

City of Hayward General Plan Task Force

October 25, 2012

Meeting #1: Welcome and Orientation



Roll Call: Task Force





Task Force Members

- Alan L. Parso
- Alex Harmon
- Dana Caines
- Daniel B. Goldstein
- Diane Laine
- Edward W. Bogue
- Heather Enders
- Julius C. Willis Jr.
- Justin D. King
- Lory Hawley
- Monica M. Schultz
- Pedrito C. Gella
- Ryan Fernandez
- Stacy Snowman
- Veronica Martinez

Introductions





Lead City Staff

- David Rizk, Development Services Director
- Richard Patenaude, Planning Manager
- Erik Pearson, Senior Planner, GPU Project Manager
- Jason Jones, Jones Planning and Design

- David Korth, Neighborhood Services Manager
- Mary Thomas, City Manager's Office



General Plan Task Force

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“Get To Know You” Exercise





Stand Up Game

- A statement will be posted on the screen.
- Stand up if you can agree with the statement.
- Sit down if you cannot agree with the statement.



Stand Up Game

I was born in Hayward.



Stand Up Game

I lived in Hayward for most of my childhood.



Stand Up Game

I have lived in Hayward for most of my adult life.



Stand Up Game

I graduated from high school
in Hayward.



Stand Up Game

I went to Chabot College or
Cal State East Bay.



Stand Up Game

I am a Hayward business
owner.



Stand Up Game

I work for a non-profit organization.



Stand Up Game

I work in Hayward.



Stand Up Game

I love the Hayward Zucchini
Festival.



Stand Up Game

I am prepared for the next
earthquake on the Hayward
Fault.



Stand Up Game

I regularly travel on BART or
AMTRAK.



Stand Up Game

I regularly travel on local or regional buses.



Stand Up Game

I regularly ride my bike to work or local destinations.



Stand Up Game

I have children.



Stand Up Game

I have grand children.



Stand Up Game

I can speak more than one
language.



Stand Up Game

I am on Facebook.



Stand Up Game

I am on Twitter.



Stand Up Game

Go NINERS!



Stand Up Game

Go RAIDERS!



Stand Up Game

Go A's!



Stand Up Game

Go Giants!



Stand Up Game

Hayward needs

_____.

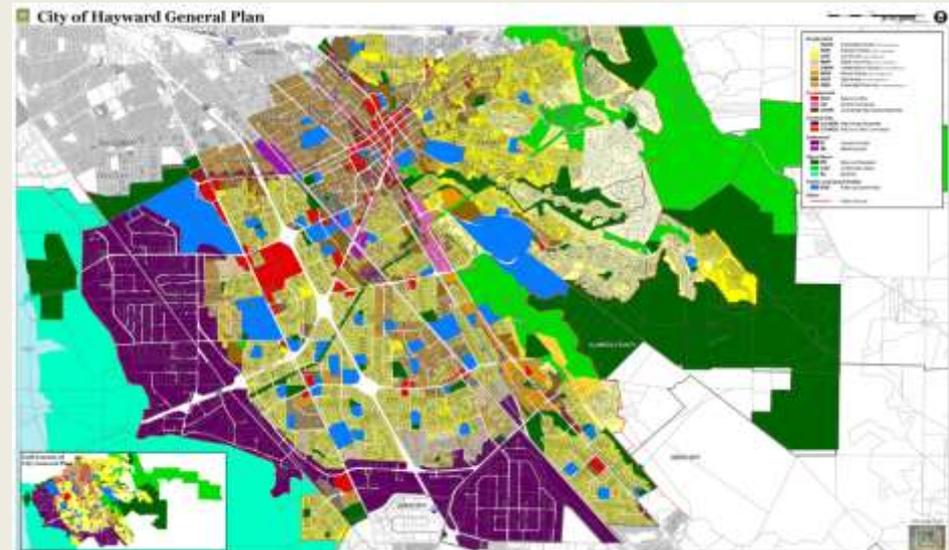
Overview of the General Plan and General Plan Update Process





What is a General Plan?

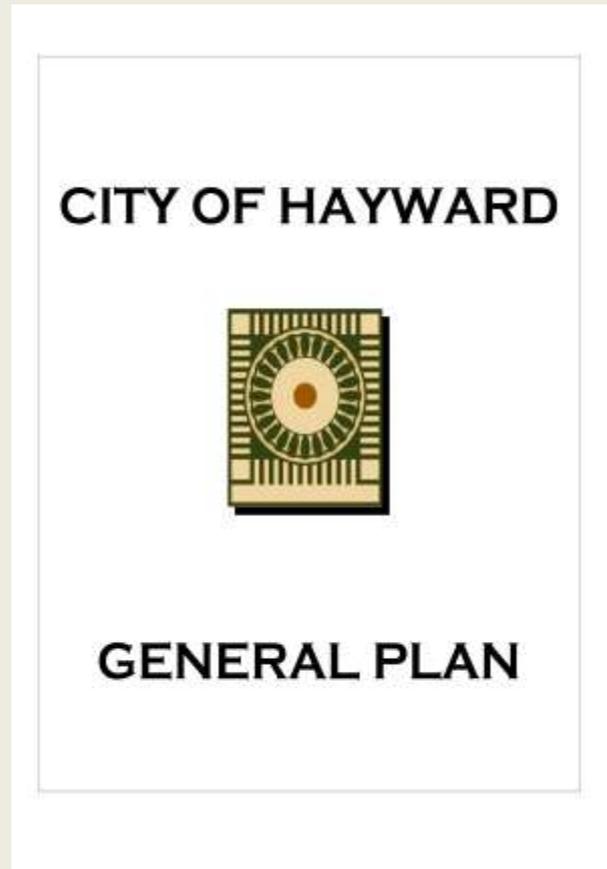
- City's long-range growth policy document
- California Supreme Court has called the general plan the “constitution for future development.”





History of Hayward's General Plan

- First adopted in 1953
- Updated in 1965, 1974, 1986
- Circulation Element updated in 1998
- Comprehensive Update completed in 2002
- Housing Element Update in 2010





Hayward's General Plan Outline

Required Element	City of Hayward Element/Chapter
Land Use	Land Use
Circulation	Circulation
Housing	Housing
Conservation	Conservation and Environmental Protection
Open Space	Conservation and Environmental Protection
Noise	Conservation and Environmental Protection
Safety	Public Utilities and Services

Optional Elements:

Economic Development

Community Facilities and Amenities



Why Update the General Plan?

Policies need to be updated to align with State law and the City's current vision and priorities:

- Safe, Clean & Green
- Ensure Development does not Exceed Capacity
Public Safety
 - Complete Streets
 - Public Health
 - Climate Action Plan Policies



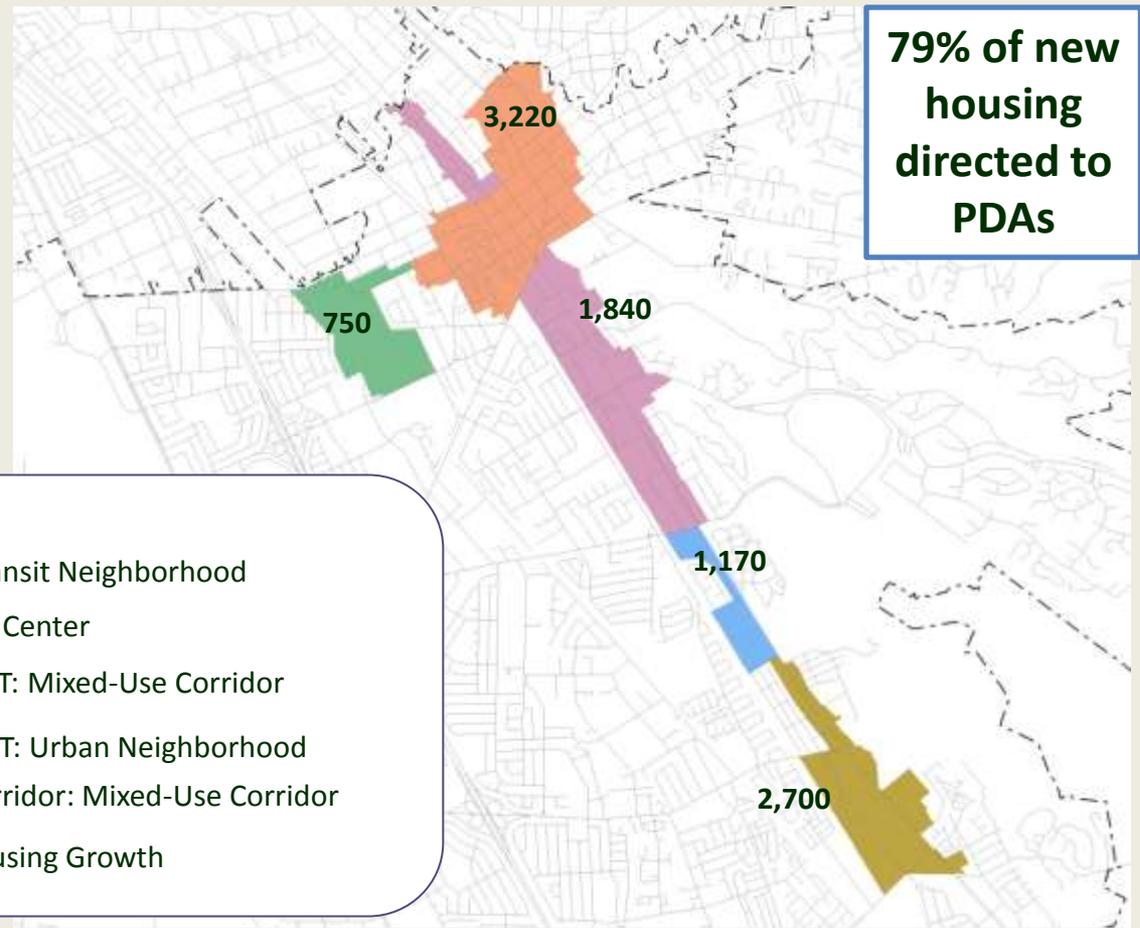
Land Use Element

- Overview/inventory of City Assets
- Re-evaluate Land Use Patterns
- Incorporate Sustainable Communities Strategy
- Flood Hazards
- Climate Action Plan





Priority Development Areas



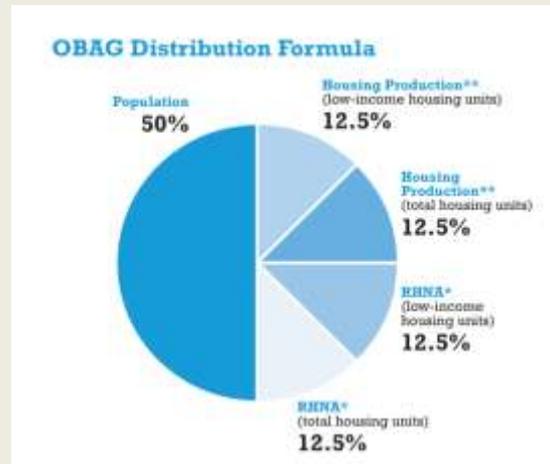
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- The Cannery: Transit Neighborhood
- Downtown: City Center
- So Hayward BART: Mixed-Use Corridor
- So Hayward BART: Urban Neighborhood
- Mission Blvd Corridor: Mixed-Use Corridor
- 2010 – 2040 Housing Growth



Circulation Element

- New Streets
- Update Traffic Counts
- One Bay Area Grant (OBAG) program
- Incorporate Complete Streets by October 2014
- Pedestrian Master Plan





Housing Element

- Must be updated by October 2014
- Accommodate Regional Housing Needs Allocation (RHNA)
- Must address housing for disabled
- Address loss of Redevelopment Agency





Conservation & Environmental Protection Element

- Open Space
- Biological Resources
- Water Conservation
- Air Quality
- Flood Hazards
- Noise





Public Utilities & Services Element

- Fire Protection
- Public Safety
- Water Supply
- Water Treatment
- Solid Waste





Economic Development Element

- Attract New Employers
- Community Events
- Economic Outlook
- Fiscal Stability





Community Facilities & Amenities Element

- Schools
- Libraries
- Parks
- Historical Resources





New Content

- Sustainability
- Health
 - Food
 - Air Quality
 - Access to Medical Care
 - Walking & Biking
- Neighborhood Plans





General Plan Update Objectives

- Prepare the General Plan In-House
- Address Sustainability
- Support a Safe, Clean, and Healthy Community
- Conduct a Robust Community Engagement Program
- Respond to Regional Plans
- Address Additional Key Planning Issues
- Prepare a Complete and Defensible CEQA Analysis
- Complete the project by June 2014

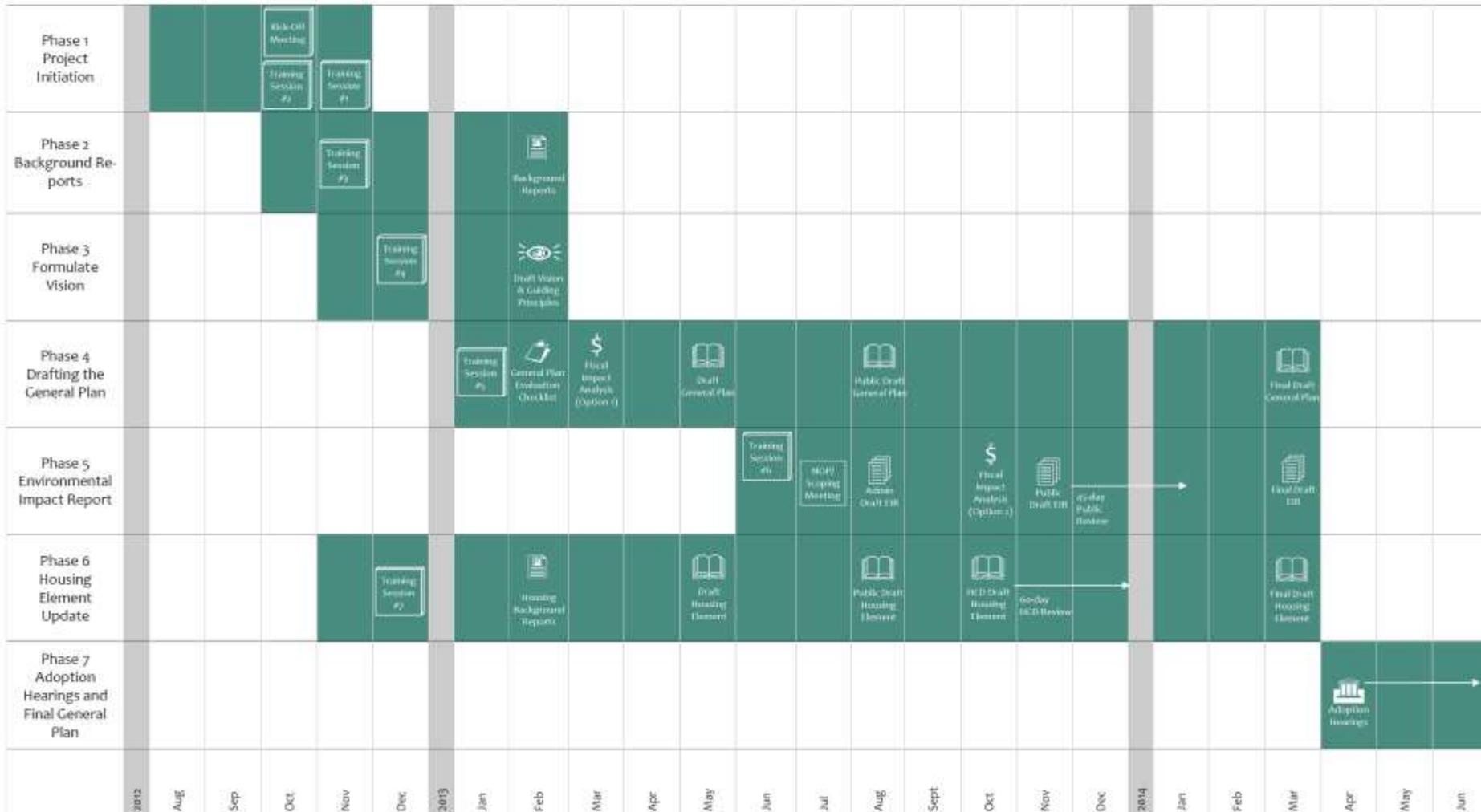


General Plan: Work Program/Schedule

- Phase 1: Project Initiation
- Phase 2: Background Reports
- Phase 3: Formulate Vision
- Phase 4: Drafting the General Plan
- Phase 5: Environmental Impact Report
- Phase 6: Housing Element Update
- Phase 7: Adoption Hearings/Final General Plan



CITY OF HAYWARD GENERAL PLAN UPDATE BASIC PROJECT SCHEDULE



Overview of General Plan Task Force





Roles, Responsibilities, and Expectations

- Advise City staff:
 - Help City staff gain a broader understanding of public perspectives, values, and priorities
 - Provide on-going, organized and effective input related to issues and policies that should be addressed in the General Plan
 - Promote the City's community outreach efforts
 - Communicate with other members of the Hayward community



Roles, Responsibilities, and Expectations

- Review and comment on major work products
- Attend Task Force Meetings
- Provide a constructive forum for interaction and communication
- Research issues and review documents to prepare for meetings
- Participate in other community outreach efforts



Meeting Schedule

- Monthly Meetings
- January through July: meetings on the 1st Thursday of the month
- September through December: meetings on the 2nd Thursday of the month
- All meetings will be at City Hall (room locations may vary)
- Meetings will start at 7:00 pm



Upcoming Meetings

Meeting Date	Room
Thursday, October 25, 2012	1C
Thursday, November 1, 2012	Council Chambers
Thursday, November 08, 2012	2A
Thursday, December 13, 2012	2A
Thursday, January 03, 2013	1C
Thursday, February 07, 2013	2A
Thursday, March 07, 2013	2A
Thursday, April 04, 2013	2A
Thursday, May 02, 2013	2A
Thursday, June 06, 2013	2A



Bylaws and Rules of Procedures

- Articles:
 - Background
 - Purpose and Duties
 - Membership
 - Lifespan of Task Force
 - Roles and Responsibilities
 - Ground Rules for Meetings
 - Compensation
 - Staff Liaison and Staff Support
 - Communication with Media



Bylaws and Rules of Procedures

- Ground Rules for Meetings
 - Brown Act: meetings must be “open and public” (un-noticed meetings where the majority of Task Force members are present are prohibited)
 - Task Force is a non-voting body. The Task Force will operate by consensus and provide comments and input to City staff
 - Meetings will be facilitated by City staff
 - There will be a public comment period at each meeting



Bylaws and Rules of Procedures

- Ground Rules for Meetings
 - Turn cell phones off
 - Be courteous and listen while other are speaking
 - Speak so everyone can hear you
 - If you have already spoken during a discussion, allow others to speak before providing more input
 - Keep an open mind and find areas of understanding and agreement
 - Maintain a positive outlook and provide constructive feedback



Bylaws and Rules of Procedures

- Staff Liaison and Staff Support
 - Staff will develop agendas, minutes, and other required materials
 - If you want to share items with other members of the Task Force, provide the information to City staff and they will distribute it to the Task Force



Bylaws and Rules of Procedures

- Communications with Media
 - Do not imply that your personal opinions represent the views of the Task Force
 - Do not speak on behalf of the Task Force unless you are authorized to do so
 - Provide factual and accurate information to the media about the process and project
 - Do not use the media to influence the process
 - Seek input from City staff if you have questions or concerns

Upcoming Training Sessions/Workshops





Training Session 1

- November 1st, 7:00 pm to 10:00 pm
- Participants:
 - City Council
 - Planning Commission
 - General Plan Task Force
 - City Staff
 - Public
- Topic: Overview of the General Plan and the Update process



Community Workshops

- Thursday, November 29th, 7:00 pm to 9:00 pm
- Saturday, December 1st, 9:00 am to 11:00 am
- 4 Neighborhood Workshops in December:
Specific Dates and Times to be Determined
- Expectations:
 - Attend 1 of the above workshops
 - Promote the workshops
 - Encourage others to attend



On-Line Engagement Program

- Website that allows people to post ideas on how to improve the Hayward community
- Expectations:
 - Participate in the on-line engagement process: post ideas and read and support other ideas
 - Promote the website and encourage others to participate

Public Comment Period



Adjournment

