



November 29, 2012

Community Workshop



Workshop Agenda

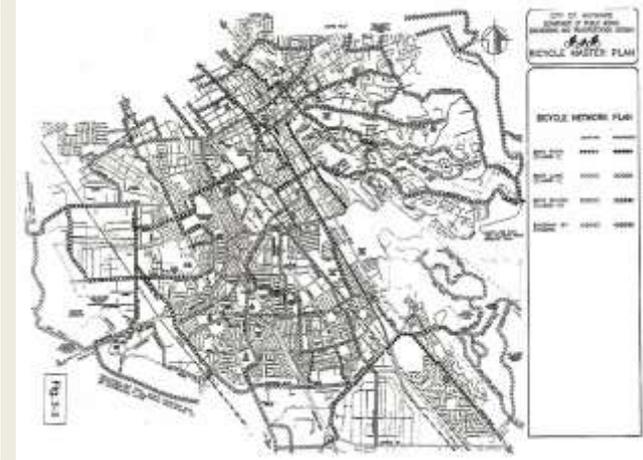
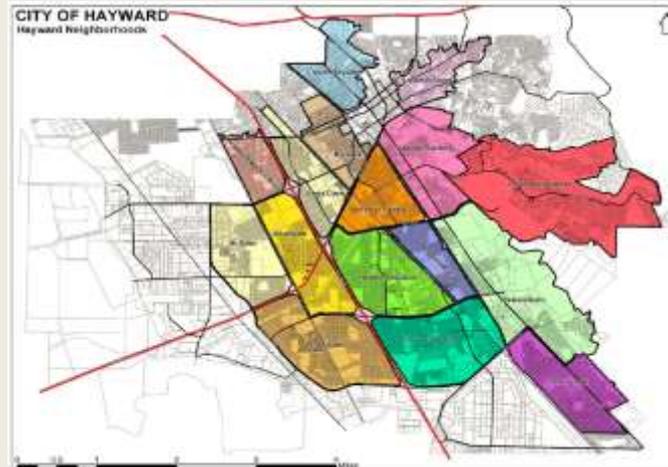
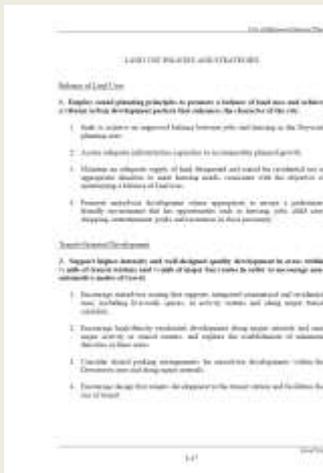
- 7:00 Welcome!
- 7:05 Presentation: General Plan Update Overview
- 7:25 Exercises: Envisioning the Future of Hayward!
- 8:50 Summary and Next Steps
- 9:00 Close

Overview of a General Plan



Purpose of a General Plan

- Every city and county in California must have a general plan
- It is the local government's long-term framework for future change



Importance of a General Plan

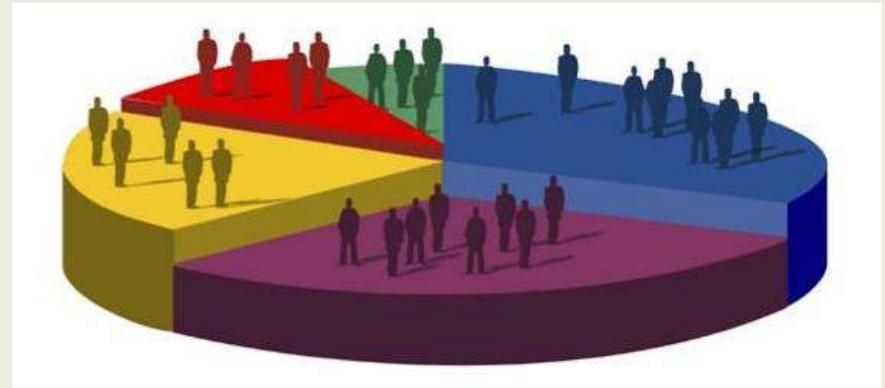
- The general plan represents the community's view of its future
- The updated plan will express the community's development goals to 2040
- It will address community needs, such as sustainability, healthy living, quality of life, parks and education

What Topics are Addressed in the General Plan?



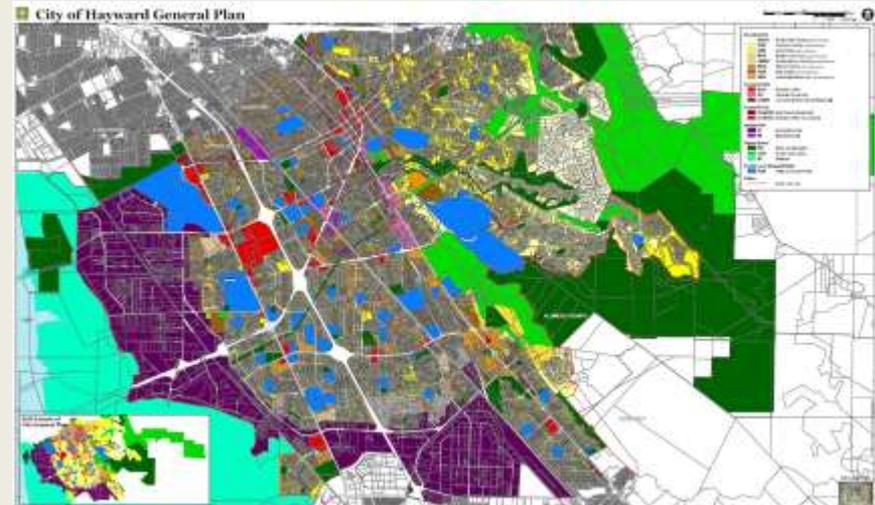
Demographics and Economics

- Future Population and Employment Characteristics
- Economic Development
- Fiscal Considerations



Land Use and Community Character

- Land Uses and Zoning
- Urban Design
- Growth and Development Capacity
- Regional Coordination



Housing

- Housing Constraints
- Housing Resources/Sites Inventory



Mobility

- Streets and Highways
- Bicycles and Pedestrians
- Transit
- Public Parking
- Airport and Aviation
- Movement of Goods



Economic Development

- High Quality Jobs
- Expand Existing Businesses
- Attract New Employers
- Educated Workforce



Utilities

- Water
- Wastewater
- Storm Drainage
- Solid Waste and Recycling
- Gas
- Electricity
- Telecommunications



Community Services

- Police
- Fire
- Parks and Recreation
- Civic/Community Facilities and Programs
- Schools, Libraries and Education
- Health and Human Services



Natural and Cultural Resources

- Biological Resources
- Air Quality
- Greenhouse Gas Reduction
- Open Space/Agriculture
- Mineral Resources
- Water Quality and Conservation
- Historic and Cultural Resources
- Scenic Resources



Community Safety

- Geologic and Seismic Hazards
- Flooding
- Fire Hazards
- Airport Hazards
- Hazardous Materials
- Climate Change Impacts
- Emergency Response
- Noise



Community Health/Quality of Life

- Healthy Living
- Educational Attainment
- Access to Healthcare and Healthy Food
- Crime Prevention
- Community Resiliency



What is the Project's Schedule?



General Plan Update Process

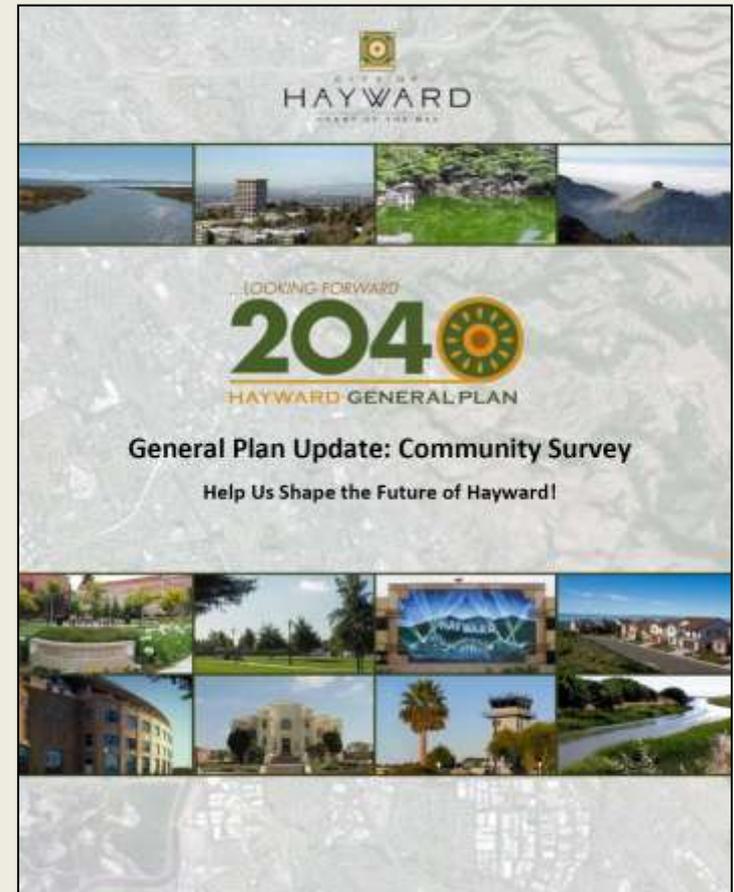
Understanding Hayward.....	Fall/Winter 2012
Community Visioning.....	Winter/Spring 2013
Goals and Policies.....	Summer/Fall 2013
Public Review and Input.....	Winter/Spring 2014
Environmental Review.....	Winter/Spring 2014
Plan Adoption.....	Spring/Summer 2014

Stay Involved!



Surveys/Online Forum

- A notice was sent out in recent water bills
- It will also be available on the project website
- In addition, the website will include an online forum



Community Workshops

- Workshop Series #1
(Nov/Dec 2012)
- Workshop Series #2
(Feb/Mar 2013)
- Community Open House (Sep 2013)



Task Force Meetings

- They meet monthly at City Hall
- These meetings provide an opportunity for community input



Community Group Presentations

- City staff would be happy to attend meetings of local community groups, homeowners associations, or other organization interested in learning about the General Plan update

Booth at Major Community Events

- Farmer's Market
- Downtown Street Parties
- Blues Festival
- Zucchini Festival
- Movies on the Plaza

Ways to Stay Informed

- Email blasts
- Project newsletters
- General Plan website



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Today's Workshop



Live, Work, and Favorite Place

Live, Work, and Favorite Places north of Hayward...



Live, Work, and Favorite Places south of Hayward...

The goal of this station is to identify some basic demographic information (where participants live and work) and also identify one favorite place within Hayward.

Use the large call map to place dots on to identify where you live and work, and where your favorite place is within Hayward. To ensure we are accurately recording all information, participants should only get three dots one for each circle. Dots should be placed based on the following convention:

- Green Dot: Where you live
- Red Dot: Where you work
- Blue Dot: Where your favorite place is

- In the event they do not live or work in Hayward, they can place their dot in the box that is closest to their area and enter the name of the city.
- In addition to placing the dots, participants can write on the map what the favorite place is their favorite place. The map is not for any other use than what they are referring to.

Assets, Challenges, and Opportunities

Assets: **Challenges:** **Opportunities:**

The goal of this station is to understand what physical features or topics participants feel are assets to the community, and what are either challenges or opportunities that need to be addressed during the General Plan Update process.

The station will include a table and large wall map. Participants will be asked to write assets, challenges, and opportunities already on colored Post-it notes, and then place these notes on the map. Staff will assist with the map and follow on the following conversation:

- Blue notes: Asset
- Orange notes: Challenge
- Yellow notes: Opportunity

Ask participants to place their Post-it notes directly on the wall graphic. If it is geographical, encourage them to circle the area and place their note right next to it. If their note is not geographical, ask them to place that note on the white space surrounding the map.

The Vision for Hayward's Future



I Love Hayward Because...

I ♥ HAYWARD BECAUSE...

Have Fun!



Summary and Next Steps



Upcoming Workshops

Day	Time	Location
Thursday 11/29	7:00 p.m. to 9:00 p.m.	City Hall, 777 B Street
Saturday 12/01	10:00 a.m. to noon	City Hall, 777 B Street
Monday 12/03	6:30 p.m. to 7:45 p.m.	MLK Middle School, 26890 Holly Hill Avenue
Thursday 12/06	6:30 p.m. to 8:00 p.m.	Fairway Park Baptist Church, 425 Gresel Street
Monday 12/10	6:30 p.m. to 8:00 p.m.	Southland Mall, Conference Room A/B (near the Food Court)
Wednesday 12/12	6:30 p.m. to 7:45 p.m.	Hayward High School, 1633 East Avenue

City of Hayward General Plan Update

November 29, 2012

Community Workshop

