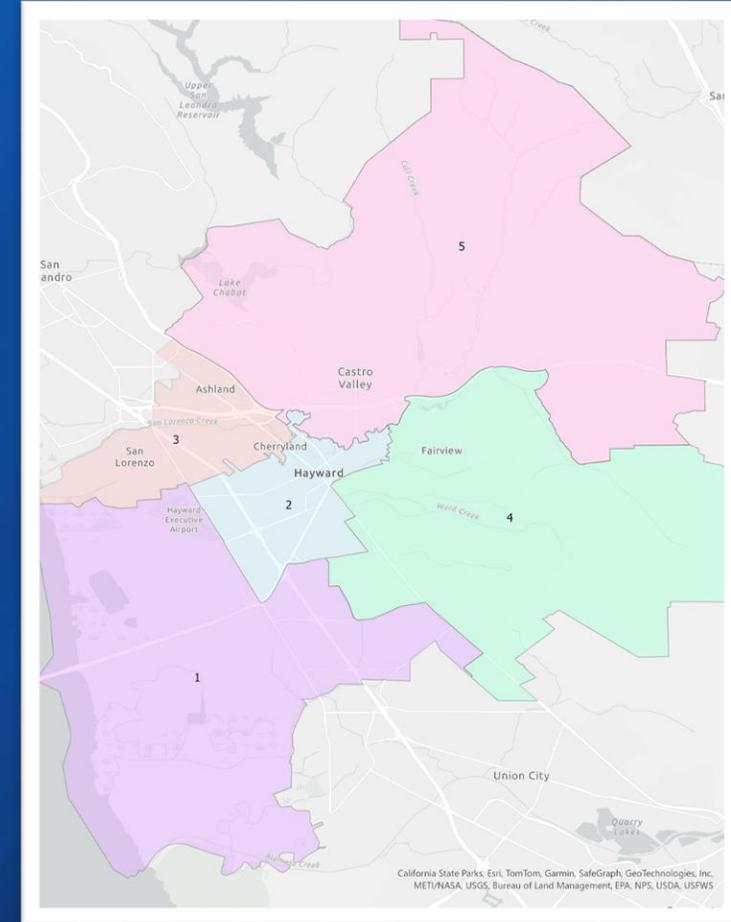
Director
Louis M. Andrade

Term: 2024-2028



Board of Directors and General Manager

- Transitioned from at-large to by-district elections
- Developed Board orientation and additional training opportunities
- Monitoring of the District's Strategic Plan



District Departments

- General Manager's Office
 - District Clerk, Analyst, Communications, Government Relations, Public Safety/Rangers
- Administrative Services Department
 - Finance, Human Resources, IT
- Capital Planning and Development Department
 - Measure F1 250 Million Dollar Bond Administration
- Parks and Facility Maintenance Department
 - Custodial, Facility Maintenance, Park Maintenance, Fleet
- Recreation, Arts & Community Services Department
 - Classes, Facility Rentals, Outdoor Recreation, Camps, Swim Centers, Douglas Morrison Theatre, Arts, Special Events



District-wide Size and Scope



53
Reservable Picnic Sites



4
Fitness Courts



41 Full/17 Half
Basketball Courts



6
Dog Parks



107
Parks and Fields



28
Soccer Fields



42
Baseball/Softball Fields



21
Recreation Facilities



89
Playgrounds



1
Gym



4
Swimming Pools



1
Golf Course



46
Tennis/Pickleball Courts



10
Miles of Trails

Hayward Size and Scope



34
Reservable Picnic Sites



4
Fitness Courts



30 Full/9 Half
Basketball Courts



1
Dog Parks



51
Parks and Fields



13
Soccer Fields



28
Baseball/Softball Fields



17
Recreation Facilities



48
Playgrounds



1
Gym



2
Swimming Pools



1
Golf Course

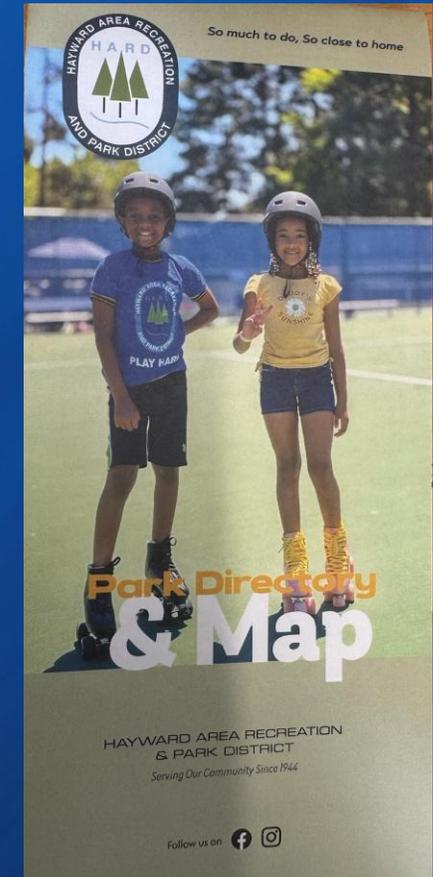
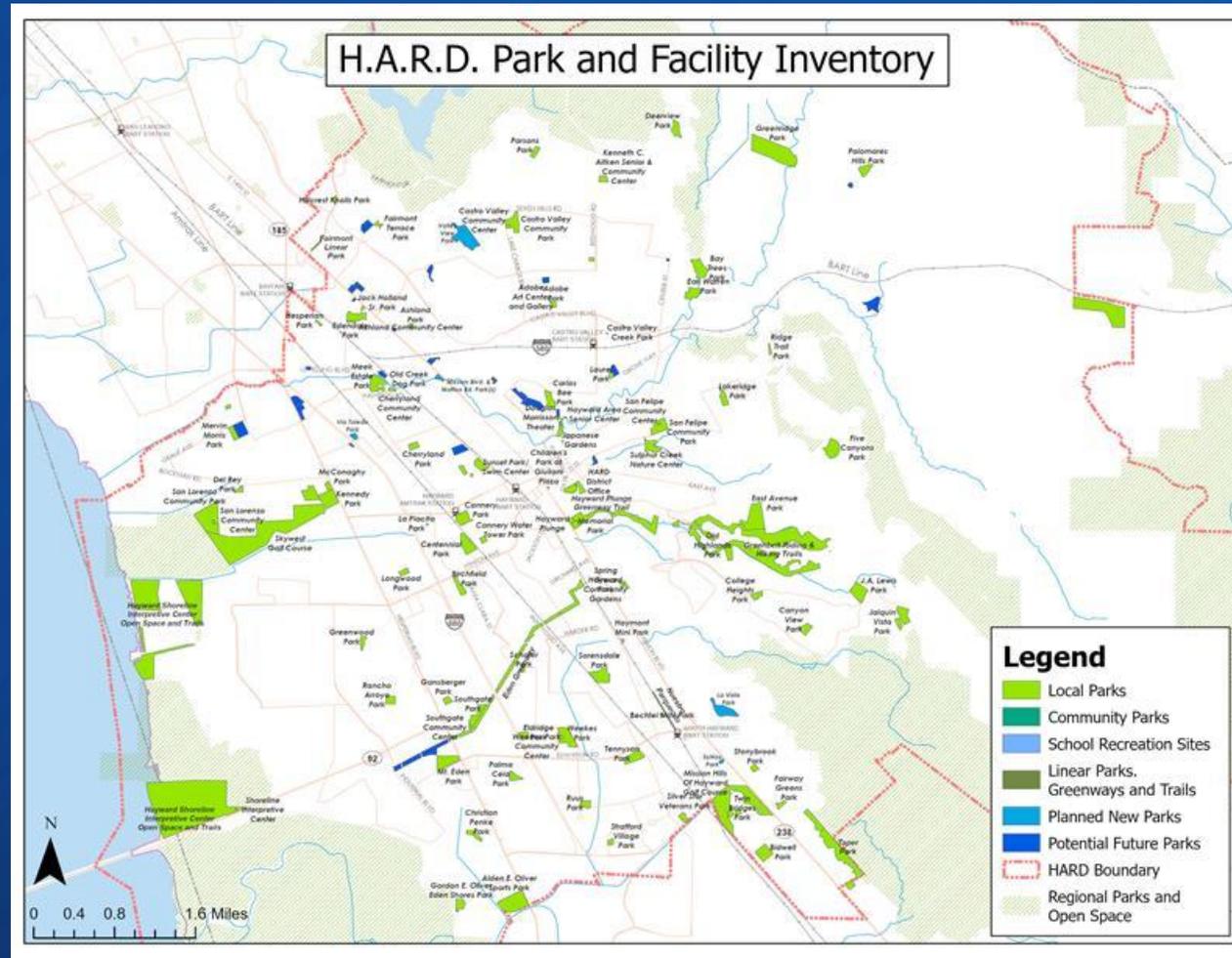


21
Tennis/Pickleball Courts



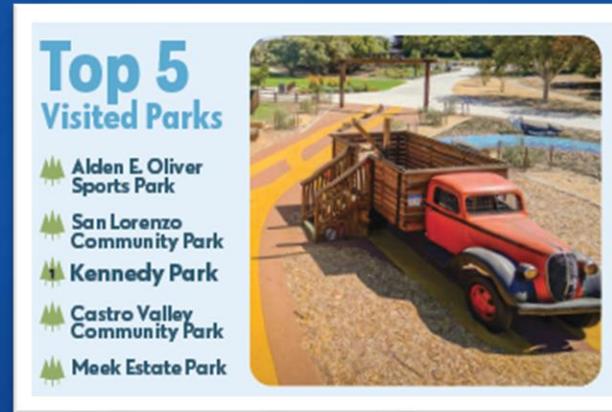
9
Miles of Trails

District Amenities and Initiatives



Data Driven Decision Making

- Park Evaluation Scores
- PlacerAI
- Verizon Network Fleet



87%
Average maintenance score for all parks

H.A.R.D. staff and community members completed 700+ Park reviews

- Community Survey and Need Assessment



New and Other Initiatives

- Core program models
- Equity-based programming
- Updated program evaluations for improved user input
- Assets and programming based on community priorities from the community survey and needs assessment



Improved Accessibility

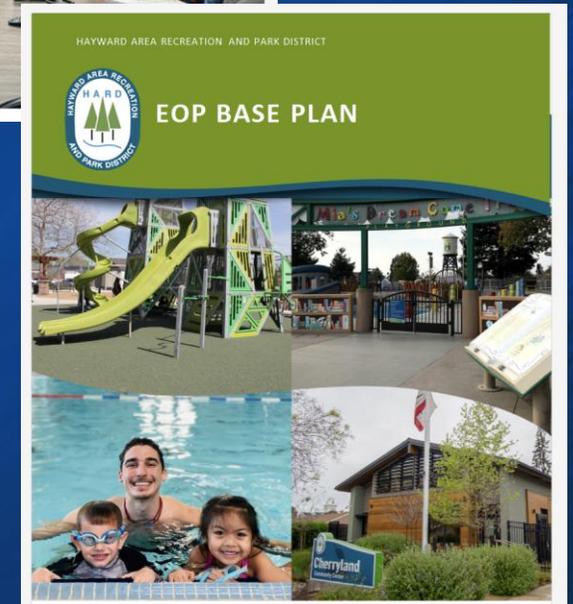
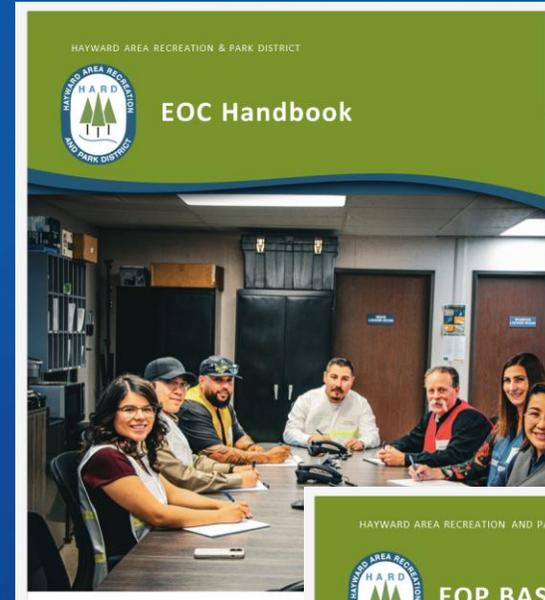
- Creation of a District-wide inclusion working group
- Expansion of adaptive recreation programming
- Growth of access-for-all program by 280%
- ADA Transition Plan



ADA Improvements at Sorensdale Park

General Manager's Office

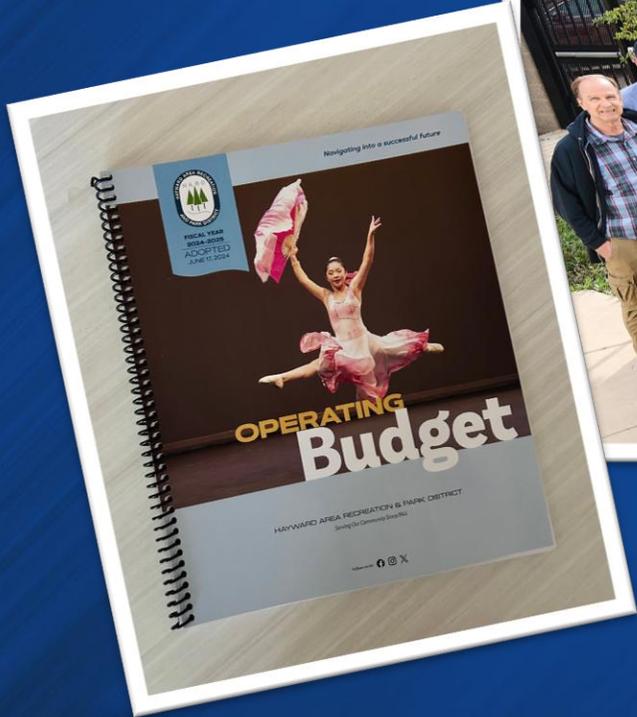
- Emergency operations
 - Emergency operations center handbook
 - Emergency operations plan
 - Incident command system training
 - Focus on interagency agreements
 - Alameda County
 - City of Hayward
- Critical communication plan



Recreation and Mental Health

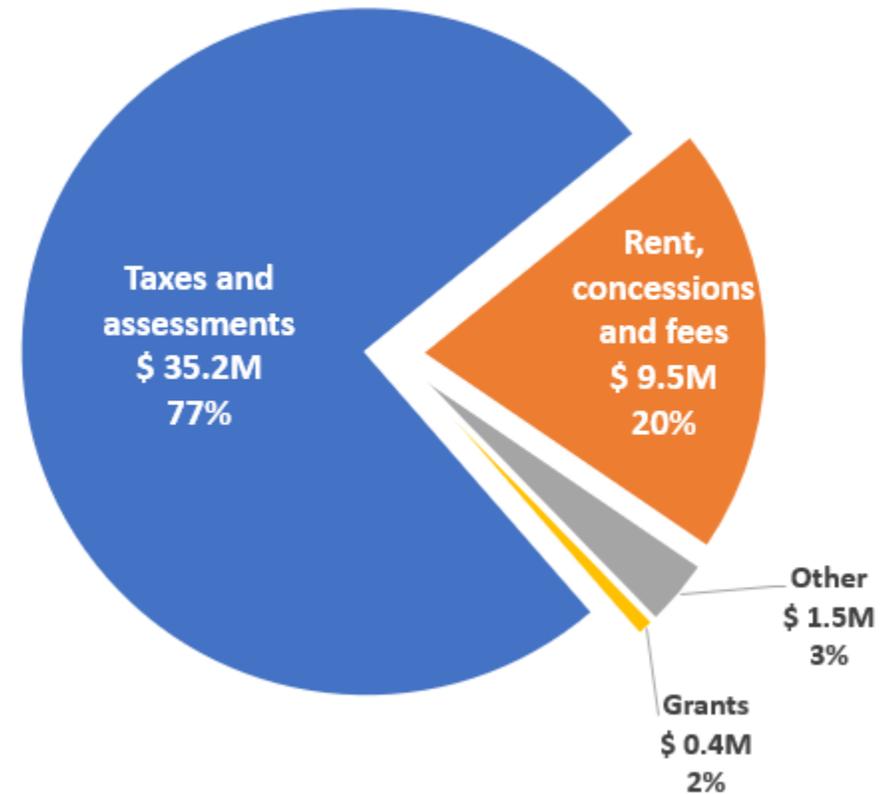


Administrative Services Department



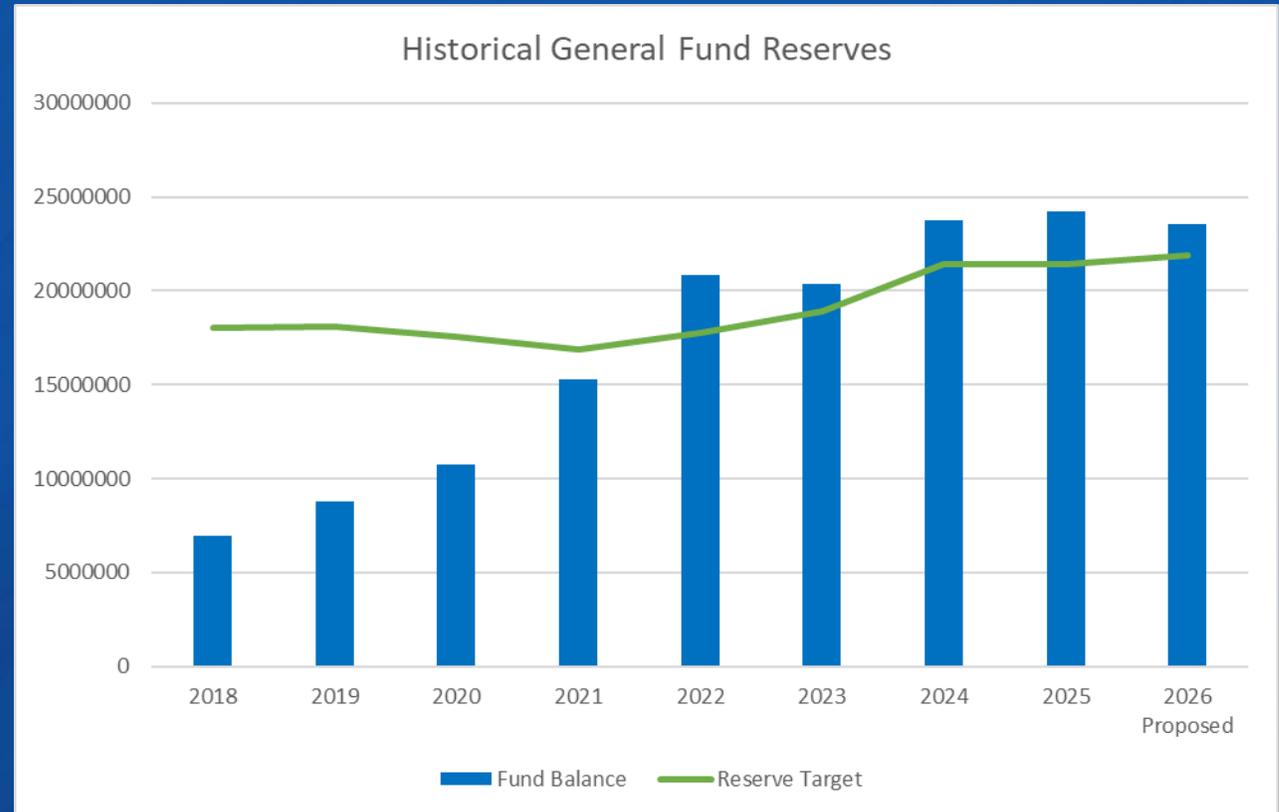
General Fund Revenue by Source

- **77% of funding comes from property tax and special assessment revenue**
- Total General Fund revenue in FY2024-25 amounted to **\$46.6 million**



Stewardship of Financial Assets

- **Reserves policy:** adopted 3/13/17, targets met by 2022
- **Balanced budget:** ensuring fiscal stability into the future
- **Long-range planning:** envisioning & implementing solutions to future needs
- **Exemplary credit:** Moody's AAA Rating (highest available)



- **Internal service funds:** mechanisms established to fund major equipment replacement and Section 115 Pension Trust

Human Resources

- In House Recruitment
 - 21 Total Full-Time Employees (13%)
 - 13 Full-Time Employees promoted or transferred to higher level
- 220 hourly employees were hired in 2025
 - 5 Rangers ♦ 115 Hourly ♦ 100 Rehires
 - 89 total Hourly Employees promoted or transferred in 2025.
- Largest Employer of Youth in the District: 146 hourly employees were between the ages of 16-21 at time of hire



Human Resources

- Developing and training District employees
- Learning Management System (LMS)
- Foster workplace engagement (Fridays and staff picnic)



Modernization & Efficiency in IT

- \$2.2 million investment in information technology, including network modernization and security across 24 locations
- Continued implementation of Enterprise Resource Planning (ERP)
- New VOIP phone systems
- IT Disaster Recovery and Business Continuity Plan
- Migrating services and files to the Cloud



Recreation, Arts and Community Services Department



Afterschool Arts



Recreation, Arts & Community Services Community Impact

- Nearly 40,000 registrations through our fee classes in 2024.
- 5,000 youth served through summer camp
- 53% increase since 2019
- 200,000+ through senior centers, aquatics centers, 42 special events, and much more.
- \$200,000 of fees waived for 50 community partners for facility and park rentals



Recreation For All

- 400% Increase in Amount of Scholarship Awarded
- H.A.R.D.'s Health Equity Initiative
 - Over \$1.2 million in free programs since 2022
- 1,400 weeks of free summer camp
- Water Safety Initiative – 9,000 Free Swim Lessons
- Equity in Outdoor Education/Arts Access
- Mobile Recreation/Special Events



Significant Investment in Youth and Teens

- After school Arts Education program at Weekes
- Play H.A.R.D. after school sports league
- Monthly series of free teen events
- Outdoor education program for teens
- Arts access



Looking forward...

- Hayward Shoreline Interpretive Center
- Adaptive sports programming
- Opening of Challenge Course (high/low ropes course)
- Drowning Prevention at Cherryland Elementary
- Alameda County Agricultural History Center



Parks and Facilities Maintenance Department

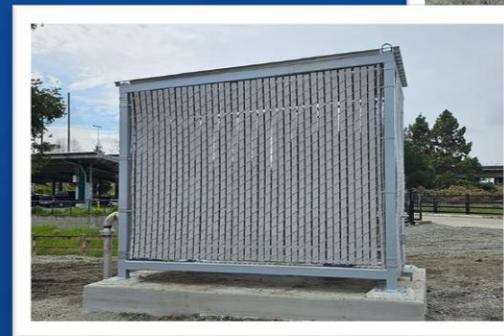


Parks and Facilities Maintenance

- Data and Metrics for Efficient Resource Allocation
 - Park evaluations data and scores
 - Community survey and needs assessments
 - Placer.ai for park and facility visit data

- Energy Efficiency Projects

- HVAC
- Lighting
- New roofs & solar

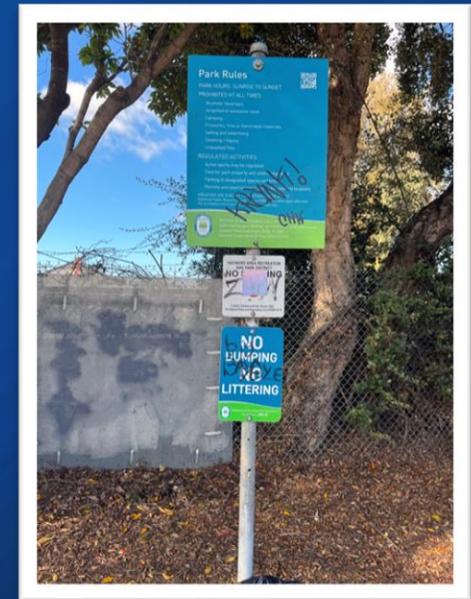


- Pumps & Wells



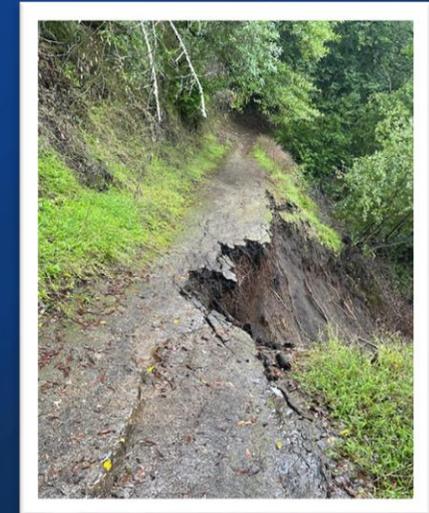
Park Initiatives

- Safety in Hayward parks
- TRUCRS (CARB) compliance and reporting
- EV fleet additions
- Charging stations at HARD sites
- Graffiti abatement program implementation



New Parks and Trails

- New Signs at parks
- Maps
- Hayward Community Gardens
 - Compost
 - Tree nursery
- Park Renovations and Projects
 - FEMA repair and mitigation (22 projects)



Capital and Planning Department

- The Department was created in 2017
- Voter approval of Measure F-1 by 78%
- 250 Million Dollar Bond, Recently expended 125 million, sold round two of 85 million in 2023, last round will be 40 million
- Raised over \$55 Million in Grants for New Parks and Trails
- Check out more projects at www.HaywardRec.org/Hardatwork



Current Projects



Bidwell Community Center

Construction anticipated to start early 2026



Carol Pereira Park

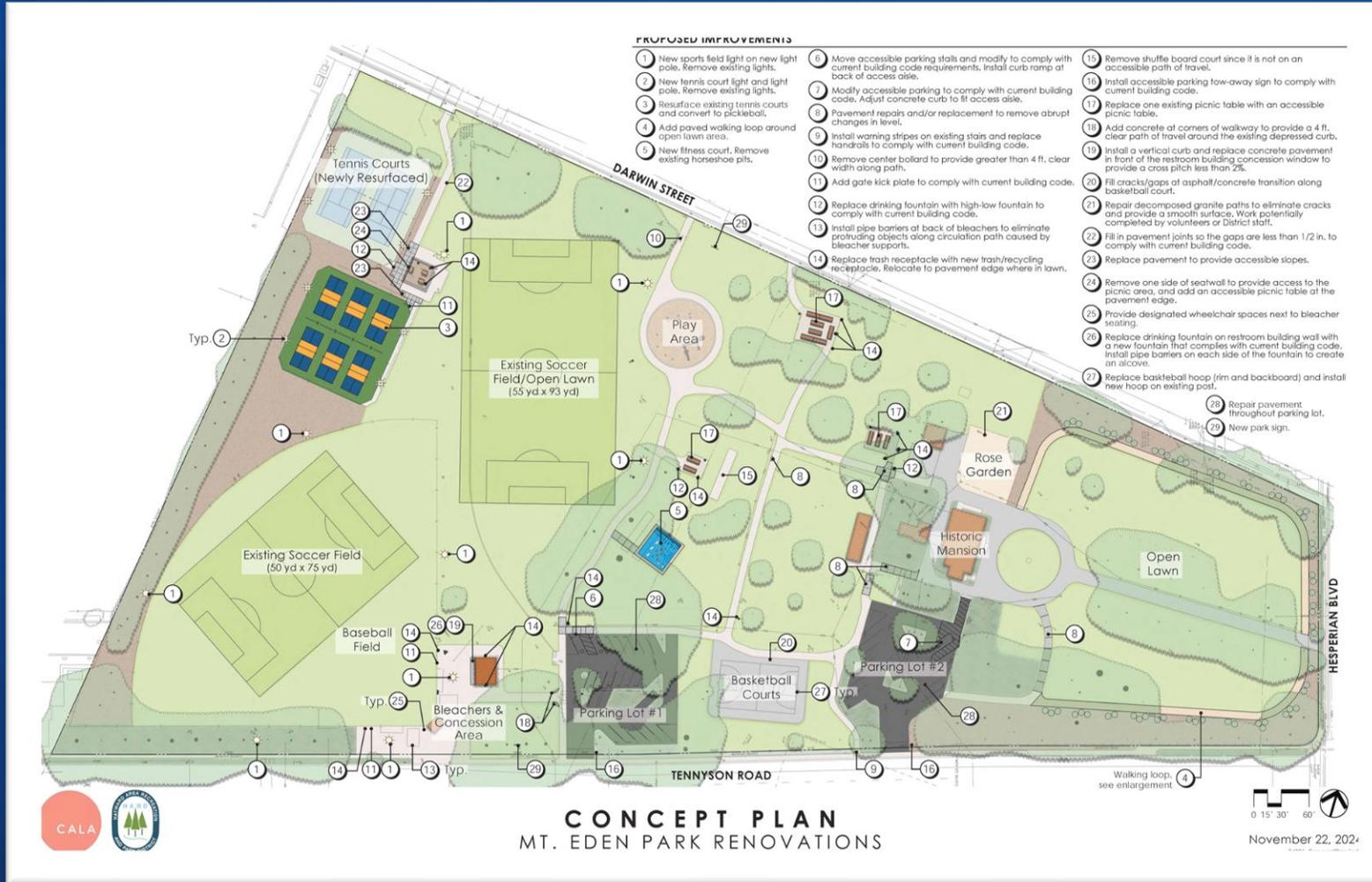
D & Clay – 1350 E Street

Currently in Design Development Phase. Construction estimated to start late 2026/early 2027.



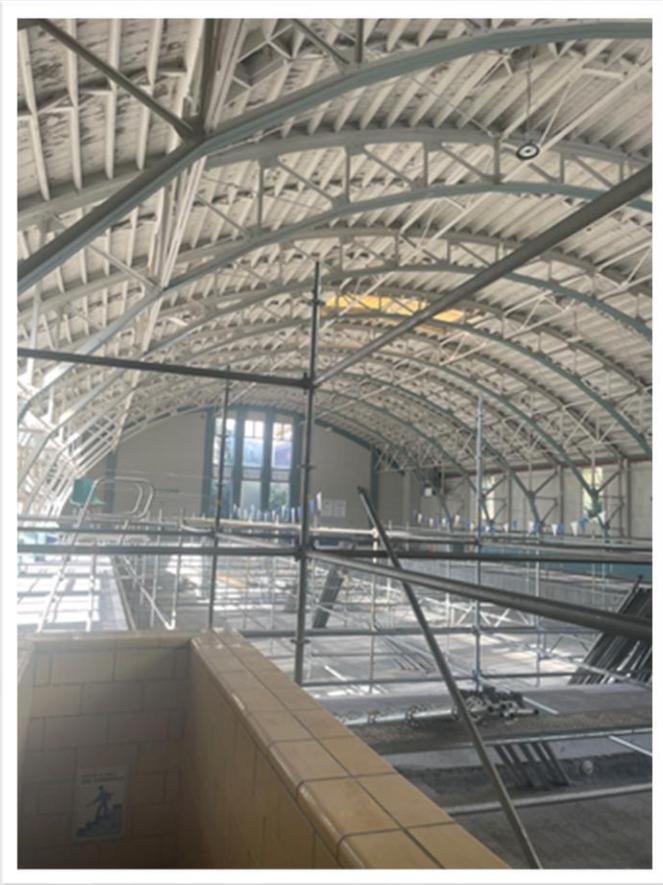
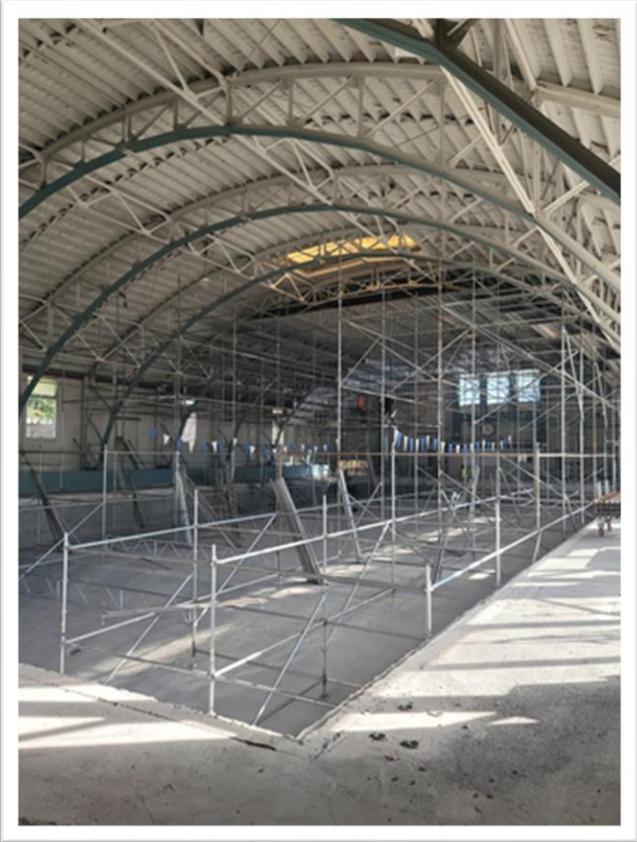
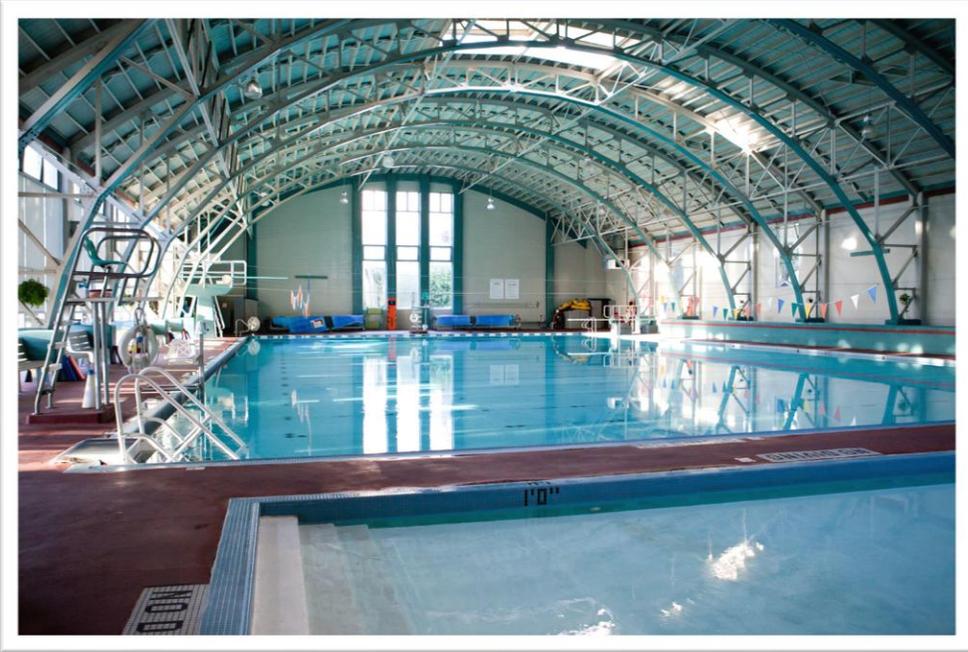
Mt. Eden Park Renovation

Under construction. Anticipated Completion Summer 2026.



Hayward Plunge

Anticipated completion in summer 2026. Project cost \$5M

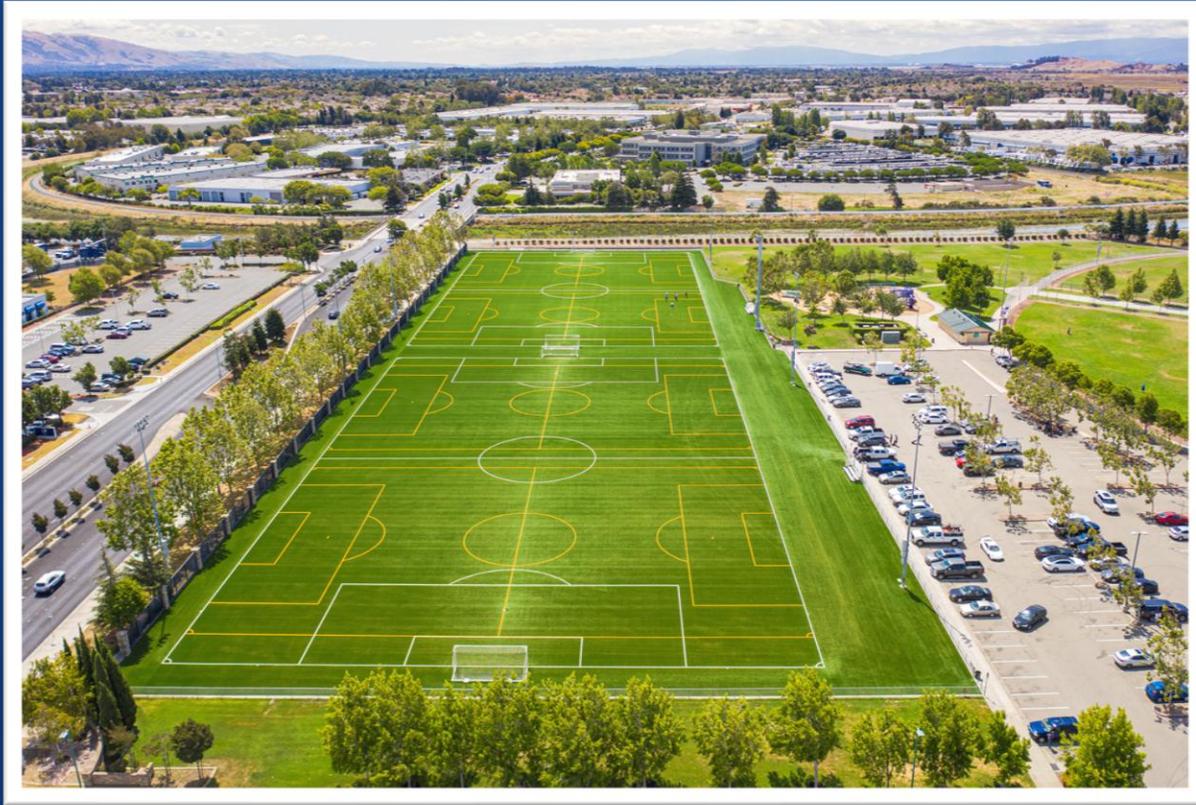


Complete Projects



Alden E Oliver Sports Park

Renovation of two soccer fields was completed in May 2019. Project cost \$2.3M



2025 Visitors: 932,620



Mission Hills Golf Course Driving Range

Construction was completed in May 2019. Top Tracer was added. Total project cost was \$3.3M.



2025 Golf Course and Driving Range Visitors: 130,237

Fitness Courts

Construction completed was completed in 2019 with a project cost of \$750K.

Eden Greenway

Cypress and Harder, Hayward

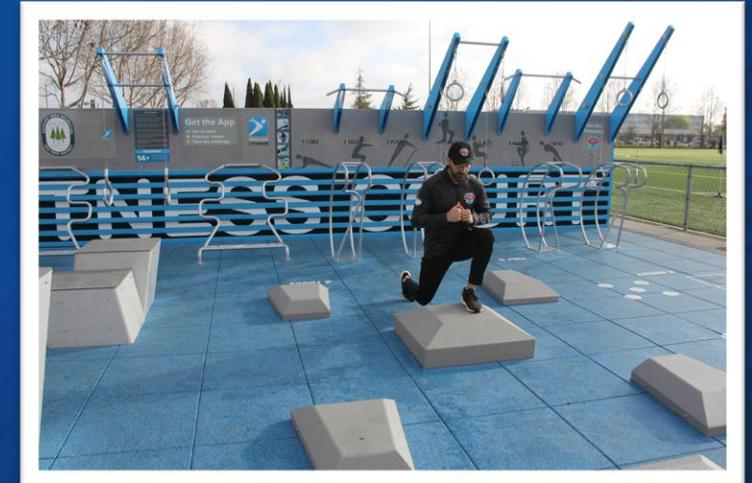
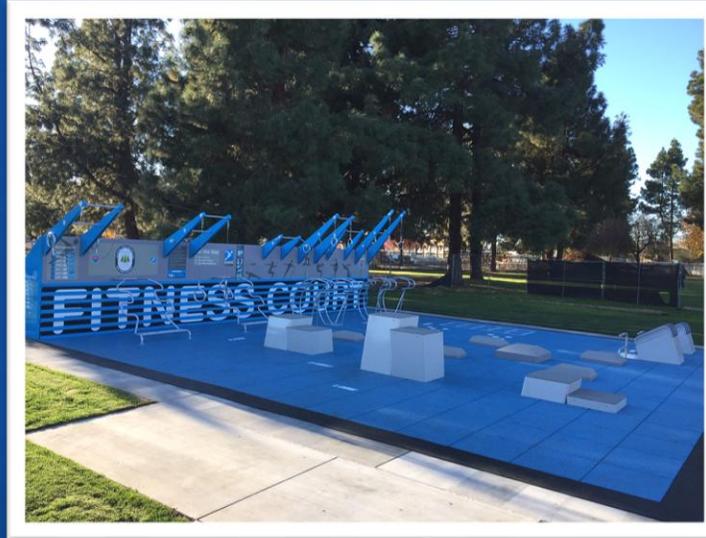
Tennyson Park

Panjon and Huntwood, Hayward

Alden E. Oliver Sports Park

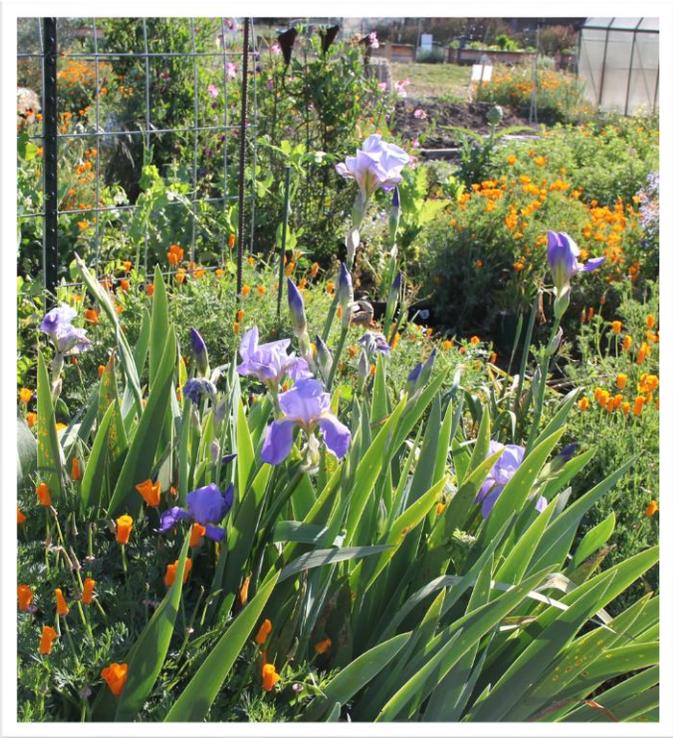
2580 Eden Park Place, Hayward

Currently adding Fitness Courts to Bidwell,
Birchfield, and Mt Eden Parks.



Hayward Community Gardens

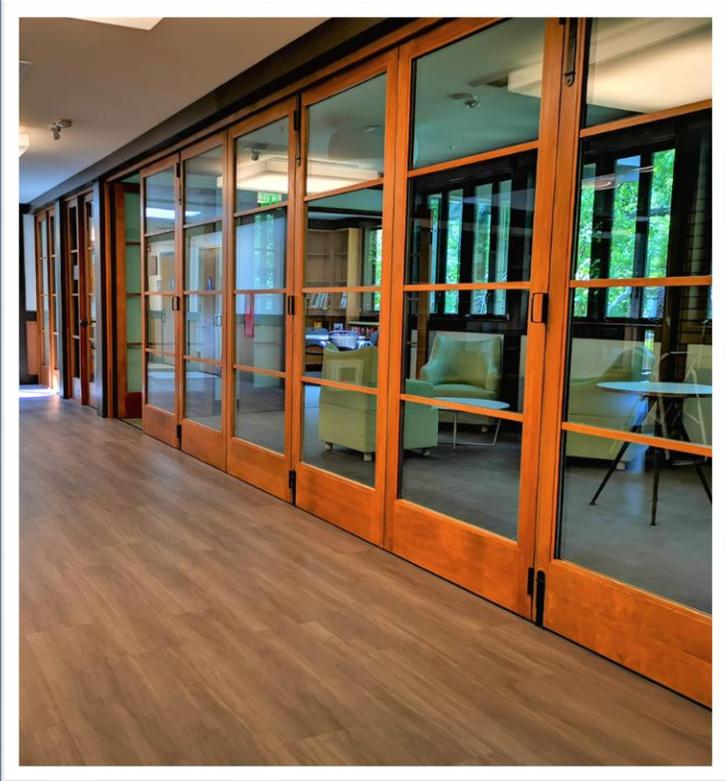
Construction completed in 2019. Project cost \$1.2M



2025 Visitors: 11,185

Hayward Area Senior Center

Construction completed in with 2019. Project cost \$5.7M



2025 Visitors: 21,710



Kennedy Park Renovation

Construction was completed in April 2022 with a project cost \$19M



2025 Visitors: 435,958



Palma Ceia Park

Renovated playground, picnic areas, pathways, story walk and new outdoor fitness court. Total Project cost \$1.5 M. Completed in 2024.



2025 Visitors: 28,842

Southgate Park

Renovated playground, picnic areas, pickleball courts and a disc golf course. Project was completed in 2024 with a total project cost of \$1.7M.

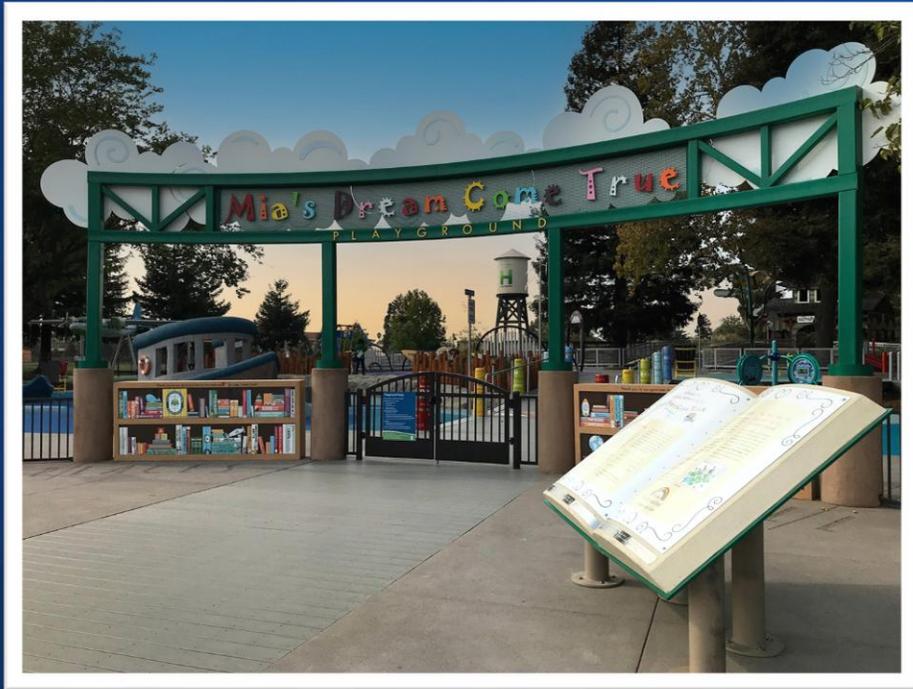


2025 Visitors: 84,500



Mia's All Abilities Playground and Tennyson Park Renovation

Tennyson construction was completed in 2025 with total cost of \$11.5M.



2025 Visitors: 102, 638



2025 Visitors: 121, 350



Weekes Community Park

Total cost of these improvements was \$720 K. There is funding allocated in the CIP for additional improvements.



Basketball, Tennis & Pickleball Court Renovations completed in 2023v



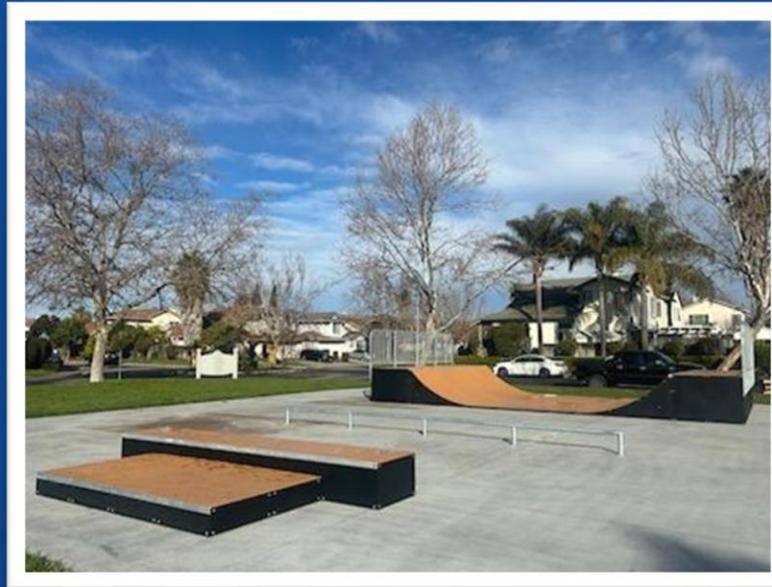
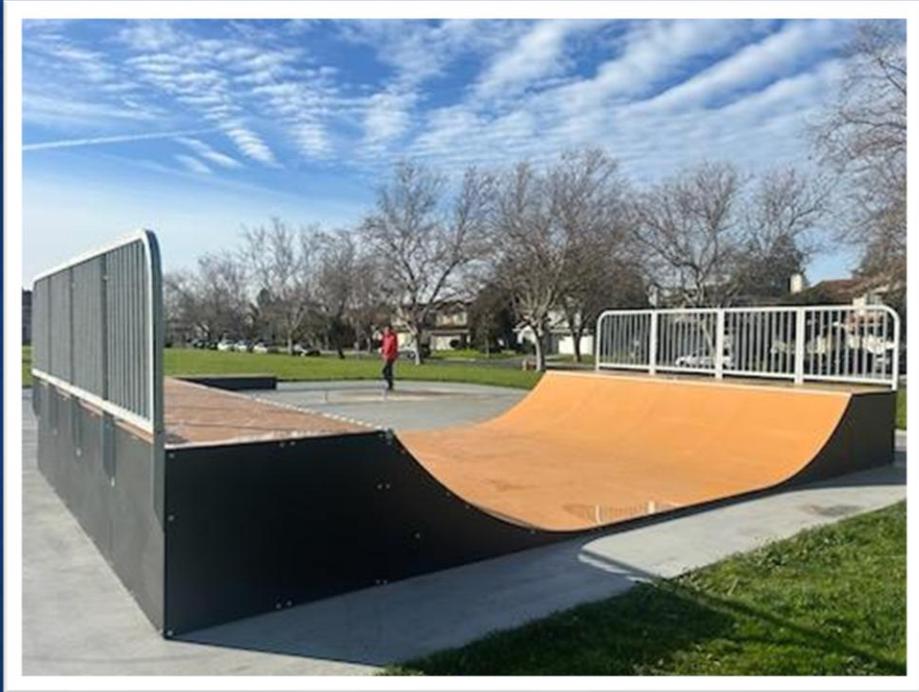
Picnic Area Renovations completed in 2021

2025 Visitors: 116,925



Skate Park Renovation – Stratford Village Park

This renovation was completed in 2025 with a project cost of \$55,200.



Trails Maps and Signage

This was completed in 2026 with a project cost of \$115K.



Basketball and Tennis Court Renovations

Canyon View Park
Centennial Park
Greenwood Park
Haymont Mini Park
Longwood Park
Mt. Eden Park
Nuestro Parquecito
Oliver Sports Park
Silver Springs Park
Southgate Park
Spring Grove Park
Twin Bridges Park
Weekes Community Park



These parks are a part of a three phases repairs, total cost for all three phases is \$5M



Energy Efficient Project

Energy Efficient project was completion in 2026 with a total project cost of \$12.5M with a \$29M return in cost savings.

- HVAC Upgrades
- Lighting Upgrade
- Thermostat replacement
- Building Envelope Sealing
- Transformers
- Low Flow Fixtures
- Solar PV
- New Roofs



Regional Projects



Sunset Futsal Courts

Futsal construction was completed in 2022 with a project cost of \$3.4M.

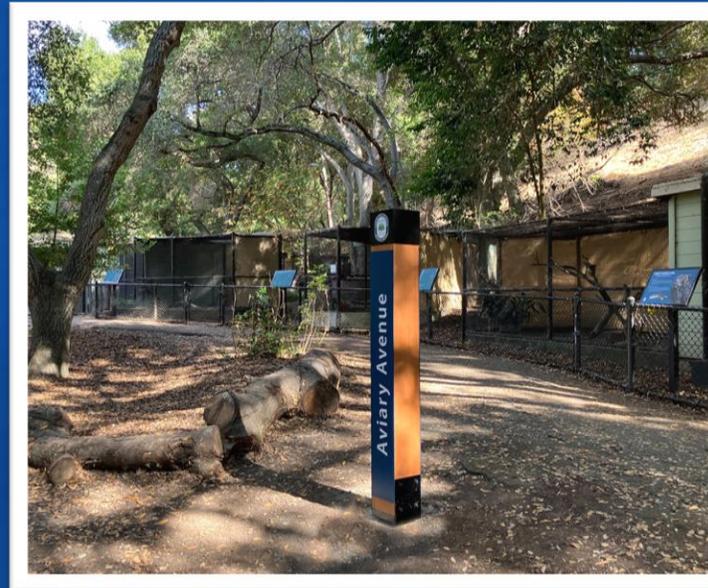
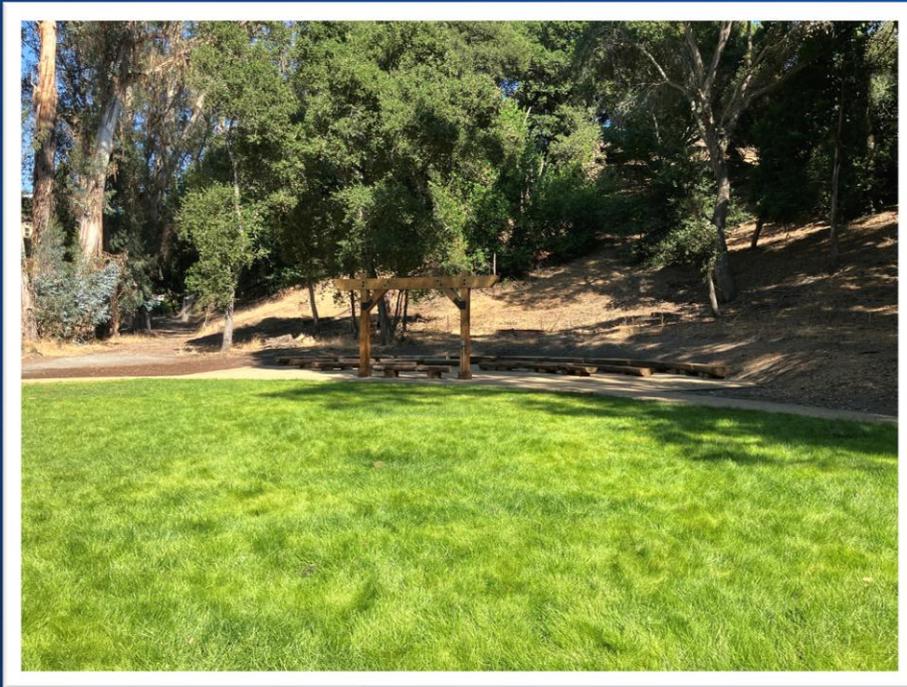
- 2 Adult Courts/4 Youth Courts
- Entry Kiosk
- Restrooms
- Seating
- Fencing
- ADA Parking
- Signage



Sulphur Creek Nature Center

Outdoor Environmental Education Facility Grant Project

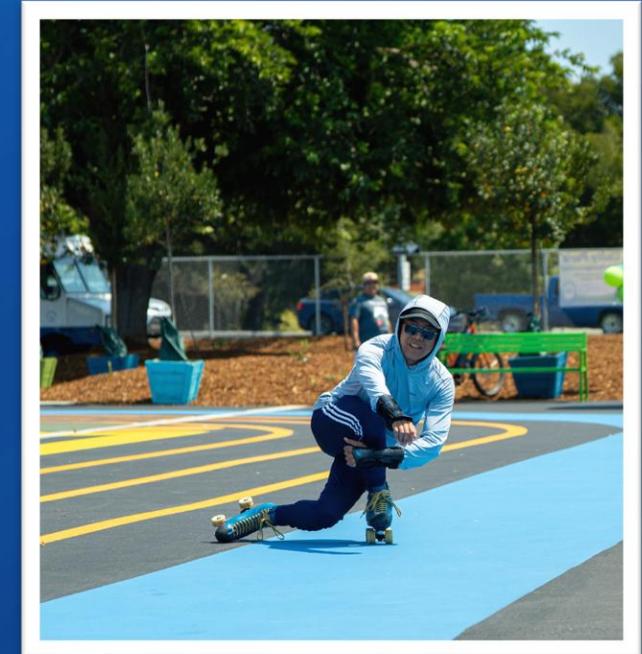
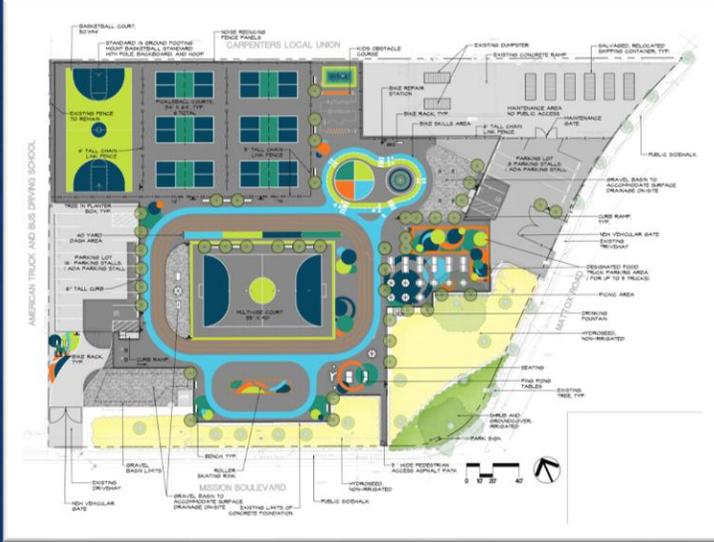
Construction was completed in 2024, with a total project cost of \$1.1M



2025 Visitors: 33,234

Unity Park

Unity Park was opened to the public in June 2025. The total project cost were \$4.7M for acquisition and \$2.3 M for development.



2025 Visitors: 21,753



Agricultural History Center at Meek Park

Regional Educational Center was opened to the public in October 2025 with a total project cost of \$600K.



Carriage House



Historic Displays



Agricultural Demonstration



Challenge Course

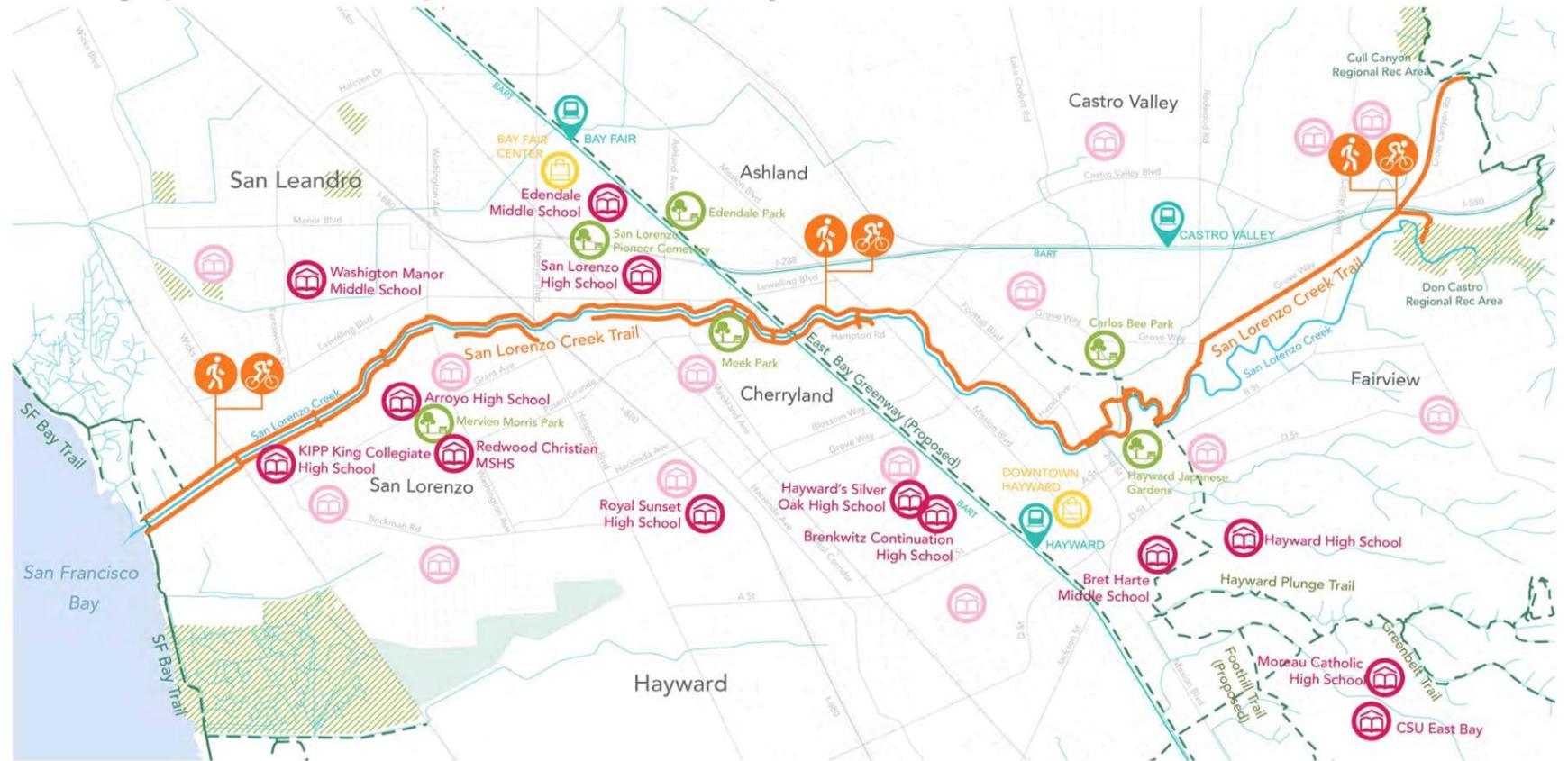
The challenge course is located at Rowell Ranch. The project was completed in December 2025, with a total project cost of \$175 K.



SAN LORENZO CREEKWAY VISION & GOALS

Building Equitable Active Transportation in Alameda County

- \$27 million grant funded
- 7-mile trail through the District



SAN LORENZO CREEKWAY COMMUNITY MEETING #2 JUNE 23, 2020



Foundation



- Strategic fundraising for sustainable growth and community impact
- Enhanced public awareness through communications and digital engagement for community connectivity – Ninja Warrior
- Enhanced support for and alignment with HARD's strategic goals
- Created the Youth Ambassador Program
- Launch a multi-million-dollar capital campaign to renovate the Sulphur Creek Discovery Museum and a new aquatic center in Hayward
- Developed the I Heart H.A.R.D. Initiative



Hayward Area Recreation & Park District Foundation





Thank You!!!

Hayward Area Recreation and Park District

James Wheeler, General Manager

WheJ@HaywardRec.org