



Keep Hayward Clean and Green Task Force

Hayward City Hall, 2nd Floor, Room 2A
Regular Meeting – 8:30 PM
November 8, 2007

Steering Committee Agenda

Chair: Kindra Mendall

1. Call to Order
2. Roll Call
3. Approval of Notes from previous Steering Committee meeting
4. Committee Reports
5. Budget – Expense Approval Process
6. Committee Recommendation Form
7. Agenda for November 29th Meeting
 - a) School Liaison Program
 - b) Clean Up Day Sponsorship
 - c) Refocus/Prioritization Exercise
 - d) Police presentation on graffiti
8. Next Meeting: November 29, 2007 (Full Task Force)
9. Next Meeting: December 13, 2007 (Committees)
10. Adjourn



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request accommodation at least 48 hours in advance of the meeting by contacting the City Manager's Office at (510) 583-4300.

STEERING COMMITTEE NOTES

Regular Meeting – 8:30 PM

October 11, 2007

Room 2A

CHAIR: Kindra Mendall

1. **Call to Order** – 8:37 PM
2. **Roll Call** – Kindra Mendall (Chair); Chuck Horner (acting Chair of Public Awareness and Outreach Committee); Rich LaPlante (representing Clean Up Committee Chair, John White Jr.); Lloyd Clifton (Policy Committee Chair); Rob Simpson (Sustainability Committee Chair).
3. **Public Comments** – Frank Goulart shared that October 27 is Make a Difference Day. Someone should take pictures of all the events around Hayward. Chuck is going to look into it.
4. **Committee Reports:**
 - A. Public Awareness and Outreach (Horner)
 1. Accountability spreadsheet acts as a monthly report
 2. KHCG nametag without City of Hayward logo and photo IDs
 - a) Ask Angie if they still have interview photos
 - b) Photo IDs and nametags approved for entire Task Force
 3. Friday, October 5, Moreau High School community service fair
 - a) 69 more volunteers in less than an hour
 - b) Put on next years' calendar
 4. Volunteer database is up to 270 volunteers
 - a) Use database to send clean up information to volunteers
 - i) BCC everyone
 - ii) Send out 2 weeks before clean up, and again the Wednesday before
 - iii) Make sure Clean-Up Committee knows how many people to expect so they can plan accordingly
 - b) KHCG Applications to be sent to volunteer database?
 5. Make sure calendar of events is updated
 6. KHRT slides redone in larger fonts
 - a) Advertise 2 months
 - b) Change picture monthly
 - i) Give people business cards so community takes ownership
 - ii) Go door to door before hand
 7. Media folder is completed
 - a) My Word article – letters to editors
 - i) Run through Steering Committee first before printing
 - ii) Daily Review to publicize October 27 Clean Up

- Send in blurb about D Street Heroes (make sure there's a picture)

8. School Program still in revision
 - a) Solicit input on document
 - b) Revise language
 - c) Get supporting documents (web-based and hard copy)
9. List of organizations to get information for Clean-Up Events
 - a) Publish to next Full Task Force Meeting packet
10. Clean Up Schedule printed in Neighborhood Alert Newsletter
 - a) October 24 there will be a presentation at Southland
11. Work with Day Labor Center to clean up Tennyson
 - a) Gabriel Hernandez says laborers will clean up
 - b) Concerns to be addressed.
 - i) KHCG should welcome volunteers but not sponsor other groups – help them help themselves.
 - ii) Prospect Hill helps groups by giving supplies. Chuck will facilitate with Gabriel Hernandez.

B. Clean Up (LaPlante)

1. Sponsorship of activities through March 2008
 - a) Approach committee for next clean ups
 - b) Eventually get people living in their areas to be the contacts (not necessarily part of the Clean-Up Committee)
 - c) April 2008 through September 2008 have already been planned with the sites chosen
2. September 22 Industrial Clean Up was rained out. Reschedule?
 - a) Some went back to paint over graffiti (on Dixon as well), trash is still there
 - b) Reschedule to Saturday, December 8 approved. Waiting on John's confirmation
3. Map of City owned vacant properties obtained.
 - a) Learned how to get access for clean up activities
 - b) Look to see if there is a digitized form (GIS system?)
4. Graffiti Issues
 - a) Take pictures to report gang activity
 - b) Request gang unit officer to speak on graffiti
 - i) 15 minute presentation – record for new members if possible
 - ii) Citizen's Academy is learning about it
 - c) Products to help remove graffiti, especially from street signs
 - i) In process of experimenting, will eventually spread the information

C. Policy (Clifton)

1. Street-sweeping with Public Works and Police Department present
 - a) Problem of old vehicles never being re-registered to the new owner
 - i) Adding tickets just frustrates the old owner

- b) After towing cars, have to tear out items that cannot be burned
- c) Police Department targets bad high density areas once or twice a year and it makes a big impact.
- d) Public Works has 5 street sweepers that run Monday through Friday, from 4:00AM to 3:00PM
 - i) They sweep throughout the City of Hayward twice a month
 - ii) They sweep downtown Hayward 3 times a week
- e) There used to be 9 Police Department officers for parking citations, now there's only 1.
- f) Want to try to implement street sweeping along with Clean Ups
 - i) Warn neighbors a month beforehand, and again 72 hours before the clean up.
 - ii) Police Department officers may be able to do as overtime.
- g) Perhaps community service officers (CSOs) can be hired to write tickets with fines paying for the salaries.
- h) Agenda to be continued at next committee meeting

D. Sustainability (Simpson)

1. Spoke with Mayor to coordinate with the Mayor's new Sustainability Committee
 - a) KHCG committee will support their efforts, but won't overlap
2. Alameda County is appealing the Russell City Energy Center approval
 - a) May come back for public debate
 - b) Kindra to write letters to Council and the CEC on the KHCG opposition to the power plant.
 - i) Main goal is to get a copy to the County for the appeal
 - ii) Distribute to full Task Force in next packet
 - iii) Also to be put in newspaper?
3. Mayor signed a copy of the Urban Environmental Accords
 - a) He's made the commitment to try
 - b) Newsworthy, but needs to be approved by Mayor
 - c) Send out email with Urban Environmental Accords attachment
 - d) Focus on items 6, 7, and 8 – looking at 10 and 11.
 - i) Item 6 – Waste Reduction
 - On track through Measure D
 - ii) Items 7 and 8 – Urban Design
 - 7 – Green building municipal buildings
 - 8 – High density, walkable neighborhoods, ecological restoration
 - iii) Items 10 and 11 – Urban Nature
 - 10 – Ensure public space within a half kilometer of every resident by 2015
 - 11 – Conduct inventory of canopy coverage in city. Plant and maintain canopy coverage in 50% of all available sidewalk planting sites.

5. **Agenda Items for November 29th**
 1. School Liaison Program
 2. Sponsorship of Clean up Events
 - a) Need list to format and post
 3. Gang graffiti presentation by Police Department Officer

6. **Gateway Monuments**
 1. Foothill has none
 2. Jackson and Mission ones are tired looking
 - a) Work with Rotary so they'll adopt them?
 - b) PA&O will look into it
 - c) Consider the Neighborhood Initiative Program

7. **Budget and Expenditures Approvals**
 1. Approval first, reimbursement afterward
 2. Find out how City does it
 - a) Ask Fran for process
 - b) Look to Finance Department
 3. Expenditure sheet to move from subcommittee, to Steering Committee, to Finance
 4. **MOTION:** to finance name badges and photo IDs. Moved, seconded, and carried unanimously
 5. **MOTION:** to spend \$500 on the next tree planting project/clean up. Moved, seconded, and carried unanimously

8. **Measures of Success**
 1. Goal is to have all the committees done by the end of November
 - a) Sustainability is flushing it out
 - b) PA&O is working on spreadsheet updates
 - c) Both need to be written up
 2. Will eventually go to entire Task Force for approval

9. **KHCG Task Force Member IDs** – covered elsewhere

10. **Next Meeting** – November 8, 2007 (Committees)

11. **Next Meeting** – November 29, 2007 (Full Task Force)

12. **Adjourn** – 10:30 PM

October 14, 2007

Mayor Michael Sweeney
Councilmember Bill Ward
Councilmember Olden Henson
Councilmember Kevin Dowling
Councilmember Barbara Halliday
Councilmember Bill Quirk
Councilmember Doris Rodriquez

Re: Task Force Takes a Position on the Russell City Energy Center

Dear Mayor Sweeney and Council Members,

I am pleased to announce that the Keep Hayward Clean and Green Task Force has taken a position in opposition to Calpine's proposed Russell City Energy Center.

The Task Force's mission is to "preserve the environment and enhance the visual appearance of the City of Hayward through the joint efforts of individual citizens, volunteer groups, businesses, and municipal resources". The Task Force believes that the Russell City Energy Center is not consistent with the goals of our task force. We recommend that it not be built and further, that future energy needs should be met through cleaner energy production and conservation.

We intend to add our voice to the many voices in Hayward speaking in opposition to this power plant. If you have any questions regarding the position taken by the Task Force, please do not hesitate to contact me at (510) 441-7487 or via email at tfmendall@sbcglobal.net.

Sincerely,

Kindra Mendall
Chair, Keep Hayward Clean and Green Task Force



Keep Hayward Clean and Green Task Force

Hayward City Hall
2nd Floor, Room 2B
Regular Meeting - 7:00PM
November 8, 2007

Clean Up Committee Agenda

Chair: John White, Jr. – jdwr6@aol.com

1. Call to Order
2. Roll Call
3. Public Comments (*The Public Comments section provides an opportunity to address the Task Force Committee on items not listed on the agenda. The Task Force Committee welcomes your comments and requests that speakers present their remarks in a respectful manner, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Task Force Committee is prohibited by State law from discussing items not listed on the agenda, your item will be taken into consideration, and may be referred to staff.*)
4. Unfinished Business:
 - a) CC Sponsorship for Activities through March 2008
 - b) Vacant City Properties
 - c) Shopping Cart Off-line Meeting
5. New Business:
 - a) Results of Hesperian Blvd / "A" Street Clean-up
 - b) Review South Mission Clean-Up / Graffiti Removal Activity on November 17, 2007
 - c) Finalize CU/GR Schedule – April through September 2008
 - d) Stick On Placards
6. Next Meeting: November 29, 2007 (Full Task Force)
7. Next Meeting: December 13, 2007 (Committees)
8. Adjourn



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Keep Hayward Clean And Green Task Force

Hayward City Hall, 2nd Floor, CED Conference Room 2D
Regular Meeting - 7:00 PM
November 8, 2007

Policy Committee Agenda

Chair: Lloyd Clifton

1. Call to Order
2. Roll Call
3. Public Comments (*The Public Comments section provides an opportunity to address the Task Force Committee on items not listed on the agenda. The Task Force Committee welcomes your comments and requests that speakers present their remarks in a respectful manner, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Task Force Committee is prohibited by State law from discussing items not listed on the agenda, your item will be taken into consideration, and may be referred to staff.*)
4. Street Sweeping.
Continue discussion from last meeting towards a plan to encourage conformity in posted areas.
5. Graffiti.
Develop a plan to support compliance to the pending revision of the spray paint ordinance. Discuss ways to prevent graffiti, i.e., clear covers for official signs.
6. Keeping Downtown Hayward Safe and Clean
Review City Staff report and recommendations dated Oct. 16, 2007.
7. Next Meeting: November 29, 2007 (Full Task Force)
8. Next Meeting: December 13, 2007 (Committees)
9. Adjourn



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CITY OF
HAYWARD
HEART OF THE BAY

WS # 2

DATE: October 16, 2007
TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: Keeping Downtown Hayward Safe and Clean

RECOMMENDATION

That Council reads and comments on this report.

SUMMARY

The City has undertaken many activities over the last several years designed to re-establish Downtown Hayward as an economic asset and source of pride for the Hayward community. Recently, the Downtown Retail Attraction Initiative was launched by the City's Community and Economic Development Department and Redevelopment Agency to attract new retail businesses and fill vacant commercial space in the downtown area. This Downtown Retail initiative also involves key community stakeholders including representatives from the Hayward Planning Commission, Downtown Business Improvement Area Advisory Committee, the Hayward Chamber of Commerce, and other private business partners and interested community members.

Soon after the Downtown Retail Attraction Initiative was underway, staff heard from a variety of sources about a number of issues concerning Downtown Hayward. The issues raised came from various City officials including representatives of the Hayward Planning Commission, the Hayward Clean and Green Task Force, the Hayward Chamber of Commerce, local and regional commercial real estate brokers, prospective retail tenants, current downtown business and property owners, and other concerned community residents. This report provides an overview of the issues that were raised during this process, as well as, recommended strategies for addressing the identified concerns.

BACKGROUND

Over the last several years the City has built several new housing developments within walking distance to downtown, developed a new supermarket and adjacent popular retail establishments, and new public parking facilities. A new theater complex is underway with associated new retail. Economic development services such as location information, business development assistance, information regarding financing options for small businesses, and assistance with City Planning and Building permit processes are offered. The goal of re-establishing Downtown Hayward as a

pedestrian-oriented retail, dining, and entertainment destination is paramount to this package of services.

On August 1, 2007, staff convened a meeting with key Downtown stakeholders to gain a better understanding of the issues, and to begin the development of strategies to address those issues. A compilation of the issues and ideas that were reviewed and discussed is provided as Attachment A. Meeting participants included representatives from the Hayward Chamber of Commerce and various downtown business and property owners; subsequent input was also provided by representatives of the Hayward Planning Commission. The meeting was facilitated by the Director of Community and Economic Development, and information and support was provided by Redevelopment Agency and Neighborhood and Economic Development staff. The Acting City Manager, Library Director, and representatives of the Hayward Police Department command-staff were also in attendance and participated in the discussion.

Staff organized and presented the list of concerns about the downtown under the following four areas:

- I. The Downtown Environment
- II. The Condition of Downtown Buildings
- III. Retail Attraction
- IV. Customer Attraction

The focus of the meeting revolved primarily around the Downtown environment. It was noted that many factors contribute to the perception that Downtown Hayward is considered by some to be an unsafe or undesirable destination to shop and recreate. To better understand the issues that contribute to this perception; the issues have been divided into two sub-areas: *The Physical Environment* and *The Social Environment*.

The area referred to as "Downtown Hayward" has various definitions depending on the purpose of discussion. For instance, the Police Department defines Downtown Hayward one way in order to determine officer assignments and to track crime statistics. The Public Works Department defines it another way to plan its maintenance activities. Based on the type and location of the various concerns reported to the City about the downtown area, it is proposed that for this discussion that Downtown Hayward be defined as the boundaries of the Downtown Hayward Business Improvement Area (Attachment B).

THE PHYSICAL ENVIRONMENT

Some of the physical barriers to the downtown revitalization effort can be attributed to the visibility of litter, junk, debris, graffiti, gummed and dirty sidewalks and buildings; and the sight and stench of human waste in some areas throughout downtown. Staff reported to the meeting participants that the Downtown area streets are currently swept three times per week, and parking lots are swept twice per week, during very early morning hours. City trash cans are also emptied three times per week under contract by Waste Management. The sidewalks are steam-cleaned throughout downtown once per year and 'B' Street sidewalks get a detailed cleaning twice a year.

The August 1st meeting participants recommended that Downtown Hayward needs to be maintained on a more frequent basis. Representatives from the Hayward Chamber of Commerce, as well as

property and business owners, indicated a willingness to organize an effort that would be aimed at encouraging other business and property owners to take better care of their respective properties (as well as the areas in front of and/or around their properties).

Informal Free Food Distribution Programs - There are free food distribution programs operating everyday of the week in and around Downtown Hayward. Some are sponsored by organizations that operate without permits on public property (i.e., on the lawn in front of the Hayward Main Library and at Portuguese Park located at 'C' Street and Foothill Boulevard). Local residents and business owners have reported to the City that some individuals served by these programs panhandle, litter, urinate in public, dig through trash containers for recyclables, and sleep on public benches. They have stated that this creates an unpleasant atmosphere for downtown retail business owners and their customers, as well as for residents living in the area. Consequently, the City has been requested to relocate these programs.

There is an assumption by many that these programs serve persons who are homeless and that it is they who contribute to the degradation of the downtown area. While some of those served by the programs are indeed homeless, many others are low-income individuals and families that rely on these programs to supplement their minimal income. And while it may be true that some of those who receive food from these programs are responsible for contributing to the negative conditions that exist in the downtown area, there are many others that have no association with the programs that are also responsible for these problems. One contributing factor is that there are no restroom facilities in the downtown area to serve the general public.

Community Participation

There are good reasons for looking into the relocation of the food programs, for example: providing more comprehensive services to those in need through more efficient and effective ways and in a more dignified manner. However, it is staff's contention that relocating the programs will not, in and of itself, resolve the problems in Downtown Hayward.

The attitude and behavior of those who are responsible for negatively affecting Downtown Hayward, regardless of who they are, must be changed. To accomplish this, those who are concerned about the downtown must organize to take action. In addition to forming groups to address undesirable behavior and to encourage downtown business and property owners to take better care of their properties as noted above, teams of volunteers can also organize to "adopt" block areas in the downtown area to take on the responsibility of abating graffiti in a timely manner, picking up litter, and generally doing what it takes to improve the overall Downtown Hayward environment. While helping to positively affect the physical environment, these teams can also work to create a warm and welcoming social atmosphere in the downtown area. It is recommended that if this strategy is to be pursued, that it be conducted as a part of the work already underway by the Keep Hayward Clean and Green Task Force.

Code Enforcement Staffing

It was also suggested at the August 1st meeting that the City increase its code enforcement activities in order to provide an additional incentive for property owners to maintain their properties. The desire to increase Code Enforcement has recently been echoed by community representatives from other Hayward neighborhoods (i.e., in the Fairway Park and South Hayward - Tennyson Corridor -

neighborhoods). In response to the increasing demand for focused code enforcement in targeted areas throughout the City, it is proposed that City Council authorize the reinstatement of the currently frozen Code Enforcement Inspector position in the Community and Economic Development Department.

Sidewalk Cleaning

City staff has also researched the cost of purchasing and operating a "Green Machine" sidewalk power sweeper as an additional strategy for improving the physical environment of Downtown Hayward. The cities of Alameda and Berkeley currently utilize this type of device as part of their respective downtown maintenance programs. The City could consider contracting with a local community-based job training/job placement program to operate a Green Machine if one is purchased. Training, liability, and the ongoing operation and maintenance costs of this proposal will need to be further researched to determine if it is feasible. The feasibility of contracting with such programs to do general downtown litter pick-up, sweeping, etc. should also be investigated.

Building Rehabilitation

It was also noted during the August 1st meeting that many of the buildings in the downtown are outdated. They lack the infrastructure and/or retail space configurations needed by many of today's prospective retail interests. Furthermore, some of the property owners are not willing, or are unable, to provide the requisite upgrades or alterations needed to make their properties attractive to new commercial tenants. Some owners also charge a higher rent than the current market will tolerate. Again, the Hayward Chamber of Commerce and business representatives at the meeting indicated a willingness to work with City staff to identify specific barriers that exist in these areas, and to identify possible resources that would help to address these concerns. For example, the City could consider reinstating the Downtown Façade Improvement Rebate Program and/or provide other information and technical assistance designed to help property owners upgrade their properties.

THE SOCIAL ENVIRONMENT

Crime and Law Enforcement – The notion that Downtown Hayward is "unsafe" is linked to the perception that the crime rate is high in that area. The Hayward Police Department shared last year's crime statistics at the August 1st meeting to help the participants better understand the nature and incidence of the crimes reported in the downtown. Before the crime statistics were shared, it was explained that reported crimes fall into one of two categories. "Part-One crimes" consist of serious crimes including homicide, robbery, rape, assault with a weapon, grand theft, etc. "Part-Two crimes" consist of less serious offenses such as: petty theft, battery, prostitution, vandalism, graffiti, panhandling, and loitering.

After reviewing the crime statistics, the meeting participants concluded that it is the Part-Two crimes that contribute most to the perception that Downtown Hayward is unsafe. Currently, in order for the police to arrest persons for Part Two offenses an officer must actually observe the suspect in the act of the crime; or get a report from a witness who saw the crime take place. The witness must also be able to identify the suspect involved, and be willing to report the incident to the Police Department (i.e., make a "citizen's arrest"). Many suspects of these minor offenses are not arrested because one or more of these requirements are often missing.

It is generally believed that additional security would help deter crime in the downtown area. The construction of the new movie theatre and the adjacent open parking structure that was recently completed poses particular areas of concern. The Police Department recommends that two additional police officers be assigned to the downtown area, bringing the total to three officers. This action step will be recommended in the Police Department's Strategic and Staffing Plan that is scheduled to be presented to Council in the near future.

Additionally, there are other cities where merchant associations, business improvement districts, or individual businesses pay for regular (off-duty) City Police Officers to work overtime in the downtown area as a supplement to the regular police force. Private security companies can also be hired by local businesses to supplement the regular police force.

Other measures aimed at mitigating Part-Two crimes that were suggested by community members include:

- Adopt a City Ordinance that prohibits smoking within a certain number of feet of private entrances, exits and operable windows. (California Government Code Sections 7596-7598 currently prohibits smoking within 20 feet of a main entrance, exit and operable window of all *public* buildings; this does not apply to privately owned buildings);
- Improve lighting on the street, in parking lots, and other public areas in the Downtown area;
- Installation of trash and recycling receptacles in the downtown area that are designed to prevent access to their contents;
- Relocate certain benches in the downtown that are used by some people to sleep on so that they no longer present a concern to local businesses and their customers;
- Re-design, and identify appropriate locations for, the newspaper kiosks in the downtown area so that they are more integrated into the overall environment;
- Establish limits on the hours of operation for the bars in the downtown area. Develop strategies in coordination with the owners of these establishments aimed at preventing intoxicated bar patrons from causing civil disturbances;
- Develop an educational campaign (possibly sponsored by the Downtown Business Improvement Area Advisory Board and/or Hayward Chamber of Commerce) aimed at discouraging people from contributing money to panhandlers. The program could include the placement of collection boxes with local merchants for "spare change" that would in turn be donated to local shelters or food programs.
- Organize local business and property owners and other interested volunteers (modeled after the Neighborhood Watch program) to address problems that fall into the Part-Two crime category. Strategies would need to be developed so that volunteers who confront or discourage undesirable street behavior (such as littering, sleeping on public benches, etc.) do so without placing anyone in danger.

Green Shutter Hotel – The historic Green Shutter Hotel, located on 'B' Street and Main in the heart of Downtown Hayward, is a residential hotel and is home to mainly low-income people. It has been asserted by complainants to the City that many of these residents utilize the downtown area as a place to hang-out and socialize. This activity is the cause of some of the civil disturbances that occur in the downtown area according to surrounding business owners.

The owner of the Green Shutter, Mr. Sanjay Bakshi, was in attendance at the August 1st meeting. It was noted during the meeting that the residents of the Green Shutter Hotel have the right to utilize downtown amenities like everyone else. The idea that they are a primary cause of the problems in the area was also refuted by Mr. Sanjay. Last year's crime statistics substantiated this claim, in that they indicate that the residents of the Hotel are more often victims, rather than perpetrators, of the reported crimes that are associated with the Hotel.

Mr. Bakshi also indicated that he was researching the feasibility of converting a portion of the upper level of the Green Shutter building to office space. In consideration of this move, Mr. Bakshi has requested that the City consider subordinating an existing \$250,000 City loan to other loans on the building. Staff will bring this recommendation to City Council at a future meeting if this concept is met with a favorable response.

SUMMARY OF NEXT STEPS AND FISCAL IMPACT

- *Assignment of Additional Police Officers* – As was noted earlier, it has been recommended that two additional police officers be assigned to the downtown area, bringing the total to three officers. Currently, one bicycle officer is assigned to the downtown beat 10 hours per day, four days per week, Tuesday through Friday. While the Hayward Chamber of Commerce notes in its recommendations (Attachment C) that two additional officers would allow for around-the-clock police coverage in the downtown every day of the week, this may not be the optimum use of these additional officers. Anticipation of the new movie theatre and additional restaurants in the downtown area will result in increased pedestrian foot-traffic. It is expected that during weekend evening/night-time hours, it may be more prudent to assign two officers to work 10 to 12 hours each during these periods for more visible police presence. One officer could then be assigned for 10 to 12 hour shifts during other times of the week. It is recommended that the addition and assignment of officers be further considered when the Council reviews the Hayward Police Department's Strategic and Staffing Plan that is scheduled to be presented to the Council in the near future.

It was also suggested that off-duty City Police Officers could be hired by merchant associations and/or individual businesses to work overtime in the downtown area as a way to supplement the City's regular police force. If this strategy is implemented there will still be a financial impact to the City's budget because police vehicles, City holding cells, and Police Department support services would still be utilized to process arrested individuals – only the salaries of the officers are paid for through private resources. The degree to which the City's budget would be impacted is dependent on the number of officers that are hired by the private sources, so it is difficult to estimate what the specific impact would be at this time. Alternatively, private security companies can be hired by the business community to supplement the regular police force; in this instance the fiscal impact is likely to be negligible. It is recommended that the feasibility of both strategies be further researched.

In the meantime, as an immediate temporary measure, it is recommended that the City's Redevelopment Agency utilize funding to pay for additional security to exclusively patrol the area around the movie theatre construction site. Staff will explore using either City personnel or a private security contractor to meet this need.

- *Reinstatement of a Code Enforcement Inspector* - If the currently frozen Community Preservation Inspector position is reinstated, this would represent an additional cost of approximately \$60,000 for the remaining 9 months of FY 2007-08, and an additional annual cost of approximately \$90,000 in FY 2008-09. Some of this expense will be offset by the payment of code enforcement violation fees.

Community Development Block Grant funds may be available to cover this additional expense. Staff is researching the restrictions associated with the use of these federal funds, the level of funding that is available, as well as other competing commitments and projects that also rely on these limited resources. If Council is supportive of this strategy, staff will return to Council with a recommendation.

- *Reinstatement of the Downtown Façade Improvement Rebate Program* - In 2003-04, the City Council allocated \$95,000 in Community Development Block Grant (CDBG) funds to provide rebates to commercial property owners in the downtown area for approved improvements to the façade of their buildings. There are federal regulations that govern the use of these funds which caused an under utilization of the program, so it was ultimately discontinued. If Council members express interest in reinstating the Downtown Façade Rebate Program, staff will research the issues that affected the previous program, review models used in other jurisdictions, determine the amount of Community Development Block Grant resources that are available to support this and other desired projects, and return to Council with a recommendation.
- *Purchase and Operation of a "Green Machine"* - The cost to purchase a Green Machine is approximately \$25,000. While the Downtown Hayward Business Improvement Area Advisory Committee currently has funds available that can be used to purchase this equipment, a source of funding to pay for the ongoing labor costs to operate and maintain the machine (approximately \$60,000 per year) still needs to be identified.
- *Improvement of Lighting in Downtown Hayward* - The preliminary estimate of the cost to address the immediate need for improved lighting along B Street in the downtown area is between \$150,000 and \$200,000; this includes a combination of upgrading current street lamps and adding new lamps along 'B' Street. It is recommended that Redevelopment Agency funds be used to pay for these improvements.

The above estimate does not include improvements to the lighting of public parking or streets beyond 'B' Street in the downtown area. The Public Works Department will be included in future analysis and design processes so that a more comprehensive plan, including a more refined estimate of associated costs, can be developed and presented to Council.

Next Steps

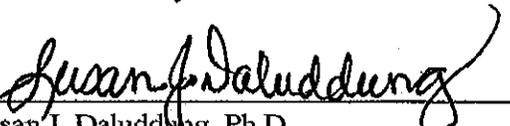
The physical and social concerns that impact Downtown Hayward are multi-faceted and intertwined. Consequently, a variety of strategies must be considered to address the identified issues. Both private and public resources are needed, and a well organized and coordinated community effort established, to achieve the goal of revitalizing Downtown Hayward as a pedestrian oriented retail, dining and entertainment destination. Based on City Council Members' discussion of the issues and ideas presented in this report, Departments will return with an implementation plan, including funding, for whatever Council identifies as priorities.

Prepared by:



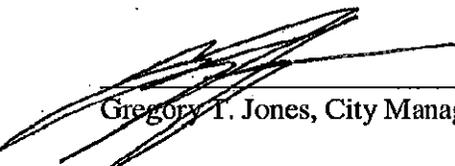
David Korth
Neighborhood and Economic Development Manager

Recommended by:



Susan J. Daludding, Ph.D.
Director of Community and Economic Development

Approved by:



Gregory T. Jones, City Manager

- Attachment A - Overview of Reported Barriers to the Downtown Revitalization Effort
- Attachment B - Map of Downtown Hayward
- Attachment C - Hayward Chamber of Commerce Recommendations for a Safe and Clean Downtown

Attachment A

Overview of Reported Barriers to the Downtown Revitalization Effort

The comments provided below were submitted to the City from commercial real estate brokers; property owners; business owners, residents and other downtown stakeholders. These comments reflect their perceptions of the problems in Downtown Hayward, as well as their ideas for addressing the identified issues.

I. The Downtown Environment	Current Conditions:	Recommended Strategies
<p><u>Desired Outcome:</u></p> <p>To create a safe & clean environment where shoppers/people will come to Downtown Hayward as a destination for shopping, dining, and entertainment.</p>	<p><u>Physical Conditions:</u></p> <ul style="list-style-type: none"> ✓ Garbage, urine, and other bodily fluids litter the sidewalks and streets. ✓ Vacant buildings are in poor condition and unsightly. ✓ City benches, and low wall structures along B Street in the downtown that serve as seating areas, encourage loitering of individuals who exhibit anti-social behaviors. ✓ Garbage cans attract individuals looking for cans/bottles for recycling, resulting in litter and spilled liquids on sidewalks. ✓ Graffiti and window etchings are on-going problems. ✓ Parking lots are not well lit, and are not monitored, resulting in crime and anti-social behavior. ✓ Inadequate street lights also contribute to a dark and un-inviting downtown environment. 	<ul style="list-style-type: none"> ✓ Get locks for garbage cans and/or replace trash receptacles to prevent people looking through public garbage cans for food or recyclables, that in turn causes litter on the streets. ✓ Purchase a "green machine" to clean sidewalks regularly. ✓ Contract with job training programs (i.e. like those that work with persons with developmental disabilities) to sweep and clean the downtown area on a regular basis. ✓ Enforcement (community preservation, zoning, etc.)- require building owners to keep their properties clean (i.e. trash, weeds). ✓ Organize efforts to help building owners to clean up their buildings. ✓ Remove landscaping walls where people "hang out", loiter, and contribute to an unfriendly atmosphere. ✓ Remove city benches that encourage loitering in front of stores. ✓ Enhance building, parking lot, and street lighting.

Attachment A

Overview of Reported Barriers to the Downtown Revitalization Effort

I. The Downtown Environment	Current Conditions:	Recommended Strategies
<p><i>Continued...</i></p>	<p><u>Social Conditions:</u></p> <ul style="list-style-type: none"> ✓ Too many individuals creating civil disturbances and displaying anti-social behavior make it uncomfortable for customers. ✓ Residents who are believed to come from the Green Shutter Hotel & Stein Room (Bar) patrons tend use downtown (B Street) as a place to hang-out and cause civil disturbances. ✓ Public sexual activity and prostitution take place in the parking lots behind the L'Amour Shoppe in the Lucky's parking lot. ✓ Feeding people at Portuguese Park and on the street adjacent to the Public Library attracts some of the individuals causing civil disturbances and litter in the downtown. ✓ The City Of Hayward has too many "half-ways" houses for ex-cons who are believed to hang out in the downtown. ✓ Medicinal Marijuana Clubs attract a "criminal element" to the downtown. 	<ul style="list-style-type: none"> ✓ Explore options for extra police, look at San Jose model (i.e., private pay security or off-duty Hayward Police Officers.) ✓ Explore the creation of "mobile crisis team" that responds to anti-social behavior ✓ Increase the level of security via use of volunteer ambassadors, reserves, etc. as downtown guardians. ✓ Evaluate creation of a new community preservation program which combines service programs ✓ Work with food program sponsors to evaluate alternative sites for feeding programs. ✓ Purchase a building for provision of social services and location for food programs. ✓ Look at City of Palo Alto's food program located downtown. ✓ Require food providers to have use permits so that they are responsible for trash pickup and other related problems to food programs – control time and location of food program operations.
		<p>General Recommendations</p> <ul style="list-style-type: none"> ✓ Develop community plan to address all issues that includes all stakeholders ✓ Look at ways to approach property owners regarding issues – include Lucky's. ✓ Identify Social Service agency partners.

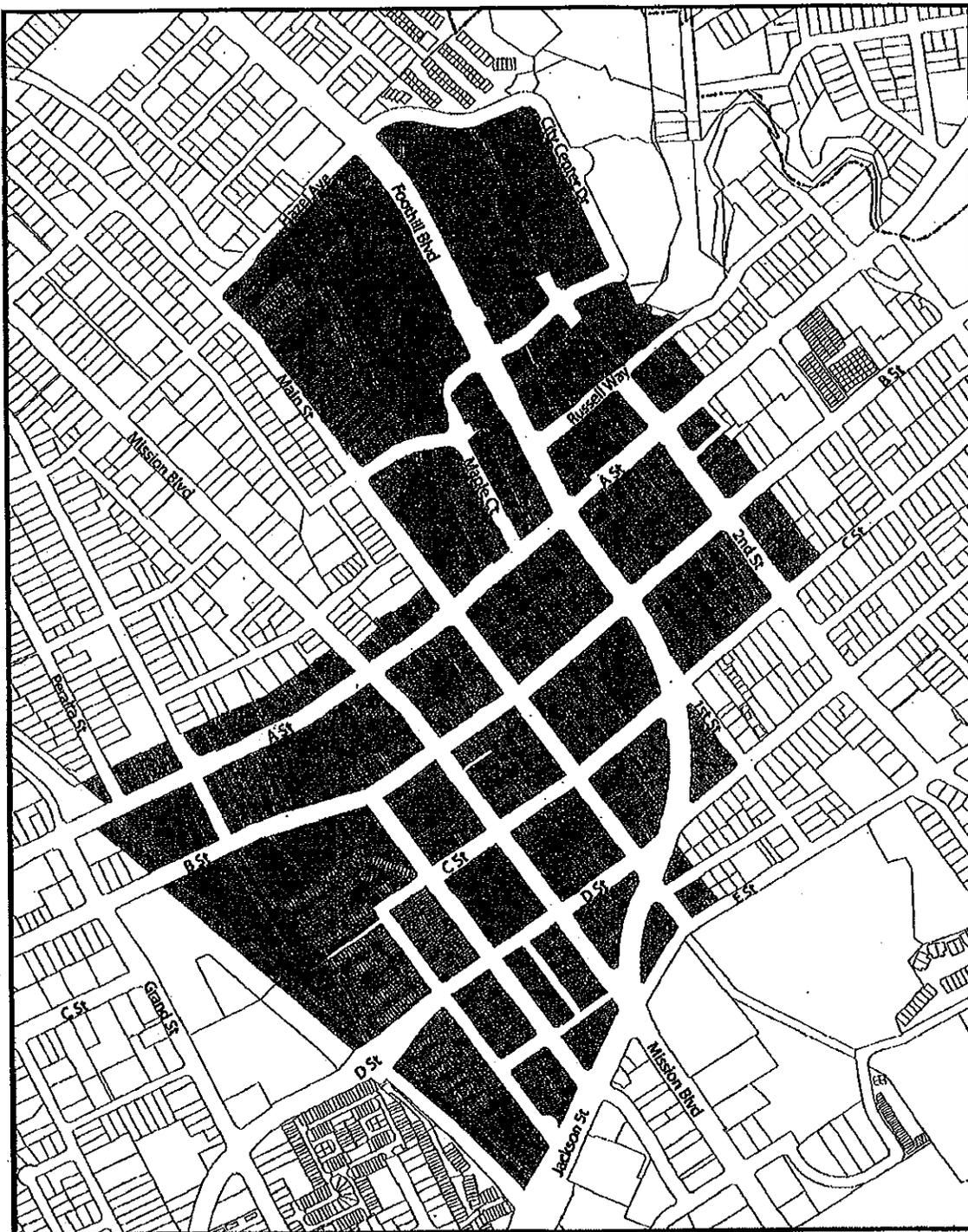
Attachment A

Overview of Reported Barriers to the Downtown Revitalization Effort

II. Poor Condition of Downtown Buildings	Current Conditions	Recommended Strategies
<p><u>Desired Outcome:</u></p> <p>Improve buildings so that they are attractive to prospective business owners.</p>	<ul style="list-style-type: none"> ✓ Vacant buildings are in poor condition making it difficult to attract new businesses. ✓ Building systems (electrical, plumbing, heating & cooling, etc.) need to be upgraded to attract quality tenants (the costs of upgrading building systems is very expensive). ✓ Electrical transformers supplying multiple buildings need to be upgraded (costly and time consuming). ✓ Building/retail spaces generally have narrow store fronts and deep spaces - need to make them more suitable for "destination retail". 	<ul style="list-style-type: none"> ✓ Provide building owners with building improvement loans available through the Retail Attraction Program. ✓ Pick key building for improvement so that they become downtown "anchors" that will drive the market. ✓ Focus City resources on buildings that are the most "retail ready". ✓ Have City help pay to upgrade electrical transformers where vacant retail exists. ✓ Create a business friendly environment and/or one stop shop for permits, approvals, etc. ✓ Do major code enforcement as a way to get property owners to reinvest in their properties. ✓ Have City purchase building from owners who do not want to improve buildings.

Attachment B

Keeping Downtown Safe and Clean Downtown Hayward Business Improvement Area Map



Downtown Hayward's Business Improvement Area



Attachment C

Hayward Chamber of Commerce Recommendations for a Clean and Safe Downtown

Background:

Our vision for downtown Hayward is a revitalized, pedestrian oriented destination for entertainment, dining and retail shopping; a source of pride for the community.

New downtown housing, new public parking facilities, a new theater complex at the corner of Foothill and B, and the potential for a hotel conference center next to BART can be a catalyst for new investment along B Street and surrounding downtown streets.

To help fill vacant storefronts, the City recently implemented a retail attraction program. However, barriers have been identified that make it difficult to sign tenants in the downtown. In some cases the barriers involve outdated buildings not conducive to today's retail space needs and/or limited infrastructure. In other cases property owners are not willing/able to upgrade and/or keep up with changing times.

While City staff continues to address these challenges, we have been asked to participate in development of strategies to address environmental barriers to revitalization that were discussed in the above referenced meeting with CED, HPD and select downtown business people and property owners.

HPD statistics indicate the downtown beat is average for serious (Part 1 and Part 2) crimes. This is by design, as "beats" are intentionally sized by HPD to spread the workload evenly among its officers. The adverse impact on the local economy and primary barriers to business attraction and expansion downtown is the result of what HPD refers to as "nuisance" crimes.

Litter, graffiti, gummed sidewalks, stench of urine, signs of defecation, aggressive panhandling, are the most common nuisance crimes. While not a crime, the presence of individuals and groups loitering, congregating, sleeping on benches downtown during daytime retail and evening dinner hours also contributes to the challenge of revitalizing downtown; much of which is not reflected in HPD crime data.

Nina Gruen, Principal Sociologist and co-founder of Gruen and Gruen Associates, a firm that for more than thirty years has been involved in pre-development, and redevelopment consulting services, is a highly regarded expert on downtowns. Gruen considers perceived safety to be among the most critical elements of a successful downtown.

To California's Main Street Program participants Gruen once said, "If the entrance to your downtown shows signs of social dislocation such as graffiti, prostitutes, drug dealers or panhandlers, those with a choice will stay away in droves - even if the actual felonious assault and murder rates are below average. By those with choice, I mean all those who are not required to be downtown because they work there or are seeking a critical public or private service located in downtown."

Attachment C

Hayward Chamber of Commerce Recommendations for a Clean and Safe Downtown

Chamber Recommendations Specific to Downtown Business Environment Issues:

The daily presence of the Hayward Police Department in downtown is essential, but it has been years since the beat was staffed to the standards HPD believes is minimally necessary; they recommend three full-time bicycle officers.

Priority #1 – Add two more bicycle officers to ensure adequate coverage 24/7 for the core area. Equally important, **provide the political will and support** to HPD to make it clear to those responsible for unacceptable behavior (but not worthy of prosecution) that it's now a "zero tolerance" environment downtown.

Two more officers will have a tremendously positive impact, however, nuisance activities should also be treated systemically. For example: The appearance of graffiti in downtown was reduced significantly when the City's Graffiti Buster, and downtown property/business owners responded with fresh paint within hours. However, it was the investigative work of Officer Jeff Albertelli to seek civil prosecution of those responsible for private and public damages that reduced the number of incidents and the need for the Graffiti Buster.

Priority #2: Add structure and accountability to the free food programs conducted in the parks. According to both business owners and the HPD, many of the individuals who line-up for free food, also panhandle, litter, urinate, dump trash cans for recyclables and sleep on benches for hours at a time. At present, the City imposes more restrictions and requirements on tax and job generating downtown merchants for their sidewalk sales, than for those who engage in free food distribution and may unknowingly be contributing to downtown's environmental issues.

The City should **require all food programs to obtain a permit**. The permit should require applicants to provide evidence of any necessary county health permits and demonstrate the capacity for safe and sanitary food handling. The City should restrict distribution to specific days, times and locations, and require identifiable wrapping so that litter may be traced back to the source.

Whereas many of the individuals who utilize free food programs are destitute, the City should engage food program sponsors in meetings with social services to help address related needs of those served. With such information, and a free permit system in place, the City could invite appropriate county, state and/or not-for-profit social service agencies to provide on-site outreach services on a regular basis in order to assist those most in need.

Priority #3: Improve public area trash removal/maintenance. Staff indicated the City provides street sweeping, parking lot sweeping, and trash services several days each week. However, cars parked on the streets, and in parking lots overnight prevent these sweepers from accessing gutters where most of the trash accumulates, consequently much of the trash is never swept. There are several ways to overcome this problem: A) Remove cars from streets and municipal lots at night, B) Sweepers can use leaf blowers to clear gutters next to parked cars, C) Expand the contract (using CDBG grant money, and/or private contributions) for the developmentally disabled cleaning crew that presently cleans the downtown; they do a fantastic job.

Attachment C

Hayward Chamber of Commerce Recommendations for a Clean and Safe Downtown

Priority #4: Replace unsightly and too easily accessible trash cans frequented by “dumpster divers” who scatter contents and move on. Locks should be placed on cans, and where feasible attractive recycling containers should be placed next to trash containers.

Priority #5: All business and property owners must regularly clean storefront sidewalks, and backside areas. The Redevelopment Agency steam cleans all downtown sidewalks annually, and B Street additionally in September but too many property owners and merchants are lax in the maintenance of the sidewalks in front of their store. Thrift stores and dumpster areas are particularly problematic.

Periodic BIA communications should emphasize the importance/responsibility of maintaining sidewalks, as well as provide recognition to those doing a great job. The Chamber Downtown Committee should organize periodic walks around the downtown to note positives and negatives and pass along this information to property and business owners, as well as Public Works as appropriate. Public Works should be invited to attend the Chamber Downtown Committee meetings three times each year to discuss maintenance.

We believe business and property owners will be most receptive to sidewalk maintenance as they see implementation of related clean and safe action steps above. Some merchants have expressed a “what’s the use” attitude to morning sidewalk cleaning when, in their view, it’s only a matter of minutes before it’s trashed again.

Redevelopment Staff proposes the BIA consider purchasing a Green Machine (horizontal power washer) with roughly \$25,000 of reserve funds. As staff noted, the bigger expense would be the ongoing operation and maintenance of the machine, as well as scheduling. We think it’s worth investigating to determine A) number of times all downtown sidewalk areas would be cleaned annually, B) the cost of labor and equipment maintenance, C) what it will and will not clean (ie. if gum won’t come up is it worth doing?) and D) will the equipment work on downtown’s newest concrete (B Street) because its composition is unique?

If after a complete analysis, the Green Machine appears appropriate, consider a variety of ways to pay for the ongoing labor and maintenance including an increase to assessments, and/or pay per cleaning options.

Priority #6: Consistently maintain parking lots and bring deficient landscape areas up to par. The new landscaping installed along B Street is beautifully maintained, as is Newman Park and other areas of the downtown. However, municipal parking lots, even the newly landscaped Municipal Lot #2 is neglected as weeds and litter accumulate regularly; Municipal Lot #1 desperately needs landscaping.

Priority #7: Both public and private sector lighting should be increased where possible. HPD, property and business owners should work together on a plan to increase lighting.

Attachment C

Hayward Chamber of Commerce Recommendations for a Clean and Safe Downtown

Priority #8: Ban smoking within 15-20 feet of any downtown storefront. The Chamber, HPD and City should pursue this with merchant participation.

Priority #9: To the extent possible, and without risk to one's own personal safety, downtown business owners, employees and property owners should **help the Hayward Police Department with real and perceived safety issues** by acting as extra sets of eyes and ears. More than being casual observers of incidents, all who work and/or live downtown should track and report activity that hurt downtown's image as a safe place to be. More specifically, report acts in progress to the HPD at 911. If 911 isn't appropriate, call the communications center at 293-7000. If it's too late to call in, record a simple account of what took place, who, what, where, when, etc., then pass the information along in writing to the Chamber of Commerce Downtown Committee at your first opportunity - via email to peggyc@hayward.org or fax 510/537-2730.

Priority #10: The Albertson's/Lucky's shopping center is a hub for panhandling. **Property owners and tenants at the center should be approached regarding private security, and an anti-panhandling campaign for customers.** As the new theater complex construction gets underway, similar discussions should be held with the developer/property managers there as well.



Keep Hayward Clean And Green Task Force

Hayward City Hall
1st Floor, Conference Room 1C
Regular Meeting - 7:00 PM
November 8, 2007

Public Awareness and Outreach Committee Agenda

Chair: Chuck Horner

1. Call to Order
2. Roll Call
3. Public Comments (*The Public Comments section provides an opportunity to address the Task Force Committee on items not listed on the agenda. The Task Force Committee welcomes your comments and requests that speakers present their remarks in a respectful manner, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Task Force Committee is prohibited by State law from discussing items not listed on the agenda, your item will be taken into consideration, and may be referred to staff.*)
4. Old Business Updates:
 - a. Database - Horner
Volunteers - Count to date
Media - Digitized - Additions?
 - b. Clean Up Events
Plan to enlist local community to participate and maintain clean-ups
Local Neighborhood Coordinator/ Point Person
- Hayward Neighborhood Alert
- Schedule advance teams for door to door enlistment
- other ideas
Website - City Staff, Email - Horner/Ledda, Phone - ?,
Literature, handouts, Sharron Bowen - assigned to?
Vests from United Textiles - Swan?
 - c. Media
Plan for gathering issues, tips, tricks, and hero stories, to Horner
 - d. Mascot - Swan
 - e. School Curriculum - Swan
Presentation to Partners in Education - Friday, November 16, 2007, 9-11 a.m.
Presentation to Hayward Education Foundation - HEF - TBA
 - f. Revise - KHCG Task Force Adopt-A-School Liaison program - Horner
Update on HUSD clearance of KHCG members - Super
 - g. Draft - Measures of Success

- h. KHCG Photo ID Badges – Kindra Mendall, coming
 - i. KHCG Name Plates – Horner, Distribute at KHCG meetings
 - j. Day Labor Center – Gabriel Hernandez, special task force for Tennyson
-resolved to find independent support to avoid political involvement with KHCG
5. New Business
- a. Thank you and recognitions:
 - b. Press releases, Trash Talk, Heroes
 - c. Recycle container system, HUSD, City of Hayward, HARD, others
6. Next Meeting: November 29, 2007 (Full Task Force)
7. Next Meeting: December 13, 2007 (Committees)
8. Adjourn



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request accommodation at least 48 hours in advance of the meeting by contacting the City Manager's Office at (510) 583-4300.



Keep Hayward Clean And Green Task Force

Hayward City Hall
2nd Floor, Anteroom outside Room 2B
Regular Meeting - 7:00 PM
November 8, 2007

Sustainability Committee Agenda

Chair: Rob Simpson

1. Call to Order
2. Roll Call
3. Public Comments (*The Public Comments section provides an opportunity to address the Task Force Committee on items not listed on the agenda. The Task Force Committee welcomes your comments and requests that speakers present their remarks in a respectful manner, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Task Force Committee is prohibited by State law from discussing items not listed on the agenda, your item will be taken into consideration, and may be referred to staff.*)
4. Community choice aggregate

San Francisco adopted a CCA Ordinance in 2004, creating a CCA program to build 360 Megawatts (MW) of solar, green distributed generation, wind generation, and energy efficiency and demand response to serve San Francisco ratepayers. Specifically, the ordinance combined the power purchasing authority of CCA with a revenue bond authority to expand the power of CCA, known as the H Bond Authority (Charter Section 9.107.8, Ammiano), to finance the new green power infrastructure, worth approximately \$1 Billion. In 2007 the City adopted a detailed CCA Plan also written primarily by Fenn (Ordinance 447-07, Ammiano and Mirkarimi), which established a 51% Renewable Portfolio Standard by 2017 for San Francisco.

Inspired by Climate Protection efforts, CCA has spread to cities throughout the Bay Area, and throughout the state. In 2007, forty California local governments are in the process of implementing CCA, virtually all of them seeking to double, triple or quadruple the green power levels (Renewable Portfolio Standard, or "RPS) of the state's three Investor-Owned Utilities. Marin, Oakland and Berkeley are also seeking to employ San Francisco-style revenue bonds and implement a 51% RPS by 2017.
5. Tree Programs

6. Ask City of Hayward to ban the purchasing of water bottles.
We could follow in the footsteps of the City and County of San Francisco and begin a permanent phase out of bottled water bottle purchases. Please see the following link for the Mayor's Directive.
<http://www.sfenvironment.org/downloads/library/veorderonbottledwaterfinal.doc>

This should be added to the agenda for discussion and go to the steering committee for approval.
7. Draft a memo to the City Manager requesting a ban on all non recyclable plates, forks, knives, etc. that are used for City's use.
The City Manager's office should help to set an example for the City. It would also be a good idea to couple this with a policy of healthy food being purchased for meetings, like fresh fruit, plain bagels, etc.

The draft of the memo should be read to the steering committee for approval.
8. Propose solar power generation that is being offered as an option on all residential developments to become mandatory ASAP.
9. Next Meeting: November 29, 2007 (Full Task Force)
10. Next Meeting: December 13, 2007 (Committees)
11. Adjourn



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