



**DATE:** February 19, 2013

**TO:** Mayor, City Council and Planning Commission

**FROM:** Director of Development Services

**SUBJECT:** General Plan Update: Overview of Initial Community Outreach Efforts and Presentation of the Draft Vision and Guiding Principles

## **RECOMMENDATION**

That Council and the Planning Commission read and comment on this report and the Draft 2040 Vision and Guiding Principles (see Attachment I).

## **SUMMARY**

This joint work session is the first of several that are planned to occur every other month for the next several months to allow staff to update the Council and Commission on recent activities and, as appropriate, work products associated with the General Plan Update. The purpose of this report is to provide an update to Council and the Planning Commission about the initial community outreach efforts for the 2040 General Plan Update, and to present the Draft 2040 Vision and Guiding Principles.

Staff encourages all interested parties to find out more about the General Plan process, to provide input and see others' comments at [www.hayward2040.org](http://www.hayward2040.org).

## **BACKGROUND**

On July 17, 2012, Council authorized staff to begin a comprehensive update of the City's General Plan<sup>1</sup>. On October 23, 2012, Council appointed fifteen people to the General Plan Update Task Force, which held its first meeting on October 25, 2012. This introduction and orientation meeting included an overview of the General Plan Update process and summarized the roles and responsibilities of the Task Force<sup>2</sup>. On November 1, 2012, Council, the Planning Commission, and the Task Force attended a Training Session for the General Plan Update. On December 4, 2012,

---

<sup>1</sup> Previous reports to the City Council are available at <http://www.hayward-ca.gov/GENERALPLAN/>

<sup>2</sup> Task Force agendas and meeting materials are available at <http://www.hayward-ca.gov/CITY-GOVERNMENT/BOARDS-COMMISSIONS-COMMITTEES/GENERAL-PLAN-UPDATE-TASK-FORCE/>

Council discussed the draft schedule for the major community outreach efforts related to the General Plan Update, as well as the topics to be considered by the General Plan Update Task Force.

## DISCUSSION

Community Outreach – The initial phase of community outreach for the General Plan Update occurred between November 29, 2012 and February 15, 2013, the purpose of which was to gain an understanding of the community’s values, priorities, and aspirations for the future, and to work collectively to formulate a vision for the future of Hayward. Community input was collected through the following visioning efforts:

- Community Workshops
- Neighborhood Meetings
- Community Survey
- [Hayward2040.org](http://Hayward2040.org)

Community Workshops – The City of Hayward conducted six community workshops in November and December 2012. The Workshops were held at various times in the day/evening and in several locations throughout the City:

- Thursday, November 29, 2012, 7:00 to 9:00 pm, at City Hall
- Saturday, December 1, 2012, 10:00 am to 12:00 pm, at City Hall
- Monday, December 3, 2012, 6:30 to 7:45 pm, at Martin Luther King Middle School
- Thursday, December 6, 2012, 6:30 to 8:00 pm, at Fairway Park Baptist Church
- Monday, December 10, 2012, 6:30 to 8:00 pm, at Southland Mall
- Wednesday, December 12, 2012, 6:30 to 7:45 pm, at Hayward High School

At each workshop, staff presented an overview of the General Plan, why it is important, and the project schedule. After the presentation, community members participated in four interactive exercises designed to collect the community’s values, concerns, priorities, and ideas for improving Hayward. The four exercises are described below:

- *I Love Hayward Because...* – Community members filled out cards to describe what they love about Hayward and why. At the first two workshops, staff recorded video of participants Statements made by participants included “It’s the Heart of the Bay”, “Diversity of our residents”, and “The gorgeous hiking trails”.
- *Live, Work, and Favorite Place* – Community members placed colored sticker-dots on a large map of the City to identify the location of their home, work, and favorite places within Hayward. Attendees represented all neighborhoods throughout Hayward and indicated they worked in a variety of locations including Hayward, Oakland, Richmond, Pleasanton, and San Francisco. Favorite places included the Japanese Gardens, Garin Park, Southland Mall, schools, Downtown, and the shoreline.
- *Assets, Challenges, and Opportunities* – Attendees were asked to identify Hayward’s assets (amenities that make Hayward unique and great), challenges (issues and concerns that need to be addressed to improve Hayward), and opportunities (things that could be done to enhance the Hayward community). Community members provided input by writing on color coded “Post-It Notes” and by writing color-coded notes on a large map of the City.

Assets included Chabot College, California State University East Bay, the farmers market, the murals, and the airport. Challenges included public school performance, homeless people, traffic, crime, and Hayward's reputation. Opportunities included vacant lots and buildings, urban/community gardening, youth programs, and creating an entertainment zone downtown<sup>3</sup>.

- *The Vision for Hayward's Future* – Community members were asked to write statements that expressed their vision for the future of Hayward on a large poster. People's visions addressed themes such as reducing crime, economic development, community gardening, schools, and recreational opportunities.

After the exercises, community members participated in a large group discussion to summarize the major ideas or themes expressed during the exercises. Staff concluded each workshop by restating the project schedule and encouraging attendees to stay involved and sign up for regular email updates. All written comments from the community workshops are presented in Attachment II, with a summary of that input provided on page 10 of Attachment II.

Neighborhood Meetings – At the December General Plan Update Task Force meeting, Task Force members received training on how to conduct small neighborhood meetings related to the General Plan Update. Task Force members were given a Workshop Toolkit, which included instructions and resources on how to plan, organize, and facilitate meetings with homeowner's associations, neighborhood groups, and other community organizations.

Task Force members organized and conducted workshop exercises at the following neighborhood and civic meetings in January 2013::

- Community Services Commission, January 16
- Prospect Hill Neighborhood Association, January 19
- Woodland Estates Homeowners Association, January 22
- Photo Central (HARD), January 24
- Keep Hayward Clean and Green Task Force, January 24
- Cotter Way Neighborhood, January 26
- Eden Shores Homeowners Association, January 30
- Hayward Senior Center, January 30 and 31
- Chabot College, February 5

The meetings generally included the same four visioning exercises and discussions conducted during the Community Workshops (I Love Hayward; Assets, Challenges, and Opportunities; Live, Work, and Favorite Place; and The Vision for Hayward's Future). All written comments received from the neighborhood meetings are included in Attachment II. Comments made at the neighborhood meetings were very similar to those made at the community workshops and included concerns about Hayward's image and reputation, public schools, and safety. Comments around desired improvements included more job and shopping opportunities, better relationships between the City and the colleges, and more convenient public transportation options.

---

<sup>3</sup> The City's Alcoholic Beverage Outlet regulations (HMC 10-1.2735(b)) define the "area generally between A and D Streets and between Second Street and Grand Street" as the "Downtown Entertainment Area".

Community Survey – A community survey was developed to gain input related to a variety of topics, including transportation, dining and entertainment, education, housing, parks and open space, sustainability, and emergency preparedness. The community survey was distributed at all community workshops, City Hall, and the Hayward Public Library. Community members could also take the survey on-line. Survey responses were collected between November 29, 2012 and January 28, 2013. A summary of the results of the 210 completed surveys are presented in Attachment III, including identification of a key finding associated with certain questions. Key findings of the survey include:

- Hayward’s centralized location within the Bay Area was by far the most common reason why people like living, visiting, and/or working in Hayward.
- The most common ideas for improving the Hayward community were related to:
  - Improving Hayward’s schools and educational system,
  - Addressing crime and public safety,
  - Making improvements to Downtown Hayward,
  - Attracting businesses and jobs, and
  - Addressing blight and abandoned buildings

A report of all survey responses is available on the City’s website at <http://www.hayward-ca.gov/GENERALPLAN/>.

Hayward2040.org – [Hayward2040.org](http://www.hayward2040.org) is a new discussion forum and idea-generation website designed to help the City obtain community input about the General Plan. Recognizing that many members of the Hayward community do not have the time or desire to attend community workshops and neighborhood meetings, [Hayward2040.org](http://www.hayward2040.org) provides an opportunity to participate in the process and express ideas for improving Hayward. Staff took several steps to advertise the website:

- Flyers were distributed at various community meetings, around City Hall and at the libraries;
- A series of emails went out to a variety of distribution lists, including the Library newsletter and the Chamber of Commerce’s e-advertising program;
- Newspaper articles were published in the Tri City Voice on January 29, 2013<sup>4</sup>, and in the Daily Review on January 31, 2013<sup>5</sup>; and
- A water bill insert will be distributed starting in late February.

[Hayward2040.org](http://www.hayward2040.org) was launched on January 22<sup>nd</sup> and was used to discuss a variety of topics and ideas related to improving Hayward and establishing a vision for the future of the community. As of February 13, 2013, there were 1,648 visitors to the site, 120 people have become registered participants, 74 ideas have been posted, and 157 comments have been posted. Staff has reviewed the topics and ideas generated on [Hayward2040.org](http://www.hayward2040.org) (as of February 13, 2013) and they generally align with the draft Vision and Guiding Principles. A summary of ideas and comments will be included in a report to Council and the Planning Commission at the next joint work session scheduled for April 2013.

---

<sup>4</sup> Tri City Voice Article is at <http://www.tricityvoice.com/articlefiledisplay.php?issue=2013-01-29&file=Hayward2040+357TSP+++TCV.txt>

<sup>5</sup> Daily Review Article is at [http://www.insidebayarea.com/breaking-news/ci\\_22491140/hayward-launches-interactive-website](http://www.insidebayarea.com/breaking-news/ci_22491140/hayward-launches-interactive-website)

2040 Vision and Guiding Principles – City staff reviewed and organized the collective input from the community outreach efforts to identify the major ideas or themes that were generally repeated and emphasized by the community throughout the process. Based on these major ideas or themes, staff prepared the attached Draft 2040 Vision and Guiding Principles (Attachment I). The document contains text and photographs that describe and illustrate the community-based vision for Hayward. It includes the 2040 Vision and eight Guiding Principles. The 2040 Vision is a brief paragraph that attempts to capture the community’s collective ideas on what Hayward should look like or how the community wants others to describe it as it evolves over the next 28 years. The Vision text for a future Hayward is:

*After years of improvement and forward progress, Hayward will be a distinguished and desirable community known for its central Bay Area location, vibrant and prosperous Downtown, attractive neighborhoods, excellent public schools, robust economy, and its growing reputation as one of the best college towns in the Western United States. With a variety of clean, safe, and green neighborhoods, and a safe and accessible network of neighborhood parks and natural open space, Hayward will be home to one of the most diverse, educated, and healthy populations in the Bay Area. It will become a destination for learning, entertainment, arts and culture, recreation, and commerce. Hayward will be a community that individuals, families, college students, and businesses proudly call home.*

The Guiding Principles are broad statements that further define the City’s focus for achieving the vision. The Guiding Principles are:

1. Hayward should have excellent public schools and youth enrichment activities and programs in every neighborhood.
2. Hayward should have safe and clean neighborhoods that support a diverse population and provide all residents (young and old) with opportunities to live an active, healthy, and green lifestyle.
3. Hayward should improve and maintain existing infrastructure and provide excellent police, fire, and emergency preparedness and response services to meet the current and future needs of the community.
4. Hayward should have a robust and diversified economy that is based on innovation, creativity, and local entrepreneurship.
5. Hayward should have a safe, vibrant, and prosperous Downtown that serves as a destination for business, shopping and dining, arts, entertainment, and college-town culture.
6. Hayward should have a reputation as one of best college towns in the West.
7. Hayward residents, workers, and students should have a variety of safe, affordable, and convenient transportation choices.
8. Hayward should protect, enhance, and improve access to its baylands and hillsides to protect environmental resources and provide opportunities to live an active outdoor lifestyle.

The order of the eight Guiding Principles is not significant (i.e., the order of the Guiding Principles is not based on the community’s priorities).

Task Force Review of 2040 Vision and Guiding Principles – The Draft 2040 Vision and Guiding Principles were presented to the General Plan Update Task Force on February 7, 2013. The Task Force discussed the Vision and Guiding Principles and provided comments to staff, including:

- A mention of Hayward’s central Bay Area location in the Vision statement
- More emphasis on environmental protection in Principle # 8
- More emphasis on Senior services and aging in place
- Referring to the Industrial Corridor as the “Industrial Technology and Innovation Corridor”
- Adding an emphasis on the Mission Boulevard, Hesperian Boulevard, Southland Mall, and Jackson Street commercial centers and corridors in Principle # 4
- Adding emphasis on the transportation needs of seniors and people with disabilities in Principle # 7

Staff revised the Draft 2040 Vision and Guiding Principles document, as appropriate, based on the discussion and comments from the Task Force members. The revisions are incorporated in Attachment I. All Task Force comments are provided in the Summary Notes for the Task Force meeting (see Attachment IV).

## **FISCAL IMPACT**

The fiscal impacts associated with the General Plan Update were provided in the September 25, 2012 City Council agenda report<sup>6</sup>.

## **PUBLIC CONTACT**

In addition to the meetings and workshops listed above, staff presented an overview of the General Plan Update at a geography class at Chabot College (November 6), Messiah Lutheran Church (November 15), the South Hayward Neighborhood Collaborative (January 10), and the Food Insecurity and Homelessness Awareness Day (January 11).

The General Plan Update effort was also advertised via emails to various community groups, inserts in water bills and inserts in business license validation mailings. *The Daily Review* and *The Tri City Voice* newspapers both published articles about the General Plan Update in November 2012 and January 2013.

## **NEXT STEPS**

Based on feedback at this joint work session, staff will revise the Draft Vision and Guiding Principles based on comments and direction from the City Council and Planning Commission. The Draft Vision and Guiding Principles will then be presented to and discussed at two Community Workshops on March 6 and March 11. Based on input received from the community, staff may refine or revise the document. Staff anticipates presenting the final Vision and Guiding Principles for Council adoption on April 16, 2013. The adopted Vision and Guiding Principles will then be used to guide the development of policies and strategies for the new General Plan.

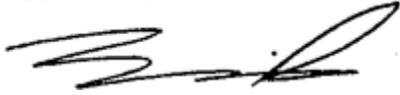
---

<sup>6</sup> See September 25, 2012, Item # 3 at <http://www.hayward-ca.gov/CITY-GOVERNMENT/CITY-COUNCIL-MEETINGS/>

*Prepared by:* Erik J. Pearson, AICP, Senior Planner

*Recommended by:* David Rizk, AICP, Director of Development Services

Approved by:



---

Fran David, City Manager

Attachments:

- |                |   |
|----------------|---|
| Attachment I   | Draft 2040 Vision and Guiding Principles                                      |
| Attachment II  | Summary of Community and Neighborhood Workshop Comments                       |
| Attachment III | Summary of Community Survey Responses   |
| Attachment IV  | Summary Notes for the February 7, 2013 General Plan Update Task Force Meeting |

LOOKING FORWARD  
**2040**   
 HAYWARD GENERAL PLAN



DRAFT  
**2040 VISION**  
 AND GUIDING PRINCIPLES  
 FEBRUARY 2013



*"The only thing worse than being blind is having sight, but no vision."*

Helen Keller



## Introduction

Imagine that you could transport yourself into the future to the year 2040. Imagine that you could see and experience the City of Hayward after years of forward progress and improvements to the community. What would be different about Hayward, and what positive changes would you see? What would be the same, and what assets or characteristics from today would remain in the future?

**In late 2012 and early 2013, members of the Hayward community engaged in a variety of exercises to imagine or envision Hayward's future.** Community members participated by attending community workshops and neighborhood meetings, taking a community survey, and posting and discussing ideas on an on-line visioning platform called Hayward2040.org. The goal of these efforts was to gain an understanding of the values, priorities, and aspirations of the Hayward community, and to formulate a vision that would preserve and enhance local assets, address community challenges, and capitalize on opportunities to improve the city.

This document synthesizes the collective input received from the City's visioning efforts and outlines a unified vision that generally captures the community's future aspirations. It also includes guiding principles, which are broad statements that express the community's priorities and further define the City's focus for achieving the vision.

The Vision and Guiding Principles will be used to guide the development of a new general plan for the City of Hayward. Every city and county in California is required to have a general plan, which is a coordinated and strategic document that establishes the community's long-term goals and policies related to growth and development. The Vision and Guiding Principles will set the overall focus and priorities for the Hayward 2040 General Plan update. They will help the City of Hayward and the Hayward community develop and evaluate alternative solutions to achieve the vision, and will guide the development of the policies and strategies that will ultimately form the City of Hayward 2040 General Plan.

## Major Visioning Efforts

Below is a list of the major visioning efforts that occurred in late 2012 and early 2013:

### Community Workshops:

- November 29, 2012, City Hall
- December 1, 2012, City Hall
- December 3, 2012, Martin Luther King Middle School
- December 6, 2012, Fairway Park Baptist Church
- December 10, 2012, Southland Mall
- December 12, 2012, Hayward High School

### Neighborhood Meetings:

- January 16, 2013: Community Services Commission
- January 19, 2013, Prospect Hill Neighborhood Association
- January 22, 2013, Woodland Estates Homeowners Association
- January 24, 2013, Photo Central (HARD)
- January 24, 2013: Keep Hayward Clean and Green Task Force
- January 26, 2013, Cotter Way Neighborhood
- January 30, 2013, Eden Shores Homeowners Association
- January 30 and 31, 2013, Hayward Senior Center
- February 5, 2013, Chabot College

### Community Survey:

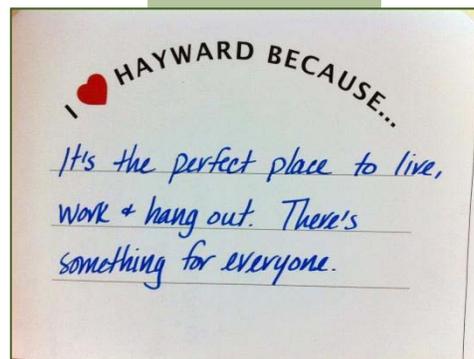
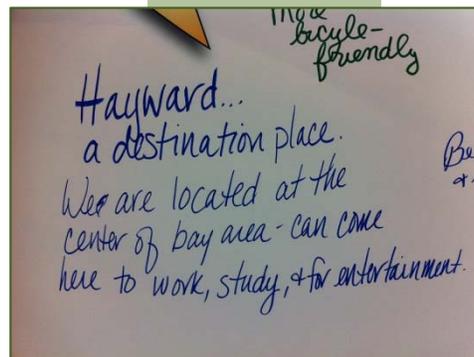
- Written surveys were distributed in December at all Community Workshops, City Hall, and the Hayward Public Library
- An on-line version of the survey was promoted through the City's email distribution lists and the City's website

### Hayward2040.org:

- An on-line brainstorming and discussion board for the visioning efforts was active between January 22<sup>nd</sup> and February 15<sup>th</sup>

A summary of the comments received as a result of the above visioning efforts can be downloaded at:

- <http://www.hayward-ca.gov/GENERALPLAN/>





### City of Hayward 2040 Vision

After years of improvement and forward progress, Hayward will be a distinguished and desirable community known for its central Bay Area location, vibrant and prosperous Downtown, attractive neighborhoods, excellent public schools, robust economy, and growing reputation as one of the best college towns in the Western United States. With a variety of clean, safe, and green neighborhoods, and a safe and accessible network of neighborhood parks and natural open space, Hayward will be home to one of the most diverse, inclusive, educated, and healthy populations in the Bay Area. It will become a destination for learning, entertainment, arts and culture, recreation, and commerce. **Hayward will be a community that individuals, families, college students, and businesses proudly call home.**



## Guiding Principles

The following guiding principles further express the community's priorities and focus for achieving the 2040 Vision:

- Hayward should have **excellent public schools** and youth enrichment activities and programs in every neighborhood.
- Hayward should have **safe and clean neighborhoods** that support a diverse population and provide all residents (young and old) with opportunities to live an active, healthy, and green lifestyle.
- Hayward should **improve and maintain existing infrastructure** and **provide excellent police, fire, and emergency preparedness and response services** to meet the current and future needs of the community.
- Hayward should have a **robust and diversified economy** that is based on innovation, creativity, and local entrepreneurship.
- Hayward should have a **safe, vibrant, and prosperous Downtown** that serves as a destination for business, shopping and dining, arts and entertainment, and college-town culture.
- Hayward should have a reputation as **one of the best college towns** in the West.
- Hayward residents, workers, and students should have a variety of **safe, affordable, and convenient transportation** choices.
- Hayward should **preserve and enhance its baylands and hillsides** to protect environmental resources and provide opportunities to live an active outdoor lifestyle.

Each Guiding Principle is described in greater detail on the following pages.





*"Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, fulfilled, can be translated into benefit for everyone and greater strength for our nation."*

John F. Kennedy, 35<sup>th</sup> President of the United States



## Guiding Principle 1:

**Hayward should have excellent public schools and youth enrichment activities and programs in every neighborhood.**

Improving Hayward's schools and enriching the lives of Hayward's youth is a major priority of the Hayward community. While the City of Hayward does not have direct control over public school administration or curriculum, it will expand and improve its youth enrichment services and programs and work with local school districts to upgrade school facilities, provide access to cutting-edge technology, improve school safety and security, and enhance school performance. Improving school performance will require coordination with school administrators, teachers, parents, businesses, volunteers, the Hayward Area Recreation and Park District, and non-profit organizations. The City will develop policies and strategies to form new partnerships, seek creative solutions, and strategically invest resources to improve education, library services and programs, and other youth enrichment programs offered throughout Hayward's neighborhoods. The goal is to improve education and schools so that they are an asset that attracts and retains families and businesses to the Hayward community.





## Guiding Principle #2

**Hayward should have safe and clean neighborhoods that support a diverse population and provide all residents (young and old) with opportunities to live an active, healthy, and green lifestyle.**

The City of Hayward has a strong tradition of neighborhood planning and has made significant efforts to improve the safety and cleanliness of many Hayward neighborhoods. Despite these efforts, many neighborhoods are still struggling with pockets of blight and crime. Others lack convenient access to shopping, community services, healthy food, and parks and recreational uses. The City will adopt policies and strategies to transform Hayward's neighborhoods into safe, clean, and desirable communities. The goal is to create complete neighborhoods that support a diverse population, offer a high-quality of life, and provide a variety of opportunities to live an active, healthy, and green lifestyle. The City will develop policies and strategies to rehabilitate homes, preserve historic neighborhoods, improve the energy and water efficiency of homes, address crime and safety, redevelop blighted properties, and improve neighborhoods with a mix of amenities, including parks, community centers, community gardens, affordable housing, farmers' markets, and neighborhood shopping and dining. The City will also develop policies and strategies to support street improvements and developments that provide residents with a safe, convenient, and enjoyable environment to walk, ride a bike, or take transit. Grass roots efforts to serve Hayward's senior population will also be supported. Senior services and programs will help Hayward's older generation "age in place" and remain connected to their neighborhood and community.

*"You take care of you and your family first. Then you go to your neighborhood, and then you spread it on out within the community."*

Al Smith, 42nd Governor of New York





### Guiding Principle #3

**Hayward should improve and maintain existing infrastructure and provide excellent police, fire, and emergency preparedness and response services to meet the current and future needs of the community.**



The quality of the City's infrastructure and police, fire, and emergency response services has a direct impact on Hayward's overall quality of life. The City will develop policies and strategies to improve public safety through better partnerships between neighborhood organizations, residents, businesses, and the Police and Fire Departments. This will include new policies and strategies to ensure that the community is prepared and equipped to survive impending disasters, such as wildland fires, coastal and stream flooding, and the next major earthquake in the Bay Area. The City will develop policies and strategies to maintain and enhance existing infrastructure, including roads, sidewalks, power lines, and water, sewer, and storm drain facilities. Sustainable infrastructure improvements that reduce the long-term use of water, energy, and financial resources will be prioritized. The City will also develop policies and strategies to ensure that new growth and development does not constrain the City's ability to provide adequate infrastructure and services to existing and future generations.





### Guiding Principle #4

**Hayward should have a robust and diversified economy that is based on innovation, creativity, and local entrepreneurship.**

Hayward has many assets that can help the City develop a robust and diversified economy, including an Industrial Technology and Innovation Corridor, Hayward Executive Airport, Downtown Hayward, Chabot College, and California State University, East Bay. With a central Bay Area location that is within 30 miles of San Francisco, the Silicon Valley, three international airports, and one of the largest marine ports along the west coast, Hayward is an ideal setting for local, regional and global businesses. The City also has excellent access to regional transportation routes, including freeways, freight rail, Amtrak, and BART. The City will develop policies and strategies to improve and diversify Hayward's economy and generate high-quality jobs. This will mainly be accomplished by creating business-friendly regulations and permit procedures, implementing branding and marketing programs to enhance the image of the City, and improving business attraction, retention, and expansion efforts to create unique business clusters and a diverse economic base. The City will also develop policies and strategies that support local entrepreneurship, research and development partnerships with colleges and businesses, a college-based population and economy, and the revitalization of commercial centers and corridors, including Mission Boulevard, Hesperian Boulevard, the Southland Mall area, Jackson Street, and Downtown Hayward.





### Guiding Principle #5

**Hayward should have a safe, vibrant, and prosperous Downtown that serves as a destination for business, shopping and dining, arts and entertainment, and college-town culture.**

While many communities in the Bay Area have goals to develop a city center or downtown, Hayward is one community that is blessed to have an authentic and historic Downtown.

Preserving and enhancing this important community asset is a major priority. While the City has made significant investments that have improved the Downtown, the historic core of the City is still struggling and is far from reaching its full potential. The City will develop policies and strategies to transform Downtown Hayward into a safe, vibrant, and prosperous arts and entertainment district that offers enhanced shopping, dining, and cultural experiences for residents, families, college students, and visitors. The City will also continue to support the development of Downtown housing to create new opportunities for people to live in a safe, mixed-use, walkable, and transit-oriented urban neighborhood. Through these initiatives, Downtown Hayward will emerge as the heart of the community, where everyone gathers to interact, shop, dine, play, and celebrate.

*“Downtown Hayward is the hub of the City, where everyone shops, dines, plays, and celebrates.”*

Member of Hayward Community





### Guiding Principle #6

**Hayward should have a reputation as one of the best college towns in the West.**

Hayward is home to Chabot College and California State University, East Bay. Despite this fact, Hayward does not function or have a reputation as a college town. Chabot College and California State University, East Bay, are generally known as commuter schools that serve students living throughout the greater Bay Area. In general, most students do not have a strong connection to the Hayward community. While they may attend classes in Hayward, they are generally living, socializing, and spending money in other communities. The City will develop policies and strategies to transform Hayward into a true college town by supporting more student and faculty housing and businesses that cater to college students, particularly in Downtown Hayward and along Mission Boulevard (by California State University, East Bay) and Hesperian Boulevard (by Chabot College). These policies and strategies will encourage collaboration with college officials to develop better “town-gown” relationships, create research and development partnerships with local businesses, and promote events and festivals that foster college culture and a sense of college and community pride. Developing into a true college town or “communiversity” will help diversify the City’s economic base, generate businesses and jobs, and help the City’s economy during future economic recessions.

*“College Towns... are comparatively recession-proof because they are dominated by schools and the students who form a consistent population of spenders.”*

American Institute for Economic Research





## Guiding Principle #7

**Hayward residents, workers, and students should have a variety of safe, affordable, and convenient transportation choices.**

Like many cities in California, Hayward's transportation system and neighborhoods were largely developed with the assumption that the automobile would be the primary mode of transportation. Many current Hayward residents, students, and workers desire more transportation choices. The City of Hayward will continue to develop policies and strategies to support development patterns and transportation improvements that allow and encourage more and more residents, workers, and students to walk, bike, or take transit. The City recognizes that the automobile will still have a role in the future. However, the City will work to create a more balanced and multi-modal transportation system; a system that provides more options and choices for commuting and everyday trips. The City will continue to support compact and higher density residential and commercial development near BART and Amtrak stations, and along commercial corridors that are served by bus transit. This will allow people to live with less dependence on the automobile for everyday life, resulting in lower rates of automobile use and lower greenhouse gas emissions. Parking policies and standards will also be evaluated for developments in these locations. Enhanced transit or shuttle services between BART and Amtrak stations, Downtown Hayward, the city's Industrial Technology and Innovation Corridor, Chabot College and Cal State University, East Bay, will also be developed to provide more travel options for residents, workers, and students. The City will also develop policies and strategies to support infrastructure improvements that give all people (young and old) safe and convenient opportunities to engage in active transportation, such as walking and biking. Policies and strategies will also address the transportation needs of seniors and people with disabilities by improving the reliability of para-transit services and enhancing sidewalks, walking paths, and curb cuts and ramps for wheelchair users.

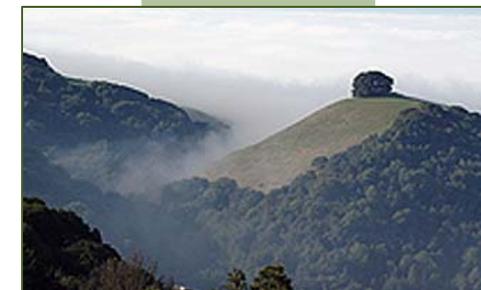


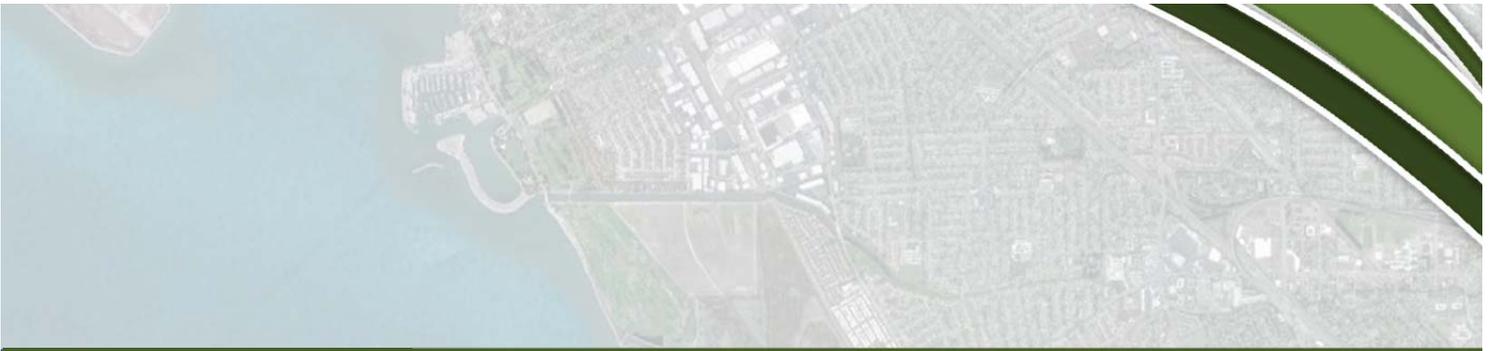
### Guiding Principle #8

**Hayward should preserve and enhance its baylands and hillsides to protect environmental resources and provide opportunities to live an active outdoor lifestyle.**

The natural baylands and hillsides that define the western and eastern edges of the City are major community assets and valuable environmental resources. They provide habitat for a variety of plant and animal species, contribute to the ecological health of the San Francisco Bay, and provide residents with opportunities to exercise, enjoy nature, and view scenic resources. These open space resources and passive recreational opportunities should be preserved and enhanced to improve the ecology of the San Francisco Bay Area and Hayward’s overall quality of life. The City will work in partnership with the East Bay Regional Parks District and the Hayward Area Recreation and Park District to develop policies and strategies to preserve and protect environmental resources, promote environmental stewardship, and expand access to compatible recreational activities within the bay, baylands, and hillsides, such as kayaking, boating, hiking, and biking.

*“Look deep into nature, and then you will understand everything better.”*  
Albert Einstein, Theoretical Physicist





Visit the project website or contact us for more information:

<http://www.hayward2040.org/>

Erik Pearson, Senior Planner, AICP:

[Erik.Pearson@hayward-ca.gov](mailto:Erik.Pearson@hayward-ca.gov)

510-583-4210



## City of Hayward 2040 General Plan Summary of Community Workshops and Neighborhood Meetings

As part of the City's comprehensive General Plan Update, the City of Hayward conducted six Community Workshops in November and December 2012. In addition, members of the General Plan Update Task Force conducted nine neighborhood meetings in January and February 2013. The Community Workshops and Neighborhood Meetings were held in several locations throughout the City:

### Community Workshops:

- November 29, 2012, City Hall
- December 1, 2012, City Hall
- December 3, 2012, Martin Luther King Middle School
- December 6, 2012, Fairway Park Baptist Church
- December 10, 2012, Southland Mall
- December 12, 2012, Hayward High School

### Neighborhood Meetings:

- January 16, 2013: Community Services Commission
- January 19, 2013, Prospect Hill Neighborhood Association
- January 22, 2013, Woodland Estates Homeowners Association
- January 24, 2013, Photo Central (HARD)
- January 24, 2013: Keep Hayward Clean and Green Task Force
- January 26, 2013, Cotter Way Neighborhood
- January 30, 2013, Eden Shores Homeowners Association
- January 30 and 31, 2013, Hayward Senior Center
- February 5, 2013, Chabot College



At each Community Workshop, City Staff presented an overview of the General Plan. The presentation described what a general plan is and why it is important. It also provided an overview of Hayward's process and schedule for updating the Hayward General Plan. After the presentation, community members participated in a variety of interactive exercises to provide input on the General Plan and to gain an understanding of the community's values, concerns, priorities, and ideas for improving Hayward. These exercises are described below:

- I Love Hayward: community members filled out cards to describe what they love about Hayward and why.
- Live, Work, and Favorite Place: Community members placed colored sticker-dots on a large map of the City to identify the location of their home, work, and favorite places in Hayward.
- Assets, Challenges, and Opportunities: community members were asked to identify Hayward's assets (amenities that make Hayward unique and great), challenges (issues and concerns that need to be addressed to improve Hayward), and opportunities (things that could be done to enhance the Hayward community). Community members provided input by writing on color coded "Post-It Notes" and by writing color-coded notes on a large map of the City.
- The Vision for Hayward's Future: community members were asked to write statements that expressed their vision for the future of Hayward. The vision statements were written on a large poster.

After the exercises, community members participated in a large group discussion to summarize the major ideas or themes expressed during the exercises.

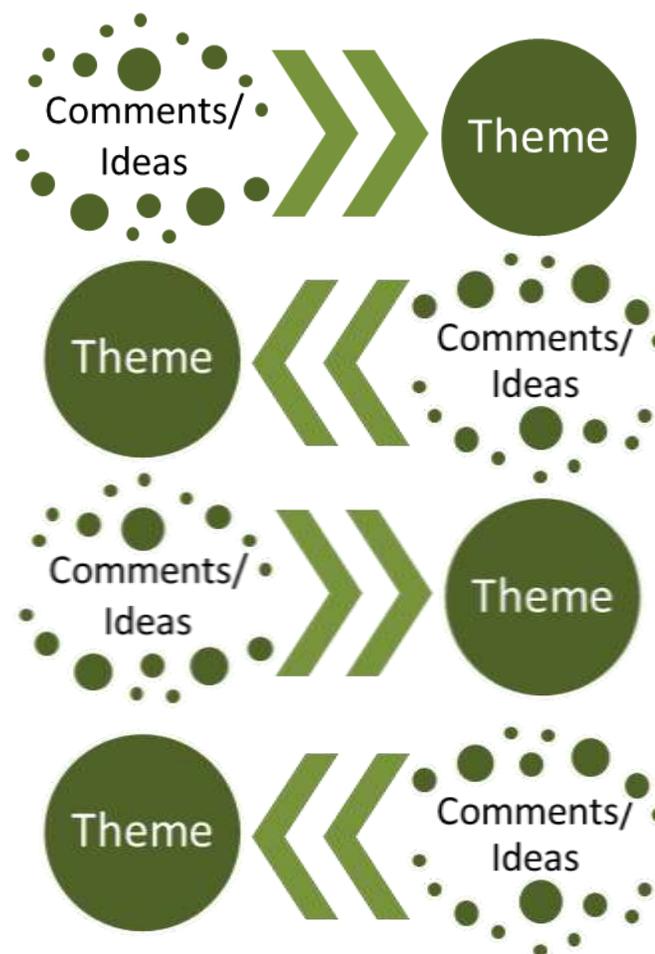
The Neighborhood Meetings were similar to the Community Workshops. The meeting agenda, presentation, and exercises were

slightly modified for smaller group discussions, but in general, the questions asked were the same.



The written comments from the Community Workshop and Neighborhood Meeting were collected, reviewed, and organized. Comments with similar ideas were grouped together to create common themes. For example, all comments related to the economy, jobs, business regulations, and filling empty storefronts were grouped under the theme “business/economic development”. All comments related to public safety, gangs, and crime were grouped under the theme of “public safety”. The themes that were identified include:

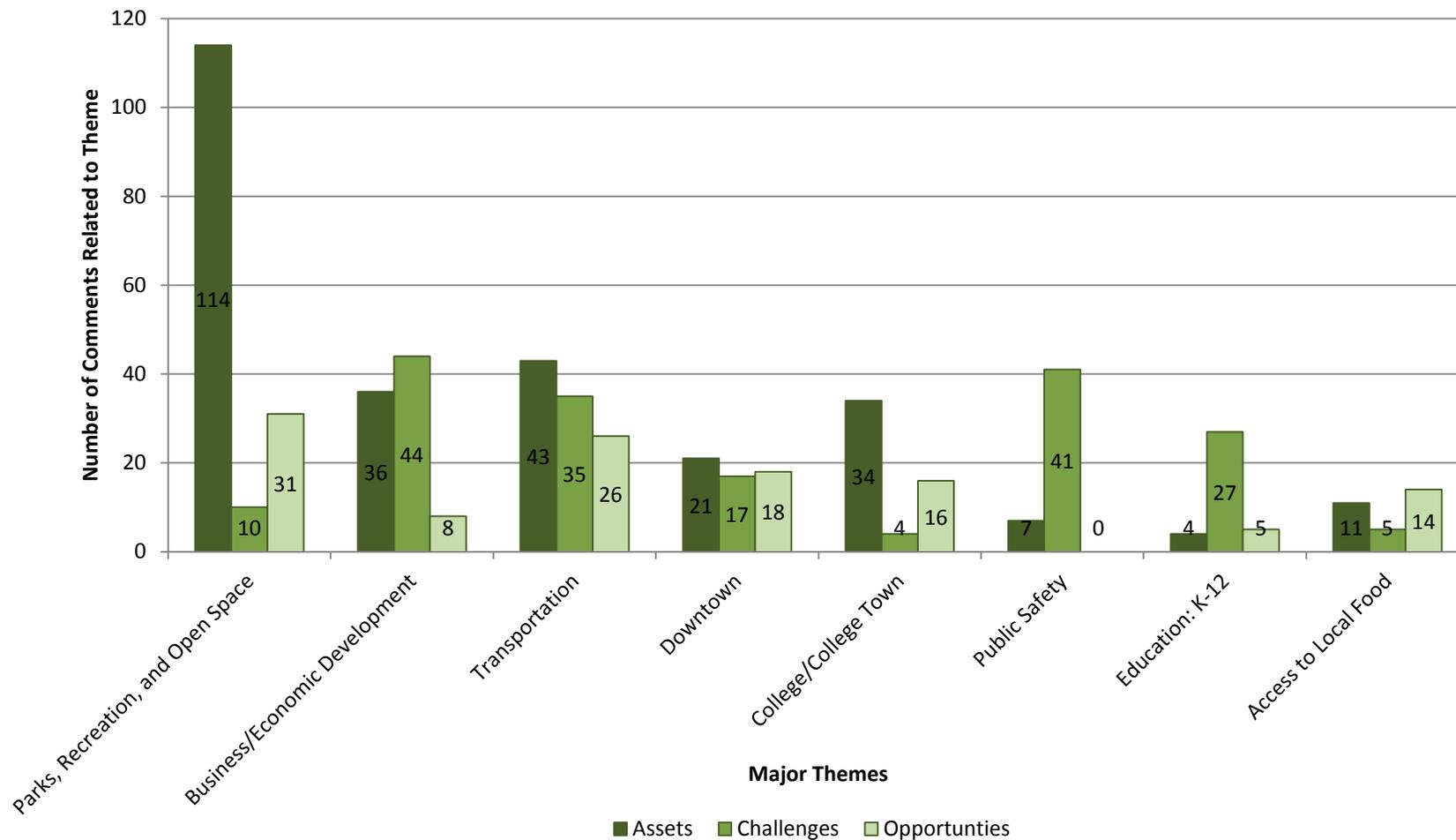
- Education: K-12
- Public Safety
- Homelessness
- Business/Economic Development
- College/College Town
- Downtown
- Transportation and Parking
- Historic Resources
- People and Family
- Small Town Feeling
- Image and Reputation
- Blight
- Library
- Youth/Youth Activities
- Access to Local Food
- Murals
- Seniors
- Housing/Neighborhoods
- Parks, Recreation, and Open Space
- Location and Weather
- Diversity
- Responses that Address Multiple Themes or Ideas
- Other Responses/Ideas



The charts and map on the following pages identify the number of comments that were related to the top themes identified for each exercise. These charts provide a visual summary of the community’s concerns and priorities and provide an initial understanding of the main topics that should be addressed in the 2040 General Plan.



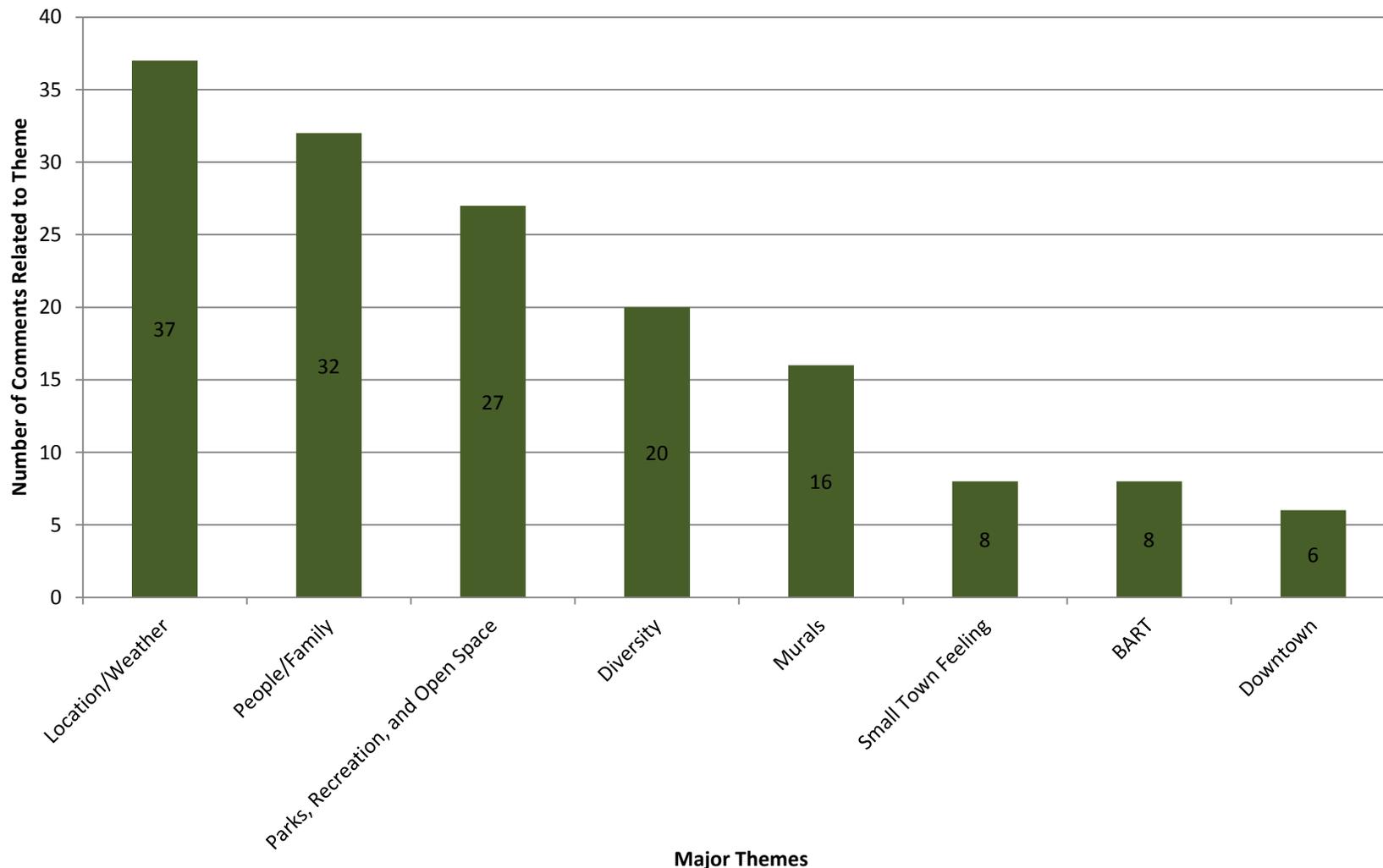
### “Assets, Challenges, and Opportunities” Exercise



**Note:** All written comments from this exercise may be reviewed by downloading the Community Workshop and Neighborhood Meeting Comments Report at <http://www.hayward-ca.gov/generalplan/>



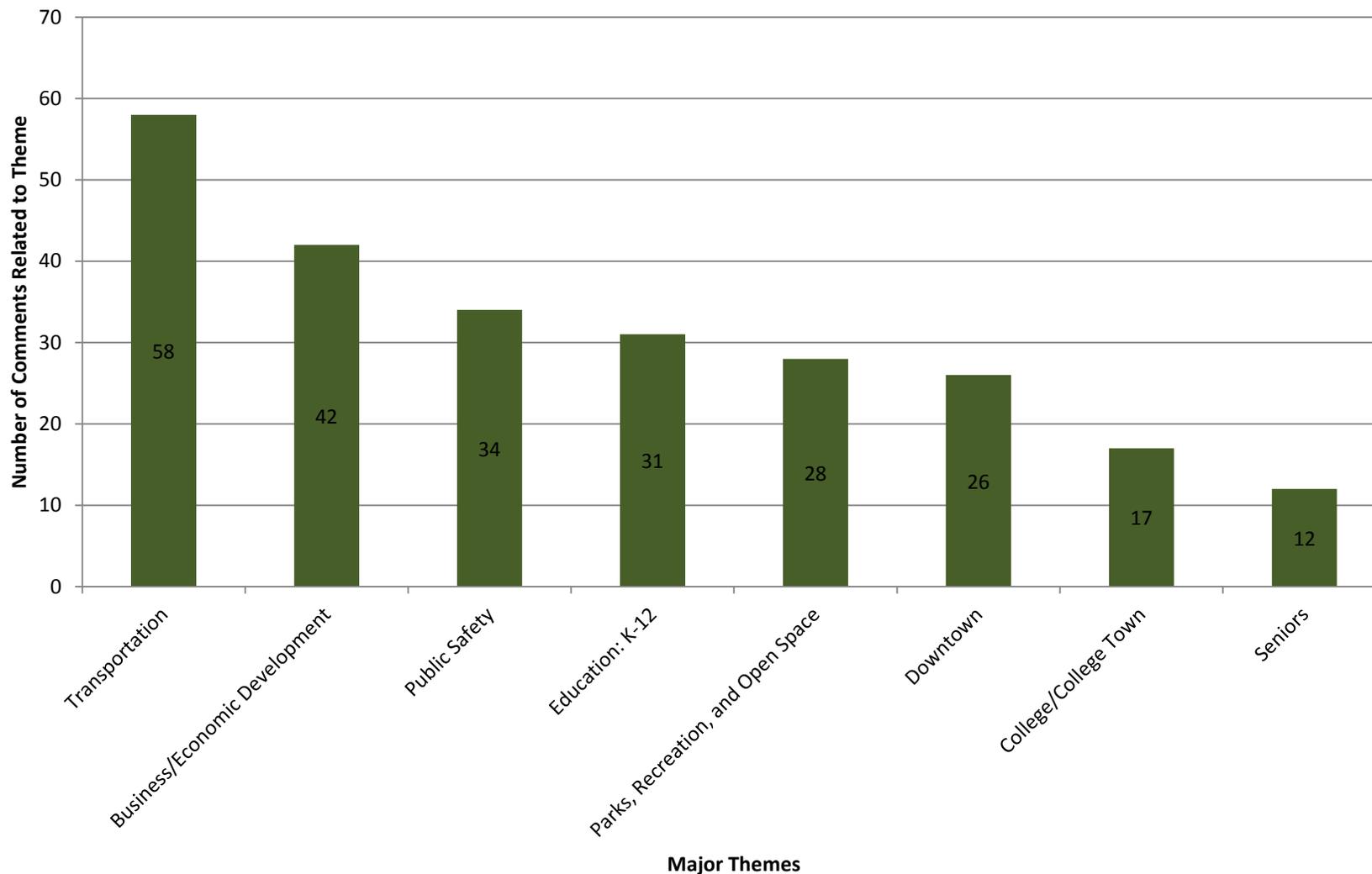
### “I Love Hayward” Exercise



**Note:** All written comments from this exercise may be reviewed by downloading the Community Workshop and Neighborhood Meeting Comments Report at <http://www.hayward-ca.gov/generalplan/>

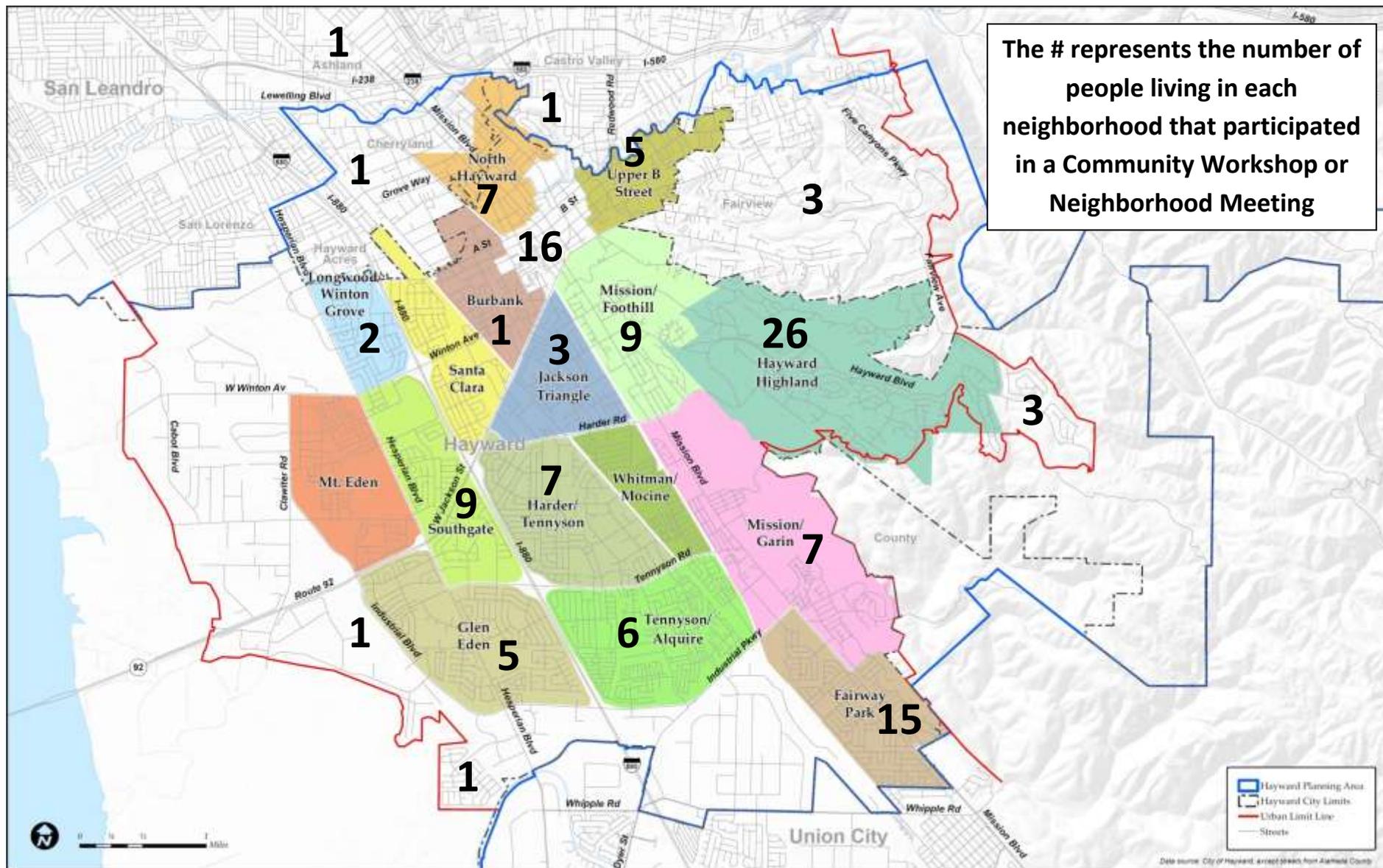


**“The Vision for Hayward’s Future” Exercise**



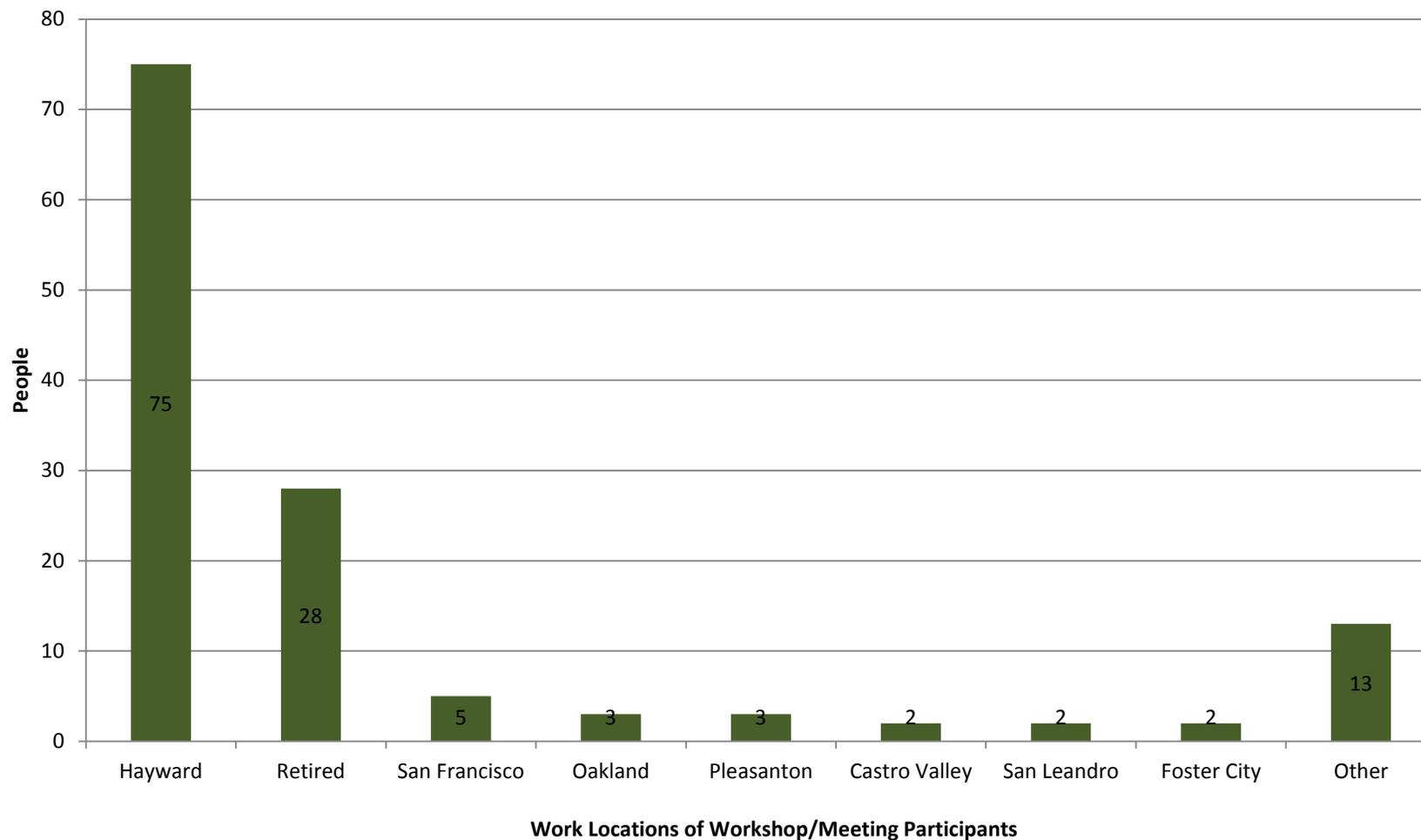
**Note:** All written comments from this exercise may be reviewed by downloading the Community Workshop and Neighborhood Meeting Comments Report at <http://www.hayward-ca.gov/generalplan/>

“Live, Work, and Favorite Place” Exercise: Live





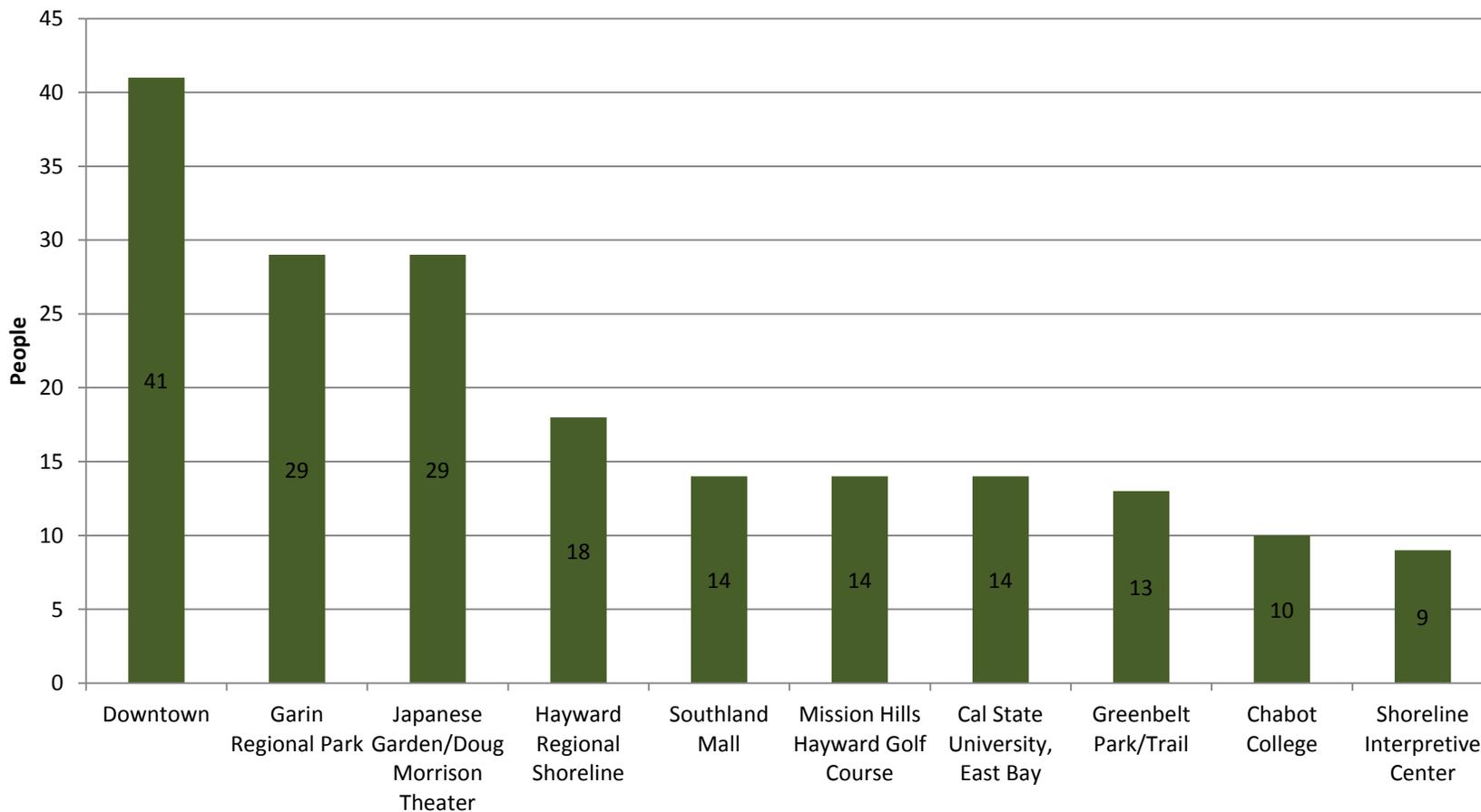
**“Live, Work, and Favorite Place” Exercise: Work**



**Note:** All written comments from this exercise may be reviewed by downloading the Community Workshop and Neighborhood Meeting Comments Report at <http://www.hayward-ca.gov/generalplan/>



**“Live, Work, and Favorite Place” Exercise: Favorite Place**



**The Top 10 Favorite Places In Hayward**

**Note:** All written comments from this exercise may be reviewed by downloading the Community Workshop and Neighborhood Meeting Comments Report at <http://www.hayward-ca.gov/generalplan/>

## Summary

Based on the data presented in the exercise summary charts and map, the main priorities of the Hayward community are:

- The protection and enhancement of Hayward’s parks, recreation, and open space resources.
- Developing the economic base of Hayward and providing quality jobs.
- Addressing crime and improving the safety and livability of Hayward’s neighborhoods and districts.
- Promoting Hayward’s central Bay Area location and convenient access to a variety of regional transportation options as a major benefit of working and living in Hayward.
- Revitalizing Downtown Hayward and creating a destination for shopping, dining, and arts and entertainment.
- Improving and maintaining transportation infrastructure and improving transportation options.
- Improving educational opportunities and the quality of public schools for Hayward’s youth.
- Investing in Hayward’s potential to transform into a college/university town.
- Providing opportunities for all Hayward residents (including youth and seniors) to live an active and healthy lifestyle.



## Summary of Community Survey

As part of the City of Hayward General Plan Update, a Community Survey was developed and administered to gain input on a variety of topics, including transportation, shopping and entertainment, education, housing, parks and open space, sustainability, and emergency readiness. The Community Survey was distributed at City Hall, the Hayward Public Library, and all General Plan Community Workshops. It was also promoted through the City's website and email notices related to the General Plan update. Community members had the opportunity to take the survey on-line or by filling out a hard copy version. Survey responses were collected between November 29, 2012 and January 28, 2013. 210 members of the Hayward community took the survey. This report provides a summary of the survey questions and responses.

The Community Survey included several open ended questions (questions that required a written answer). This summary does not include all of the written responses to these questions. Rather, it includes a summary of the major ideas or themes that were identified in the responses. The written responses to these open ended questions can be reviewed by downloading the entire Community Survey Report at: <http://www.hayward-ca.gov/GENERALPLAN/>

This report also includes "Notable Findings", which are key highlights or conclusions developed from the survey responses. To provide a quick summary of the survey, the notable findings are presented below:

### General Findings:

- Hayward's centralized location within the Bay Area was by far the most common reason why people like living, visiting, and/or working in Hayward.
- The most common ideas for improving the Hayward community were related to:
  - Improving Hayward's schools and educational system,
  - Addressing crime and public safety,
  - Making improvements to Downtown Hayward,
  - Attracting businesses and jobs, and
  - Addressing blight and abandoned buildings.

### Transportation Findings:

- Over 86 percent of those surveyed rarely or never ride the bus and over 77% rarely or never ride a bike.
- The majority of those surveyed believe that the following transportation improvements are "important" or "most important:"
  - Expanding and improving pedestrian paths and sidewalks.

- Repairing and maintaining streets.
- Synchronizing traffic lights to reduce congestion.
  
- Increasing BART service, frequency, or reliability.
- Increasing bus transit service, frequency, or reliability.

### **Shopping and Dining Findings:**

- A relatively high percentage of those surveyed are mostly or always going out of town for sit-down dining, movies, live theater/concerts, recreation (pool hall, bowling, etc.), nightlife (bars, clubs, live-music, etc.), and arts and cultural events. This indicates that there may be demand for these types of uses and businesses in Hayward.
- An overwhelming majority of those surveyed (over 70 percent) would like to see “much more” or “more” of the following in Hayward:
  - Sit-down dining
  - Venues for live music, live theaters, or lectures
  - Downtown entertainment establishments
- Improving shopping, dining, and entertainment in Downtown Hayward was the most common idea for improving shopping and entertainment in the city. Several survey respondents identified other successful downtowns as examples for Downtown Hayward to emulate, including:
  - Downtown Walnut Creek
  - Downtown Palo Alto
  - Downtown Redwood City
  - Downtown Pleasanton
  - Downtown Livermore
  - Downtown Niles
  - Downtown Berkeley
  - Downtown San Mateo
  - Downtown Mountain View

### **Education Findings:**

- The majority of those surveyed (58.5 percent) are “unsatisfied” or “very unsatisfied” with the quality of public education in Hayward, and 31.1 percent are “not sure” about the quality of public education in Hayward.
- An overwhelming majority of those surveyed (over 70 percent) would like to see improved academic performance, safer schools, after school tutoring programs and homework clubs, and investments to improve existing public school facilities.
- The people surveyed had a lot of competing ideas and differing opinions on how to improve public schools in Hayward. More discussions related to schools are needed to build consensus and a strategy for moving forward.

### **Housing Findings:**

- The majority of those surveyed are very satisfied or satisfied with their neighborhood, cost of living, the size of their residence, and the quality of their residence.
- The majority of those surveyed “strongly support” or “mostly support” senior housing and programs, mixed-use housing along commercial corridors, and high density housing in the Downtown and/or near BART.

### **Parks and Open Space Findings:**

- Over 67 percent of those surveyed are satisfied with the overall quality of parks in Hayward.
- The survey responses indicate that many Hayward residents travel to parks in other communities to do daily or weekly recreational activities, such as walking, walking their dog, visiting a dog park, and taking kids to the playground. Several survey responses noted that they did not feel safe in Hayward parks and went to other community parks for safer, cleaner, and nicer park facilities.
- An overwhelming majority of survey respondents (over 70 percent) believe that the following park improvements are “definitely needed” or “probably needed”:
  - Develop more parks and open space throughout the City.
  - Develop more parks in under-served neighborhoods.
  - More youth-oriented amenities (ex. playgrounds, skate parks).
  - More general amenities (ex. sports fields, tables, bbq's).
  - Improve conditions of existing parks and open space.
- Addressing park safety concerns; maintaining parks to address litter, graffiti, and cleanliness; and providing more opportunities for walking dogs and dog exercise were the three most common ideas for improving parks in Hayward.

### **Sustainability Findings:**

- The majority of those surveyed participate in sustainable practices to reduce environmental impacts and/or save money.
- An overwhelming majority of survey respondents (over 70 percent) support the following measures to encourage sustainability:
  - Expand public outreach and education on sustainability.
  - Offer tips to building owners on how to reduce energy consumption.
  - Offer financial assistance for making buildings more energy efficient.
  - Make space and zone for sustainable food systems (example: community gardens).

### **Emergency Readiness Findings:**

- A relatively high percentage of those surveyed are not fully prepared to deal with a major emergency.

An overwhelming majority of those surveyed (over 70 percent) support more emergency preparedness education and the preparation of neighborhood-specific emergency plans and maps.

### 1. General: What do you like most about living, visiting, and/or working in Hayward?

Major Ideas or Themes Identified in the Question Answers	Percentage of Written Answers that were Related to the Theme
Central Location	31.3%
Neighbors/People	13.3%
Cultural Diversity	11.4%
Weather	10.8%
Open Space/Nature	10.2%
Downtown	9.0%
Small Town Feeling	7.8%
Parks and Recreation	7.2%
Access to BART	6.6%

**Notable Finding:** Hayward's centralized location within the Bay Area was by far the most common reason why people like living, visiting, and/or working in Hayward.

### 2. Transportation: How often do you use the following forms of transportation?

Answer Options	3+ times per day	1-2 times per day	3+ times per week	1-2 times per week	Monthly	Rarely or Never
Driving	34.0%	42.5%	11.5%	5.5%	1.0%	5.5%
BART	0.5%	4.1%	5.1%	9.7%	39.8%	40.8%
Bus	1.1%	1.6%	1.6%	3.7%	5.3%	86.8%
Biking	0.5%	0.0%	2.7%	4.3%	15.4%	77.1%
Walking	13.1%	10.1%	19.2%	17.2%	22.7%	17.7%
Other	2.5%	0.0%	8.9%	3.8%	2.5%	82.3%

**Notable Finding:** Over 86 percent of those surveyed rarely or never ride the bus and over 77% rarely or never ride a bike.

### 3. Transportation: How long is your morning commute?

Commute Times	Percentage
15 Minutes or less	37.9%
16 Minutes to 30 Minutes	31.7%
31 Minutes to 45 Minutes	17.9%
46 Minutes to 60 Minutes	11.0%
Over 60 Minutes	1.4%

### 4. Transportation: How long is your evening commute?

Commute Times	Percentage
15 Minutes or less	31.5%
16 Minutes to 30 Minutes	32.2%
31 Minutes to 45 Minutes	16.8%
46 Minutes to 60 Minutes	16.1%
Over 60 Minutes	3.5%

### 5. Shopping and Entertainment: Where do you usually do the following?

Answer Options	Always in Hayward	Mostly in Hayward	Mostly elsewhere	Always elsewhere	Not applicable
fast-food dining	7.0%	51.5%	12.5%	3.0%	26.0%
Sit-down dining	4.6%	49.5%	37.8%	7.1%	1.0%
Coffee shops	5.2%	49.0%	21.4%	3.6%	20.8%
Movies	5.6%	37.9%	27.8%	15.2%	13.6%
Live theater/concerts	0.5%	4.0%	28.9%	37.8%	28.9%
Recreation (pool hall, bowling, etc.)	3.5%	8.6%	17.7%	28.3%	41.9%
Nightlife (bars, clubs, live-music, etc.)	1.5%	11.1%	18.1%	25.6%	43.7%
Art and cultural events	0.5%	18.3%	41.1%	27.9%	12.2%
Other	3.2%	14.9%	29.8%	12.8%	39.4%

**Notable Finding:** A relatively high percentage of those surveyed are mostly or always going out of town for sit down dining, movies, live theater/concerts, recreation (pool hall, bowling, etc.), nightlife (bars, clubs, live-music, etc.), and arts and cultural events. This indicates that there may be demand for these types of uses and businesses in Hayward.

### 6. Education: Do you have a child or children in a Hayward school (K-12)?

Answer Options	Percentage
Yes, public school	11.3%
Yes, private school	3.9%
No	84.8%

### 7. Education: How satisfied are you with the following?

Answer Options	Very Satisfied	Satisfied	Not Sure	Unsatisfied	Very Unsatisfied
The quality of public education in Hayward	2.2%	8.2%	31.1%	32.8%	25.7%
The quality of public school facilities in Hayward	2.2%	15.2%	34.8%	31.5%	16.3%
The quality of after-school programs in Hayward	3.4%	11.4%	54.0%	18.2%	13.1%

**Notable Finding:** The majority of those surveyed (58.5 percent) are “unsatisfied” or “very unsatisfied” with the quality of public education in Hayward, and 31.1 percent are “not sure” about the quality of public education in Hayward.

### 8. Housing: How satisfied are you with the following?

Answer Options	Very Satisfied	Satisfied	Not Sure	Unsatisfied	Very Unsatisfied
Your Neighborhood	25.3%	45.8%	8.4%	17.4%	3.2%
Your cost of living	11.2%	46.3%	9.6%	28.7%	4.3%
The size of your residence	29.8%	53.7%	3.7%	9.0%	3.7%
The quality of your residence	29.0%	52.2%	6.5%	10.2%	2.2%

**Notable Finding:** The majority of those surveyed are very satisfied or satisfied with their neighborhood, cost of living, the size of their residence, and the quality of their residence.

**9. Housing: What is the zip code of your house?**

Zip Code	Percentage
94541	29.5%
94542	18.1%
94544	35.2%
94545	13.0%
Other	4.1%

**10. Housing: What is the zip code of your place of employment?**

Zip Code	Percentage
Hayward Zip Code	48.5%
San Francisco Zip Code	12.5%
Oakland Zip Code	5.9%
Fremont Zip Code	4.4%
San Leandro Zip Code	4.4%
Union City Zip Code	3.7%
San Mateo Zip Code	2.9%
Castro Valley Zip Code	2.2%
San Jose Zip Code	2.2%
Other Zip Codes	13.3%

**11. Housing: How many people live in your household (including yourself)?**

Household Size	Percentage
1	19.0%
2	42.9%
3	15.9%
4	14.8%
5 or more	3.7%

**12. Housing: What is your household income?**

Annual Income Range	Percentage
\$0 to \$30,000	18.8%
\$30,001 to \$60,000	18.1%
\$60,001 to \$90,000	18.1%
\$90,001 to \$120,000	18.8%
\$120,001 to \$150,000	13.8%
\$150,000 and above	12.3%

**13. Housing: Do you own or rent your house?**

Answer Options	Percentage
Own	79.1%
Rent	20.9%

**14. Housing: How many generations of your family live in your house?**

Generations Living in the Household	Percentage
1	65.7%
2	24.9%
3 or more	9.4%

**15. Parks and Open Space: How often do you do the following in Hayward's parks and open space?**

Answer Options	Daily	Weekly	Monthly	Yearly	Rarely/ Never
Hike	5.4%	15.6%	25.3%	19.4%	34.4%
Play sports	3.2%	10.8%	8.6%	7.5%	69.9%
Visit the playground	2.1%	14.7%	14.7%	10.5%	57.9%
Picnic/relax/family celebration	1.1%	5.3%	20.6%	31.2%	41.8%

**16. Parks and Open Space: Is there a park near your home that you could regularly walk or bike to?**

Answer Options	Percentage
Yes	80.6%
No	15.2%
Not Sure	4.2%

**17. Parks and Open Space: Are you satisfied with the overall quality of parks in Hayward?**

Answer Options	Percentage
Yes	67.2%
No	32.8%

**Notable Finding:** Over 67 percent of those surveyed are satisfied with the overall quality of parks in Hayward.

### 18. Parks and Open Space: What activities do you go to parks in other cities for?

Major Ideas or Themes Identified in the Question Answers	Percentage of Written Answers that were Related to the Theme
Hiking	18.5%
Walking	17.3%
Walking Dog/Pet Exercise/Dog Parks	13.6%
Celebrations and Birthdays	9.9%
Children's Play/Playgrounds	9.3%
Picnics	9.3%
Events/Live Music/Festivals	9.3%
Biking	6.8%
Better/Safer/Cleaner Parks	6.8%
Sight Seeing, Vistas, Photography	6.2%

**Notable Finding:** The survey responses indicate that many Hayward residents travel to parks in other communities to do daily or weekly recreational activities, such as walking, walking their dog, visiting a dog park, and taking kids to the playground. Several survey responses noted that they did not feel safe in Hayward parks and went to other community parks for safer, cleaner, and nicer park facilities.

### 19. Sustainability: Have you done any of the following to reduce environmental impacts and/or save money?

Answer Options	Percentage
Recycle	99.5%
Compost	45.3%
Use CFL or LED light bulbs	88.0%
Garden with native plants	43.8%
Wash clothes or dishes with cold water	70.3%
Eat fewer animal products	49.5%
Turn off electronics when they are not being used	88.5%
Avoid using the air conditioner and cool with fans	67.2%
Improved insulation: weather stripping/new windows	53.1%
Installed energy efficient appliances	62.5%
Avoid driving when possible	55.7%
Use solar energy	7.8%

**Notable Finding:** The majority of those surveyed participate in sustainable practices to reduce environmental impacts and/or save money.

### 20. Emergency Readiness: In case of emergency, do you:

Answer Options	Yes	No	Not Sure
Know what services the City offers and how to access them?	39.7%	38.1%	22.2%
Have an earthquake preparedness kit?	48.9%	47.4%	3.7%
Have 3 or more days' worth of water per person?	52.1%	42.7%	5.2%
Have a plan for contacting loved ones?	50.0%	43.8%	6.3%

**Notable Finding:** A relatively high percentage of those surveyed are not fully prepared to deal with a major emergency.

## 21. General: Looking ahead, what do you think should be done to improve the Hayward community over the coming decades?

Major Ideas or Themes Identified in the Question Answers	Percentage of Written Answers that were Related to the Theme
Improving Education/Schools (K-12)	22.4%
Addressing Crime/Gangs/Public Safety	21.7%
Improving Downtown	18.6%
Attracting Businesses and Jobs	16.8%
Addressing Blight/Abandoned Buildings	12.4%
Improving Dining and Shopping	11.2%
Providing Events and Festivals	8.7%
Addressing Traffic Flow and Congestion	7.5%
Improving Youth Centers/Youth Activities	6.8%
Improving Neighborhoods	6.2%

**Notable Finding:** The most common ideas for improving the Hayward community were related to:

- Improving Hayward’s schools and educational system,
- Addressing crime and public safety,
- Making improvements to Downtown Hayward,
- Attracting businesses and jobs, and
- Addressing blight and abandoned buildings.

## 22. Transportation: How important would find the following transportation improvements?

Answer Options	Most Important	Very Important	Somewhat Important	Unimportant	Not Sure
Building more bike lanes and paths	12.3%	30.5%	36.4%	18.7%	2.1%
Expanding and improving pedestrian paths and sidewalks	20.4%	42.5%	28.5%	7.0%	1.6%
Repairing and maintaining streets	48.9%	40.2%	9.8%	1.1%	0.0%
Synchronizing traffic lights to reduce congestion	52.5%	36.6%	6.6%	3.3%	1.1%
Increasing BART service, frequency, or reliability	19.9%	36.6%	24.7%	14.0%	4.8%
Increase bus transit service, frequency, or reliability	22.0%	34.4%	22.6%	15.1%	5.9%

**Notable Finding:** The majority of those surveyed believe that the following transportation improvements are “important” or “most important:”

- Expanding and improving pedestrian paths and sidewalks.
- Repairing and maintaining streets.
- Synchronizing traffic lights to reduce congestion.
- Increasing BART service, frequency, or reliability.
- Increasing bus transit service, frequency, or reliability.

**23. Transportation: Are there any other transportation improvements you would like to see Hayward work on in the coming 20 years?**

Major Ideas or Themes Identified in the Question Answers	Percentage of Written Answers that were Related to the Theme
Shuttle Service Between Major Destinations	16.9%
Bus Transit Improvements	12.7%
Creating Walkable Areas and Improving Sidewalks	9.3%
Maintaining Streets	8.5%
Downtown Loop Concerns	8.5%

**24. Shopping and Entertainment: What would like to see more of in Hayward?**

Answer Options	Want much more	Want some more	Current level is good	Want less
Fast food dining	2.2%	6.6%	58.0%	33.1%
Sit-down dining	44.1%	40.3%	15.6%	0.0%
Venues for live-music, live-theater, or lectures	40.0%	43.3%	15.0%	1.7%
Movie theaters	9.0%	26.0%	62.7%	2.3%
Recreational venues (bowling, pool halls, etc.)	25.3%	37.4%	28.7%	8.6%
Downtown entertainment establishments	31.7%	42.8%	21.1%	4.4%

**Notable Finding:** An overwhelming majority of those surveyed (over 70 percent) would like to see “much more” or “more” of the following in Hayward:

- Sit-down dining
- Venues for live music, live theaters, or lectures
- Downtown entertainment establishments

**25. Shopping and Entertainment: Is there anything else Hayward should focus on in shopping and entertainment?**

Major Ideas or Themes Identified in the Question Answers	Percentage of Written Answers that were Related to the Theme
Downtown Improvements: Shopping, Dining and Entertainment	24.3%
Attract Higher Quality Restaurants, Shopping, and Entertainment	9.3%
Improve Cleanliness and Safety of Commercial Areas	8.6%
Provide Live Music and Entertainment Venues	7.1%
Provide Recreational Uses: Bowling, Ice Skating, Mini Golf, etc.	7.1%
Neighborhood Grocery Store (Trader Joes, Whole Foods, etc.)	6.4%
Enhance Youth Activities	6.4%
Improve Southland Mall	6.4%
Attract Independent Shops and Restaurants	6.4%
Improve Neighborhood Shopping: South Hayward, Hesperian, foothills, etc.	6.4%

**Notable Finding:** Improving shopping, dining, and entertainment in Downtown Hayward was the most common idea for improving shopping and entertainment in the city. Several survey respondents identified other successful downtowns as examples for Downtown Hayward to emulate, including:

- Downtown Walnut Creek
- Downtown Palo Alto
- Downtown Redwood City
- Downtown Pleasanton
- Downtown Livermore
- Downtown Niles
- Downtown Berkeley
- Downtown San Mateo
- Downtown Mountain View

## 26. Education: What would you like to see more of in Hayward schools?

Answer Options	Want much more	Want some more	Current level is good	Want less
Improved academic performance	82.4%	16.5%	0.6%	0.6%
Safer schools	73.6%	21.3%	4.6%	0.6%
After-school tutoring programs or homework clubs	62.5%	28.6%	7.1%	1.8%
Investments to improve existing public school facilities	56.6%	30.6%	11.0%	1.7%

**Notable Finding:** An overwhelming majority of those surveyed (over 70 percent) would like to see improved academic performance, safer schools, after school tutoring programs and homework clubs, and investments to improve existing public school facilities.

## 27. Education: Are there any other education improvements you would like to see Hayward work on in the coming 20 years?

Major Ideas or Themes Identified in the Question Answers	Percentage of Written Answers that were Related to the Theme
Expand Arts and Music Programs	9.2%
Develop Partnerships with Businesses, Colleges, the City, and HARD (internships, tutoring, after school programs, etc.)	8.3%
Update School Facilities and Landscaping	5.8%
Improve School Security and Safety	5.8%
Revamp the School Board	5.8%
Improve Academic Performance	5.8%

**Notable Finding:** The people surveyed had a lot of competing ideas and differing opinions on how to improve public schools in Hayward. More discussions related to schools are needed to build consensus and a strategy for moving forward.

**28. Housing: According to the State of California, Hayward should plan for 12,000 new housing units over the coming 30 years. With this in mind, what do you think about the following ways to accommodate more housing in Hayward?**

Answer Options	Strongly support	Mostly support	Neutral/not sure	Mostly oppose	Strongly oppose
High density housing in the Downtown and/or near BART	25.8%	28.0%	20.3%	13.7%	12.1%
Promote mixed-use housing along commercial corridors	19.7%	41.6%	27.0%	7.3%	4.5%
Promote senior housing and programs for seniors	33.5%	41.8%	20.3%	3.8%	0.5%
Hayward should not accommodate 12,000 new housing units	21.0%	10.8%	45.5%	9.7%	13.1%

**Notable Finding:** The majority of those surveyed “strongly support” or “mostly support” senior housing and programs, mixed-use housing along commercial corridors, and high density housing in the Downtown and/or near BART.

**29. Housing: Do you have other suggestions for meeting Hayward's future housing needs?**

Major Ideas or Themes Identified in the Question Answers	Percentage of Written Answers that were Related to the Theme
Fewer/No More Apartments or High Density Rental Housing	10.2%
Downtown Housing and Mixed Use Near BART Stations	9.3%
Focus efforts on Property Maintenance and Code Enforcement	8.3%
Create Eco-Friendly Mixed Use Villages	6.5%
Provide More Affordable Housing	5.6%
Rehabilitate Existing Homes	5.6%

**30. Parks and Open Space: What do you think is needed for Hayward's parks and open space?**

Answer Options	Definitely needed	Probably needed	Probably not needed	Definitely not needed
Develop more parks and open space throughout the City	34.8%	39.9%	23.0%	2.2%
Develop more parks in under-served neighborhoods	40.8%	40.8%	16.7%	1.7%
More youth-oriented amenities (ex. playgrounds, skate parks)	43.8%	39.2%	13.6%	3.4%
More general amenities (ex. sports fields, tables, bbq's)	33.3%	46.6%	16.1%	4.0%
Improve conditions of existing parks and open space	54.2%	39.5%	6.2%	0.0%

**Notable Finding:** An overwhelming majority of survey respondents (over 70 percent) believe that the following park improvements are “definitely needed” or “probably needed”:

- Develop more parks and open space throughout the City.
- Develop more parks in under-served neighborhoods.
- More youth-oriented amenities (ex. playgrounds, skate parks).
- More general amenities (ex. sports fields, tables, bbq's).
- Improve conditions of existing parks and open space.

### 31. Parks and Open Space: Is there anything else that is needed to make Hayward's parks better?

Major Ideas or Themes Identified in the Question Answers	Percentage of Written Answers that were Related to the Theme
Address park safety concerns with better police/security patrols	19.8%
Maintain parks to address litter and graffiti and ensure cleanliness (including bathrooms)	18.8%
Create Dog Parks/Dog-Friendly parks and trails	11.9%
Enforce Park Rules: Litter, dog rules, park hours	6.9%
Fix and improve existing parks	6.9%

**Notable Finding:** Addressing park safety concerns; maintaining parks to address litter, graffiti, and cleanliness; and providing more opportunities for walking dogs and dog exercise were the three most common ideas for improving parks in Hayward.

### 32. Sustainability: How do you feel about the following measures the City could take to encourage sustainability?

Answer Options	Support	Not sure	Opposed
Expand public outreach and education on sustainability	79.3%	15.6%	5.0%
Offer tips to building owners on how to reduce energy consumption	84.8%	11.8%	3.4%
Offer financial assistance for making buildings more energy efficient	70.7%	21.5%	7.7%
Make space and zone for sustainable food systems (example: community gardens)	77.5%	17.0%	5.5%

**Notable Finding:** An overwhelming majority of survey respondents (over 70 percent) support the following measures to encourage sustainability:

- Expand public outreach and education on sustainability.
- Offer tips to building owners on how to reduce energy consumption.
- Offer financial assistance for making buildings more energy efficient.
- Make space and zone for sustainable food systems (example: community gardens).

**33. Sustainability: Do you have any other ideas about what Hayward should do for sustainability?**

Major Ideas or Themes Identified in the Question Answers	Percentage of Written Answers that were Related to the Theme
Develop Community Gardens	15.1%
Improve Sustainability Education/Outreach	9.3%

**34. Emergency Readiness: How do you feel about the following measures the City could take to encourage emergency preparedness?**

Answer Options	Support	Not sure	Opposed
Expand emergency preparedness education	80.6%	16.6%	2.9%
Help neighborhoods with specific emergency plans and mapping	83.8%	13.4%	2.8%

**Notable Finding:** An overwhelming majority of those surveyed (over 70 percent) support more emergency preparedness education and the preparation of neighborhood-specific emergency plans and maps.

**35. Emergency Readiness: Do you have any other ideas about emergency preparedness?**

Major Ideas or Themes Identified in the Question Answers	Percentage of Written Answers that were Related to the Theme
Emergency Preparation Information: Internet, events, workshops, brochures, school fliers, etc.	19.7%
Promote CERT Program (Community Emergency Response Team)	9.9%
Provide affordable emergency/earthquake kits	8.5%



## General Plan Update Task Force Meeting

### Meeting #5 – February 7, 2013: Summary Notes

I. Call to Order - 7:00 pm

II. Roll Call/Introductions - 7:05 pm

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

Others in Attendance: Richard Patenaude, Acting Planning Manager; Jason Jones, consultant with Jones Planning + Design; Isabel Garcia; Michael D. young; Andreia Hemerly; and Citizen Sam,

III. Comments/Approval of Meeting #4 (Economic Development) Summary Notes

- No comments were submitted by Task Force members.

#### IV. Vision and Guiding Principles

Staff presented an overview of the Draft 2040 Vision and Guiding Principles. The following topics were discussed:

##### **Review Major Community Outreach Efforts:**

- 6 Community Workshops
- 8 Neighborhood Meetings organized by Task Force members
- Task Force Meetings
- Community Survey
- [www.hayward2040.org](http://www.hayward2040.org): over 1,200 visitors, 101 registered users

##### **Process for preparing the Vision and Guiding Principles:**

- Comments/Ideas from Workshops, Meetings, Survey were organized into themes
- Themes were used to develop the Draft Vision and Guiding Principles

##### **Presentation of Draft Vision:**

- A Vision is an aspirational statement used to guide future decisions and actions. It is intended to be a general description of the future. Not intended to include specific actions of how to achieve the vision
- The 2040 Vision was read and presented on the screen.

##### **Comments on the Draft Vision:**

- Comments on the Vision: Several Task Force members felt that the 2040 Vision did a good job of incorporating the ideas and comments from the workshops and meetings and painted a good picture of what Hayward should become.
- The following suggestions were made to improve the vision:
  - Did not see the word “inclusive”. Inclusive should be included with “Diverse”
  - The word “Liveable” is too neutral. Suggest using a more positive word, such as “complete”.
  - The vision should be more specific to Hayward. It could apply to several cities in the Bay Area. Emphasize Hayward as a destination, the fifth largest city in Bay Area, the heart of the Bay.
  - The vision should have more of a businesses focus: what would attract businesses here? Examples: Central location, Business-friendly City, high-technology, Industrial corridor with freeway access, transportation, etc.
  - Keep hearing that Hayward is not business friendly.
  - Like the phrase “robust economy” because it is difficult to predict economic trends in 2040.

- We should emphasize that we are socially responsible to each other and that we care about our community. Socially responsible values should be emphasized.
- What about fiber optic infrastructure? Does the city do this? Palm Springs is a good example. Answer: this is important, but is probably more appropriate at a policy-level rather than a vision-level.
- Maybe we should not focus on becoming a college town. Most people disagreed and felt that we should focus on becoming a college town.
- We should define “healthy”. What does that mean? Does it include healthy kids and individuals and does it encompass everything? Does Hayward have great fitness programs to get everybody involved? Answer: yes, healthy is intended to encompass all aspects of health and would include youth and senior activities, paths, trails, sports, nutrition, Hayward Plunge, etc.

### **Guiding Principles:**

- Definition of Guiding Principle: Broad statements that express the community’s priorities and further define the City’s focus for achieving the vision
- The eight Guiding Principles were read
- The following suggestions were made to improve the Guiding Principles:
  - Add “business-friendly environment” focus to Robust Economy principle
  - Good order: Public Schools: first. Safety and Infrastructure: Second.
  - More emphasis should be placed on seniors. I would like to see a guiding principle related to seniors (similar to the youth guiding principle). Address topics such as senior centers, transportation, aging in place, etc. What kind of Hayward will we want when we are in our 60s and 70s? How do we improve services for baby boomers?
  - Schools: recent bond is helping us get high tech schools. Parents want excellent public schools plus all the technology to enhance the learning.
  - School safety is a concern and should be addressed in the education guiding principle
  - No mention of arts. We could also be a center for supporting the arts. A strong thread related to culture and arts was not included in the Vision
  - Hayward is known for its murals: utility boxes and wall murals.
  - I would like to see a statement about zero tolerance for graffiti.
  - Photos: The Task Force was invited to contribute photos for the document.
  - I would like to see an emphasis on other destinations (not just Downtown), such as corridors, streets, and other viable commercial areas.
  - Districts: other commercial areas need to be destinations as well as Downtown.
  - Recommendation to reference Downtown as an example of a complete neighborhood in Guiding Principle 2.

- Should there be more details about commerce and businesses: big box, private entrepreneurs, etc.?
- Robust and diversified economy: industrial corridor has a lot going on: retail, business to business, shipping, industrial sales, etc. Industrial Corridor is a major asset.
- Industrial Corridor is an old term. We need to rename this. Something related to the Silicon Valley? Nothing mentioned about Silicon Valley. Bio-Tech companies, technology, etc. We should be less “industrial” and more “technology”.
- Don’t use “Industrial Corridor”: How about Industrial Technology Corridor or Innovation Corridor?
- Silicon Valley combines education with product development: don’t prescribe types of industries, but tie to university. Look at Reno Nevada as an example: geothermal Industry cluster.
- Mission Boulevard could also be college-oriented.
- Three factors for business: talent, incentives, availability of labor: Silicon Valley has good labor. Focus on incentives for entrepreneurs.
- Mission Boulevard is an eye sore. See the potential. Where does Hayward see Mission Boulevard? Answer: The Mission Boulevard corridor that has got the most attention in recent years. There will be a new plan adopted for the area north of Harder later this year. Auto row is being looked at as a catalyst site. The Ford property is being looked at for more specifics. Economic development professionals are looking at what to expect. Discussions are in the early stages.
- Could Erik Pearson summarize the process for economic development strategy and Mission Boulevard plans at a future meeting?
- City is ideally located next to airport and Oakland airport. Put specific mileage from these assets, but take out “Oakland” and anything that has a negative connotation.
- Downtown: Emphasize that Downtown is a center of human interaction within the City. A place to get people out of their cars and walking around (community interaction). Downtown should be the heart of Hayward with arteries of commerce and innovation radiating out.
- Guiding Principle related to Downtown: Use the word districts. Several districts. Not just downtown.
- Should we use the term “district” or “neighborhood”?
- Avoid using negative terms (Oakland).
- Do not like the word complete. Some neighborhoods may want to exclude certain things.

- We have parts of the town that are not complete. They have 7-11s instead of grocery stores. Parks, grocery stores, farmers' markets, pharmacies, services, schools, etc. should be in neighborhoods. Neighborhoods should be designed so that people can walk everywhere: integrate services, activities, parks, schools, businesses, etc. in neighborhoods and provide options.
- Branding: concept of "imaginability." Picture of a community. Branding for Hayward and Hayward neighborhoods to create unique identities: Southgate, Fairway Park, etc. Identities open to development in neighborhoods. Identity through gateway arches, etc.
- How do we get Cal State University students and youth engaged? Maybe there is something that we are missing. Can we have meeting with them? We had a Neighborhood Meeting at Chabot. Five students attended and had a lot to say. Participation in the on-line surveys and workshop are missing the below-30 age group. The Youth Commission should be engaged. Could we have a banner Downtown: 2040 website: let people know.
- Aging in place: Seniors want to see that they can age in place. Safe sidewalks, transportation, and being able to stay in their house are crucial for seniors. Add that overlay.
- Homeless population: more vulnerable people will be over looked. Change status from homeless to belonging.
- Active Transportation: "encourage" is too passive. "Active transportation" should be available for everyone. Paratransit should be mentioned. Sustainable Community Strategy requirements should be mentioned: reducing greenhouse gas emissions, increase walking and biking, etc. Look at County best practices. Housing and employment growth should be directed to priority development areas.
- In Guiding Principles, use "Should" instead of "shall".
- Guiding Principle 8: environmental role, environmental stewardship should be emphasized. It needs to stress more environmental aspects. We are gatekeeper to the bay and hills. Hayward is a huge watershed

### Next Steps

- The Vision and Guiding Principles document will be revised based on comments from the Task Force
- The Vision and Guiding principles will be reviewed by the Planning Commission and City Council at a Joint Study Session on February 19<sup>th</sup>
- The Vision and Guiding Principles, as well as policy options, will be revised and presented at Community Workshops on March 6<sup>th</sup> and 11<sup>th</sup>

- The Vision and Guiding Principles will be refined and presented to the City Council for adoption in April

#### **V. Neighborhood Meetings**

- Task Force Members provided a brief summary of the Neighborhood Meetings:
  - January 13: Eden Shores. A handful of people were there.
  - Woodland Estates: 18 people. Interesting meeting. Format was a little different. People got off topic a bit. They got hung up on specific topics.
  - HARD: Photography group. 300 email invitations were sent out. 12 to 13 people came. Participants took charge and they were very collaborative. Very enthusiastic. They could have gone for five hours. Lots of untapped energy.
  - Seniors could not see the materials. Many did not want to write (they had shaky hand writing). As we move forward, could we coordinate with the senior centers? If it is important, we should talk now about strategy for moving forward.
  - Time constraints are difficult, but we have made a great effort to get the word out.

#### **VI. Schedule next round of General Plan Outreach Task Force meetings – 8:45 pm**

- Task Force members were instructed to start planning the next round of neighborhood workshops now. A new toolkit will be presented at the next Task Force Meeting. Neighborhood Workshops should be scheduled for March and April.

#### **VII. Public Comments:**

- These meetings have been good. It is nice to hear the feedback.
- We need to spread the word with our connections.
- The next Task Force meeting (March 7<sup>th</sup>) will be about parks and recreation.

#### **VIII. Adjourn**