



CITY OF
HAYWARD
HEART OF THE BAY

CITY COUNCIL AGENDA
DECEMBER 9, 2014

MAYOR BARBARA HALLIDAY
MAYOR PRO TEMPORE GREG JONES
COUNCIL MEMBER FRANCISCO ZERMEÑO
COUNCIL MEMBER MARVIN PEIXOTO
COUNCIL MEMBER AL MENDALL
COUNCIL MEMBER SARA LAMNIN
COUNCIL MEMBER ELISA MÁRQUEZ

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SPECIAL CITY COUNCIL MEETING FOR DECEMBER 9, 2014
777 B STREET, HAYWARD, CA 94541
WWW.HAYWARD-CA.GOV

CLOSED SESSION
Closed Session Room 2B – 5:30 PM

1. **PUBLIC COMMENTS**
 2. Public Employment
Pursuant to Government Code 54957
 - Performance EvaluationCity Manager
 3. Adjourn to Special City Council Meeting
-

SPECIAL CITY COUNCIL MEETING
Council Chambers – 7:00 PM

CALL TO ORDER Pledge of Allegiance Council Member Peixoto

ROLL CALL

CLOSED SESSION ANNOUNCEMENT

PUBLIC COMMENTS

The Public Comment section provides an opportunity to address the City Council on items not listed on the agenda or Work Session or Information Items. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

ACTION ITEMS: *(The Council will permit comment as each item is called for the Consent Calendar, Public Hearings, and Legislative Business. In the case of the Consent Calendar, a specific item will need to be pulled by a Council Member in order for the Council to discuss the item or to permit public comment on the item. Please notify the City Clerk any time before the Consent Calendar is voted on by Council if you wish to speak on a Consent Item.)*

CONSENT

1. Approval of Minutes of the City Council Meeting on November 18, 2014
[Draft Minutes](#)
 2. Approval of a Resolution to Amend the Agreement with General Plan Consultant Mintier-Harnish by Increasing the Agreement Budget by \$23,200 for Completed Work and by \$23,300 Related to Development of a Web-Based General Plan
[Staff Report](#)
[Attachment I](#)
[Attachment II](#)
-

NON-ACTION ITEMS: *(Work Session and Informational Staff Presentation items are non-action items. Although the Council may discuss or direct staff to follow up on these items, no formal action will be taken. Any formal action will be placed on the agenda at a subsequent meeting in the action sections of the agenda.)*

WORK SESSION (60-Minute Limit)

3. Overview of 2014 Resident Satisfaction Survey Results *(Report from Assistant City Manager McAdoo)*
[Staff Report](#)
[Attachment I](#)
-

Information items are presented as general information for Council and the public. Should Council wish to take action on any of the "information" items, they will direct the City Manager to bring them back on a future Council agenda as an Action Item.

INFORMATION ITEMS

None

CITY MANAGER'S COMMENTS

An oral report from the City Manager on upcoming activities, events, or other items of general interest to Council and the Public.

COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

Oral reports from Council Members on their activities, referrals to staff, and suggestions for future agenda items.



PRESENTATION

Certificate of Commendation Presented to the Honorable Ellen Corbett (Item may occur earlier as timing allows)

ADJOURNMENT

NEXT MEETING – 7:00 PM, Tuesday, December 16, 2014

PUBLIC COMMENT RULES: *The Mayor may, at the beginning of the hearing, limit testimony to three (3) minutes per individual and five (5) minutes per an individual representing a group of citizens or organization. Speakers will be asked for their name before speaking and are expected to honor the allotted time. Speaker Cards are available from the City Clerk at the meeting.*

PLEASE TAKE NOTICE *that if you file a lawsuit challenging any final decision on any public hearing or legislative business item listed in this agenda, the issues in the lawsuit may be limited to the issues that were raised at the City's public hearing or presented in writing to the City Clerk at or before the public hearing.*

PLEASE TAKE FURTHER NOTICE *that the City Council has adopted Resolution No. 87-181 C.S., which imposes the 90 day deadline set forth in Code of Civil Procedure section 1094.6 for filing of any lawsuit challenging final action on an agenda item which is subject to Code of Civil Procedure section 1094.5.*

****Materials related to an item on the agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office, City Hall, 777 B Street, 4th Floor, Hayward, during normal business hours. An online version of this agenda and staff reports are available on the City's website. Written comments submitted to the Council in connection with agenda items will be posted on the City's website. All Council Meetings are broadcast simultaneously on the website and on Cable Channel 15, KHRT. ****

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Clerk at (510) 583-4400 or TDD (510) 247-3340.

Please visit us on:





**MINUTES OF THE CITY COUNCIL MEETING OF THE CITY OF
HAYWARD**
City Council Chambers
777 B Street, Hayward, CA 94541
Tuesday, November 18, 2014, 7:00 p.m.

The City Council meeting was called to order by Mayor Halliday at 7:00 p.m., followed by the Pledge of Allegiance led by Council Member Jones.

ROLL CALL

Present: COUNCIL MEMBERS Zermeño, Mendall, Jones, Peixoto, Lamnin,
Márquez
MAYOR Halliday
Absent: None

CLOSED SESSION ANNOUNCEMENT

City Attorney Lawson announced that the Council met in closed session regarding four items: (1) City Manager's performance evaluation pursuant to Government Code 54957; (2) conference with labor negotiators pursuant to Government Code 54957.6 regarding all groups; (3) conference with legal counsel pursuant to Government Code 54956.9 regarding: (a) City of Hayward v. Van Dera, et al., Alameda County Superior Court No. HG13692338 and (b) Russell City Energy Company v. City of Hayward, U.S. District Court, N.D. CA No. C-14-03102-JSW; and (4) conference with property negotiators pursuant to Government Code 54956.8 regarding APNs 443-005-0008-05, 443-005-0006-00, and 443-005-0012-00 located at 5, 31, and 73 West Jackson Street, Hayward. City Attorney Lawson noted that the Council unanimously approved compromising settlement of City of Hayward v. Van Dera, et al., Alameda County Superior Court No. HG13692338. There was no action taken regarding the rest of the items.

PUBLIC COMMENTS

Mr. Kim Huggett, Hayward Chamber of Commerce President, had two announcements: the Annual Awards Gala on January 31, 2015 and the Downtown Hayward Light Up the Season on December 4, 2014.

The following Hayward Youth Commission members shared four activities led by the Commission: a summit for human trafficking and suicide prevention; making community service hours a graduation requirement; a t-shirt project to inspire pride in the City and fund scholarships; and a youth survey to learn about activities that the youth would like to add to the City and present them to the City Council.

Jahlan Loché
Jose Lara Cruz
Diego Lopez
Omkar Salpekar

Mr. Elie Goldstein, owner of Kraski's Nutrition, requested that downtown street lights be turned on earlier during the fall daylight savings time change; thanked staff for the downtown patrol; and suggested adding parking in the downtown area, especially on Foothill Boulevard.

Ms. Katie Quick and members of the Santacon Hayward Planning Committee promoted the Santacon Hayward event on December 6, 2014, organized to benefit the Hayward Animal Shelter.

Ms. Audrey LePell, president of Citizens Against Pollution, inquired about the status of a request approved by Council in 2013, which required the Bay Area Quality Management District to install a pollution meter in Hayward.

Mr. Armond Harris, Hayward resident, noted that the Council had declined the issuance of a proclamation declaring November 19, 2014 as World Toilet Day in Hayward, and requested a work session to review the access to safe and clean drinking water and adequate sanitation.

Mr. Charlie Peters, with Clean Air Performance Professionals, provided documents for the record related to the smog check program and hydrogen fuel cell vehicles.

Mr. David Modersbach, director of Health Care for the Homeless Program, spoke about the program and homelessness in Alameda County, and noted that modern societies control the spread of diseases by ensuring access to toilet and hand washing facilities for all residents.

Ms. Sandy Frost, Hayward resident and member of Public Hygiene Lets Us Stay Human advocated for public toilets and hand washing stations in Hayward and noted that public restrooms and hand washing stations were not addressed in the Food Sharing Events Ordinance and no public bathrooms were planned for the proposed arboretum park.

Ms. Betty DeForrest, Hayward resident, noted that human waste was a problem throughout the City and urged the Council to partner with downtown merchants and advocates for toilet and washing facilities and find solutions to the problem.

Ms. Miekayla Blake, Castro Valley resident, read a poem "If It Were All Up to Me" and posed a question to Council, "what would you do if it were up to you?."

Mr. Walker Blake, Castro Valley resident, noted that lack of public restrooms was a problem that needed to be addressed.

Ms. Marcy Timberman, Hayward resident, noted that she had requested staff to consider: upgrading existing public toilets; providing public sanitation units in parking lots; installing automatic public restrooms; retrofitting an AC Transit bus to provide mobile toilets and showers; and providing a toilet in the arboretum park. Ms. Timberman noted that the Homeless Task Force requested a work session to discuss the issues.

The following members of the Service Employees International Union (SEIU) Local 1021 urged Council to direct management to accept the SEIU Local 1021's current proposed contract and engage in fair negotiations noting that the economy was improving, Measure A had passed, the



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living cost kept increasing, and concessions had exceeded the 17 percent target sought by the City in negotiations last year.

Ms. Renita Terry, SEIU Local 1021 regional Vice President of the East Bay
Ms. Linda Reid, San Leandro resident and President of SEIU Local 1021-Clerical Chapter
Ms. Suzanne Philis, Hayward resident and Vice President of SEIU Local 1021-Clerical Chapter
Mr. Jonathan Colton, Hayward Police Department employee, provided a document for the record
Mr. Gil Hesla, SEIU Local 1021 member, provided information for the record

The following individuals spoke in support of the 21st Century Library and Community Learning Center and Heritage Plaza/Arboretum project because of its value to the community; thanked the Council, City staff, volunteers, and supporters of Measure C; and appreciated that input from various stakeholders was incorporated into the proposed design.

Mr. Phil Roberts, Hayward resident
Ms. Helene Carr, treasurer of the Committee to Protect Hayward's Future-Yes on C
Ms. Gerry Thompson, Castro Valley resident, suggested a venue for local artists to show their art
Ms. Kari McAllister, Hayward resident
Ms. Evelyn Cormier, Hayward resident
Mr. A.T. Stephens, Executive Director of Hayward Area Historical Society
Ms. Lisa Brunner, Hayward resident and Library Commissioner
Ms. Iris Murillo, Hayward resident and Library Commissioner

Mr. Ray Baker, Hayward business owner, supported the plans for the new library, but was concerned about the future of the plaza because it was a gift from Mr. Castro to the City in perpetuity and was concerned about the legal constraints.

Mr. Jim Drake, Hayward resident, requested that McDonald Street be improved with a portion of the \$1.38 million funds from the unspent Community Development Block Grant.

Ms. Wynn Grcich, Hayward resident, noted that air pollution causes brain damage; suggested the new proposed plaza have bathrooms; and indicated that microwave weaponry use and cell towers cause people to be suicidal.

Mr. S.J Samiul (aka Citizen Sam), Hayward resident, spoke about the street layout of a new proposed development; a street on Southland Mall Drive; funding to open the library on Sundays; and praised City employees.

Ms. Monica Ackerman, Hayward resident, supported the new proposed library and plaza, but expressed concern about access to the location by individuals with limited mobility and suggested having a shuttle from the BART Station to the library.

WORK SESSION

1. 21st Century Library and Community Learning Center and Heritage Plaza / Arboretum Project — Design Update

Staff report submitted by Director of Library and Community Services Reinhart and Director of Engineering and Transportation Fakhrai, dated November 18, 2014, was filed.

Director of Library and Community Services Reinhart acknowledged the various stakeholders in attendance at the meeting and provided a synopsis of the report. Mr. Christopher Noll with Noll & Tam Architects presented the scope of the Hayward Library and Community Learning Center and Heritage Plaza project.

Council Member Márquez recused from discussing on Work Session Item No. 1 due to a conflict of interest because her family business was in close proximity to the proposed library, and she left the Council Chambers at 8:52 p.m.

There was overall agreement with the design and construction of the 21st Century Library and Community Learning Center and Heritage Plaza/Arboretum project. The Council complimented staff for its leadership and reaffirmed its commitment to build the new library.

Discussion ensued among Council members and City staff. Council members offered the following recommendations: consider displaying art work, including digital, from local artists at the proposed library and plaza; consider a permanent stage for events at the plaza; acknowledge the community member who suggested using the basement of the old Main Library for rainwater storage; revisit reusing the old library for other uses; consider having the libraries open on Sundays; consider researching if a film company would like to film the demolition of the old library; consider having historical digital markers along the plaza and at the library; examine having public bathrooms in the park; review the intersection at Watkins Street and C Street and the left turn onto C Street; consider having pedestrian railing/landscaping along C Street and Mission Boulevard to deter people from crossing streets and encourage them to use crosswalks; plan for infrastructure at the plaza; consider having a prominent area for public announcements; consider moving the Farmer's Market to the new plaza; and provide more information about leasing the café out.

Council Member Márquez returned to the Council Chambers at 9:27 p.m.

2. Route 238 Corridor Improvement Project – Report on Status and Accomplishments

Staff report submitted by Director of Public Works-Engineering and Transportation Fakhrai, dated November 18, 2014, was filed.

Director of Public Works-Engineering and Transportation Fakhrai provided a synopsis of the report and acknowledged the work done by Project Manager, Kevin Briggs.



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There was general agreement that the Route 238 Corridor Improvement Project was the largest capital improvement in the city's history and the Council acknowledged some of its improvements: reduced traffic congestion along the Corridor; undergrounding utilities; LED streetlights; landscaping; and gateway signs.

Council praised staff for the awards earned in recognition of the remarkable endeavor. Council members offered the following comments/suggestions: there continued to be a contradiction between creating a pedestrian friendly downtown and creating a five-lane highway going through downtown; the right turn from A Street onto Mission Boulevard was dangerous; that the staff report be posted on the City's website; consider adjusting the timing of the lights on Second Street and D Street; evaluate the downtown signage and its effectiveness, and work with the business community to consider signage that would help promote local merchants; consider converting certain streets back to two-way streets, especially B Street; evaluate traffic measures to mitigate speeding on Mission Boulevard and Foothill Boulevard and continue to work with Caltrans related to the signage for the I-580 freeway entrance; continue to work with the merchants and surrounding neighborhoods about the impact of the loop; review the configuration of pedestrian crosswalks in downtown; improve street lighting by turning the lights on during daylight savings; continue to consider enforcement in areas where car speed is problematic; consider electronic marque signs at intersections to highlight local merchants; improve lighting at Newman Park; incorporate signage to improve traffic flow wherever drivers are allowed to turn left from a one way to another one way street; improve synchronization of traffic lights on Mission Boulevard in front of Moreau High School; address traffic impact as part of the Downtown Specific Plan review; add parking on Mission Boulevard; and consider a campaign to slow people down throughout the city.

3. Update of Development Review and Building Permit/Inspection Processes and Plan for System Improvements

Staff report submitted by Development Services Director Rizk, dated November 18, 2014, was filed.

City Manager David and Development Services Director Rizk announced the staff report and introduced Development Services Deputy Director Bristow who provided a synopsis of the report.

Discussion ensued among Council members and City staff. There was overall agreement that the improvements to the development review and building permit/inspection processes have been positive and that improvements were important because they would elevate the City's position to attract more development and businesses. Council members offered the following recommendations: in continuing to present proposed projects to the Council earlier in the process, hold joint meetings of the City Council and Planning Commission whenever deemed appropriate; invest in cross-training staff and evaluate when outside consultants are needed; provide information

about the operating hours of the Permit Center to help disseminate information to the community; continue to use charts to present data as part of the annual review process; continue to explore ways to capture institutional knowledge such as documenting and updating procedures; provide regular updates to the Council on the progress of the development review and building permit/inspection processes; and capture the satisfaction of neighbors of development projects in terms of noticing requirements and project compliance to regulations.

CONSENT

4. Approval of Minutes of the Special Joint City Council/Housing Authority/Redevelopment Successor Agency/Hayward Public Financing Authority Meeting on October 21, 2014

It was moved by Council/HA/RSA/HPFA Member Peixoto, seconded by Council/HA/RSA/HPFA Member Jones, and carried unanimously, to approve the minutes of the Special Joint City Council/Housing Authority/Redevelopment Successor Agency/Hayward Public Financing Authority Meeting on October 21, 2014.

5. Approval of Minutes of the City Council Meeting on October 28, 2014

It was moved by Council Member Peixoto, seconded by Council Member Jones, and carried unanimously, to approve the minutes of the City Council Meeting on October 28, 2014.

6. Approval of Minutes of the City Council Meeting on November 4, 2014

It was moved by Council Member Peixoto, seconded by Council Member Jones, and carried unanimously, to approve the minutes of the City Council Meeting on November 4, 2014.

7. Policy in Support of a Harassment-Free, Discrimination-Free, and Retaliation-Free Workplace

Staff report submitted by City Attorney Lawson, dated November 18, 2014, was filed.

It was moved by Council Member Peixoto, seconded by Council Member Jones, and carried unanimously, to adopt the following:

Resolution 14-180, "Resolution Adopting the City Council's Policy in Support of a Harassment-Free, Discrimination-Free, and Retaliation-Free Workplace for Elected and Appointed City of Hayward Officials"

8. Mission Aqueduct Seismic Improvements Project: Approval of Plans and Specifications, and Call for Bids

Staff report submitted by Associate Civil Engineer Schurman, dated November 18, 2014, was filed.

It was moved by Council Member Peixoto, seconded by Council Member Jones, and carried unanimously, to adopt the following:



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Resolution 14-181, “Resolution Approving Plans and Specifications for the Mission Aqueduct Seismic Improvements Project, Project No. 07122, and Call for Bids”

9. Utility Service Agreement (USA 14-01) – Rajneesh Salwan (Owner) – Adoption of a Resolution approving a Request for Sewer Service for a Property at 344-346 Smalley Avenue of Unincorporated Alameda County and Authorizing the City Manager to File an Application with the Alameda County Local Agency Formation Commission for Approval of an Out-of-Service Area Agreement and to Execute Utility Service and Public Street Improvement Agreements

Staff report submitted by Development Review Engineer Nguyen, dated November 18, 2014, was filed.

It was moved by Council Member Peixoto, seconded by Council Member Jones, and carried unanimously, to adopt the following:

Resolution 14-182, “Resolution Approving a Request for Sewer Service and Authorizing the City Manager to File an Application with the Alameda County Local Agency Formation Commission for Approval of an Out-of-Service Area Agreement and to Execute Utility Service and Public Street Improvement Agreements for a Property at 344-346 Smalley Avenue”

10. Authorization to Negotiate and Execute an Agreement with Definitive Networks for Support of InMotion Gateway Wireless Routers

Staff report submitted by Information Technology Director Guenther, dated November 18, 2014, was filed.

It was moved by Council Member Peixoto, seconded by Council Member Jones, and carried unanimously, to adopt the following:

Resolution 14-183, “Resolution Authorizing the City Manager to Negotiate and Execute an Agreement with Definitive Networks Inc. for Support of In Motion Gateway Wireless Routers”

11. I-880/SR-92 Reliever Route – Phase 1 Project: Approval of Plans and Specifications and Call for Bids and Authorization for the City Manager to Execute an Amendment to the Existing Professional Services Agreement with Kimley-Horn and Associates, Inc.

Staff report submitted by Assistant City Engineer Owusu, dated November 18, 2014, was filed.

It was moved by Council Member Peixoto, seconded by Council Member Jones, and carried unanimously, to adopt the following:

Resolution 14-184, “Resolution Approving Plans and Specifications for the I-880/SR-92 Reliever Route – Phase 1 Project, Project No. 05197, and Call for Bids”

Resolution 14-185, “Resolution Authorizing the City Manager to Execute an Amendment to the Agreement with Kimley-Horn and Associates, Inc. for Additional Services Associated with the Design of the I-880/SR-92 Reliever Route – Phase 1 Project, Project No. 05197”

12. Cannery Area Regional Transit Alternative Study – Authorization to Accept Federal Transportation Planning Grant, Authorizing the City Manager to Execute the Agreement, and Appropriation of Funds

Staff report submitted by Transportation Manager Kelley, dated November 18, 2014, was filed.

It was moved by Council Member Peixoto, seconded by Council Member Jones, and carried unanimously, to adopt the following:

Resolution 14-186, “Resolution of the Hayward City Council Authorizing the City Manager to Execute Agreements with the California Department of Transportation (CALTRANS) Pertaining to a Fund Transfer Agreement for Federal Transportation Grant Monies to be Utilized for the Cannery Area Regional Transit Alternative Study, Project No. 05276”

Resolution 14-187, “Resolution Amending Resolution 14-098, As Amended, The Budget Resolution for Capital Improvement Projects for Fiscal Year 2015, Relating to an Appropriation of Funds from the Street System Improvements Fund (Fund 450) to the Cannery Area Regional Transit Alternative Study, Project No. 05276”

13. Acceptance of Baseball Tomorrow Fund Award

Staff report submitted by YFSB Administrator Young, dated November 18, 2014, was filed.

It was moved by Council Member Peixoto, seconded by Council Member Jones, and carried unanimously, to adopt the following:



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Resolution 14-188, “A Resolution of the City Council of the City of Hayward, Authorizing the City Manager to Accept a Baseball Tomorrow Fund Grant”

INFORMATION ITEMS

There were none.

CITY MANAGER’S COMMENTS

City Manager David noted the City of Hayward will close non-essential services November 24 through November 28, 2014 and December 24, 2014 through January 1, 2015. Ms. David announced that Metro Taquero was hosting a grand opening on November 21, and 22, 2014.

COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

Council Member Zermeño invited everyone to participate in the Keep Hayward Clean and Green Task Force clean-up event of the East Avenue neighborhood on November 22, 2014.

In response to Council Member Zermeño’s request for a work session to address public restrooms, four Council members agreed to hold a work session.

Mayor Halliday announced that on November 15, 2014, she, along with Governor Brown, attended the grand opening of the Tins Teapot Bistro Cantonese Restaurant on Jackson Street.

ADJOURNMENT

Mayor Halliday adjourned the meeting at 11:13 p.m. in memory of Ms. Esther Jorgensen and Ms. Henrietta T. Scott.

Ms. Esther Jorgensen was a San Lorenzo resident, served on the Hayward Area Historical Society Board, reported to the Hayward Area Recreation and Park District and was instrumental on the effort to save the McConaghy House from destruction and turning it into a Victorian farmhouse.

Ms. Henrietta T. Scott, was a Hayward resident, a friend of the Hayward Library, a member of the Sun Gallery Arts Center, a volunteer of the Red Cross, a member of “Mothers Against Drunk Driving”, and was honored previously by the City of Hayward with a commendation for saving a neighbor’s life.

APPROVED:

Barbara Halliday
Mayor, City of Hayward

ATTEST:

Miriam Lens
City Clerk, City of Hayward

DATE: December 9, 2014

TO: Mayor and City Council

FROM: Development Services Director

SUBJECT: Approval of a Resolution to Amend the Agreement with General Plan Consultant Mintier-Harnish by Increasing the Agreement Budget by \$23,200 for Completed Work and by \$23,300 Related to Development of a Web-Based General Plan

RECOMMENDATION

That the City Council adopts the attached resolution (Attachment I), which will increase the budget by \$46,500 and amend the scope of services and term of the Agreement with Mintier-Harnish. The total contract amount will not exceed \$1,181,140, which will not increase the overall General Plan Update project budget of \$2,250,000.

BACKGROUND

On July 17, 2012, Council adopted Resolution 12-139 authorizing and appropriating \$2,250,000 to the Hayward 2040 General Plan project that entailed a comprehensive update of the Hayward 2002 General Plan.

On September 25, 2012, Council adopted Resolution 12-150 authorizing the City Manager to execute a Professional Services Agreement (Agreement) with Mintier-Harnish to provide technical assistance for the preparation of the 2014 General Plan Update, and approved an original compensation amount not to exceed \$1,134,640. The Agreement was executed on October 25, 2012.

Amendment No.1 to the Agreement, executed on December 21, 2012, modified the Scope of Work to include a Retail Market Analysis in order to provide market information related to land use. This amendment did not modify the original budget amount of \$1,134,640 as the costs for this additional work (\$24,880.00) were absorbed by the original contract contingency budget.

Amendment No. 2 to the Agreement, executed on January 15, 2013, further modified the Scope of Work to allow for preparation of additional background reports (e.g., Hydrology/Water Quality, GHG Emission Inventory, Climate Change Impacts, and Community Services and Safety) by Mintier-Harnish and its subcontractors. This amendment

was necessary in order to balance the staffing changes experienced in the Planning Division and the desire to complete the General Plan update by July 2014. This amendment did not modify the original budget amount of \$1,134,640, as the costs for this additional work were also absorbed by the original contract contingency budget.

A third amendment to the Agreement was executed on May 7, 2013. That amendment further modified the Scope of Work to allow Mintier-Harnish to prepare some of the General Plan chapters that were originally intended to be prepared by City staff, so that the project schedule would not need to be amended; and to allow for enhanced Technical Advisory Committee, General Plan Update Task Force, and Planning Commission and City Council review of draft goals and policies. To offset this increase, funds were re-allocated from the other General Plan consultant's contract (Jones Planning and Design). Although the overall General Plan Update project budget was not increased, this third amendment increased the budget for the Mintier-Harnish Agreement by \$23,200 to a not-to-exceed amount of \$1,157,840. The work authorized by that third amendment has been completed. However, because the budget for the Mintier-Harnish agreement was increased, staff seeks approval from Council for that Agreement budget augmentation in the attached resolution.

DISCUSSION

One of the goals of the 2014 General Plan project was to improve the General Plan's format, similar to that of the 2010 Housing Element. The new format allows goals to have a well-defined focus of direction, policies to be clear and feasible, and to have specific implementation programs that can be measured and monitored. In order to enhance usability and function, the 2014 General Plan was envisioned to be an interactive web-based document that would be easy to navigate and be searchable allowing decision makers and other users to quickly locate relevant information. In order to accomplish this final component, it is necessary that the Mintier-Harnish agreement be augmented by an additional \$23,300. While there are still some funds remaining in the original contract allocated for preparation of the web-based General Plan, there are insufficient funds remaining to create the interactive web based tool that was envisioned. This is primarily due to added costs associated with preparation of the Environmental Impact Report, which required changes due to goal, policy and program modifications resulting from the additional outreach meetings identified in Amendment No.3.

The revised Scope of Work associated with this proposed amendment is included as Attachment II and will include five additional services: 1) Discovery; 2) Planning; 3) Visual Design; 4) Website Development; and 5) eLaunch and Training. The contract term will also be extended to June 30, 2015 to complete this work.

FISCAL IMPACT

Table 1 below shows the Mintier-Harnish Agreement budget and expenditures. The revised total compensation for the Agreement will not exceed \$1,181,140. Funds to cover the cost for these additional services will be allocated from the overall General Plan project contingency fund and will not impact the overall General Plan project budget.

Table 1

Mintier-Harnish Agreement	Original Budget/Budget Increase	Amount Needing Approval	Source for Funding	Notes
Original*	\$1,134,640		General Fund (to be repaid through General Plan fee for building permits)	
Amendment #1	\$0		Mintier-Harnish contract contingency	Work completed
Amendment #2	\$0		Mintier-Harnish contract contingency	Work completed
Amendment #3	\$23,200	\$23,200	Jones Planning and Design contract**	Work completed
Amendment #4	\$23,300	\$23,300	Overall General Plan Budget Contingency Fund**	Work per attached scope
Total	\$1,181,140	\$46,500		

* as adopted on 9/25/2012

** no increase to overall General Plan Update project budget, which was approved by City Council in 7/17/2012

PUBLIC CONTACT

No public contact has occurred associated with this action.

NEXT STEPS

Upon Council approval of this resolution, staff will execute a contract amendment.

Prepared by: Jade Kim, Administrative Analyst

Recommended by: David Rizk, AICP, Development Services Director

Approved by:



Fran David, City Manager

Attachments:

- Attachment I Draft Resolution
- Attachment II Revised Scope of Work (Web-Based General Plan)

HAYWARD CITY COUNCIL

RESOLUTION NO. 14-

Introduced by Council Member _____

RESOLUTION APPROVING THE AGREEMENT WITH GENERAL PLAN CONSULTANT MINTIER-HARNISH TO INCREASE THE BUDGET AMOUNT BY \$23,300, REVISE THE SCOPE OF WORK, AND EXTEND THE TERM OF THE ORIGINAL AGREEMENT RELATED TO DEVELOPMENT OF A WEB-BASED GENERAL PLAN

WHEREAS, the City Council of the City of Hayward, by Resolution No. 12-139, dated July 17, 2012, authorized staff to move forward with the comprehensive update of the General Plan, and approved the appropriations of \$2,250,000; and

WHEREAS, the City Council of the City of Hayward, by Resolution No. 12-150, dated September 25, 2012, authorized the City Manager of the City of Hayward to negotiate and execute an Agreement with Mintier-Harnish to provide technical assistance with the preparation of the 2014 General Plan Update; and

WHEREAS, Amendment No.1 to the Agreement, executed on December 21, 2012, modified the Scope of Work to include a Retail Market Analysis in order to provide market information related to land use, and did not modify the original budget amount of \$1,134,640 as the costs for this additional work (\$24,880.00) were absorbed by the original contract contingency budget; and

WHEREAS, Amendment No. 2 to the Agreement, executed on January 15, 2013, further modified the Scope of Work to allow for preparation of additional background reports by Mintier-Harnish and its subcontractors, and was necessary in order to balance the staffing changes experienced in the Planning Division in order to complete the General Plan update by July 2014, and did not modify the original budget amount of \$1,134,640, as the costs for this additional work were absorbed by the original contract contingency budget; and

WHEREAS, Amendment No. 3, to this Agreement was executed on May 7, 2013, and further modified the Scope of Work to allow Mintier-Harnish to prepare General Plan chapters that were originally intended to be prepared by City staff, and allow for enhanced Technical Advisory Committee, General Plan Update Task Force, and Planning Commission and City Council review of draft goals and policies; and

WHEREAS, to offset the increase to the budget for Amendment No. 3, funds were re-allocated from another General Plan consultant's contract (Jones Planning and Design), and increased the budget for the Mintier-Harnish Agreement by \$23,200, to a not to exceed

amount of \$1,157,840.

WHEREAS, one of the goals of the General Plan Update was to include an interactive Web-Based General Plan that would be easy to navigate and be searchable, and in order to accomplish this final component, it is necessary that Mintier Harnish continue their assistance in its development; and

WHEREAS, it is necessary to revise the Scope of Work to include five additional services in order to complete the Web-Based General Plan; and

WHEREAS, the revised Scope of Work will amend the previously increased budget agreed upon in Amendment No. 3, by an additional \$23,300, not to exceed a total contract amount of \$1,181,140, and extend the timeline by approximately four months, not to exceed June 30, 2015.

NOW THEREFORE, BE IT RESOLVED, that the City Council of the City of Hayward, hereby authorizes the City Manager to execute a fourth amendment to the City’s Agreement with Mintier-Harnish approving the revised Scope of Work for additional services related to the Web-Based General Plan, and increasing the budget amount by \$23,300 for a total contract amount not to exceed \$1,181,140, and extend the term of the agreement no later than June 30, 2015.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2014

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward



memo berkeley

to **Sara Buizer, City of Hayward**
from **MIG and Mintier Harnish**
re **Hayward Web-based General Plan Detailed Scope and Schedule**
date **September 26, 2014**

The team meeting with City staff on July 24, 2014, provided a wealth of creative ideas and web functionality concepts that will make the General Plan ePlan a truly unique and useful product for the City of Hayward. In order to successfully achieve the objectives for this product, the Consultants have put together the following Detailed Scope and Schedule that provides greater detail on individual tasks, meetings and products necessary to develop the ePlan. We have also included rough schedule estimates for each major task.

The Detailed Scope and Schedule is based on the assumption that the City of Hayward is migrating its web presence to the Drupal CMS platform. The ePlan will also be created using the Drupal CMS software to enable ongoing maintenance of the ePlan by the City of Hayward.

PHASE 1: DISCOVERY

During the Discovery phase, we document the website's purpose, audience or stakeholders, branding, content, features and tools, and support and training needs. The major deliverables provide the strategic direction for web design and development.

Phase 1 Elapsed Time: 1 month

TASK 1.1: Finalize Web Design and Development Direction

Based on the flow chart, development notes, meeting notes, and discussion at the July 24, 2014, client meeting, the Consultants will prepare a creative brief, the functional/technical specification, and the site architecture.

Key Deliverables

- The **creative brief** summarizes the information gathered during the initial July 24 client meeting; such as target audiences, branding requirements, overall design direction, and primary objectives of the website. Short and to the point, the creative brief ensures design decisions throughout the project are strategic.
- The **functional/technical specifications** outline the tools and features that will be part of the website, the web platform and browser requirements, any custom database-driven features and tools, the integration of third party applications (e.g., Google Maps, Vimeo, social media integration, etc.), and other notable data and interface design needs.
- The **site architecture** illustrates the site structure and information hierarchy of the website's content, tools and services. The site architecture conceptually documents how the user will navigate through the site. The site architecture includes primary, header, footer, page-based related content, and filter-based navigation.

Major Project Meetings and Milestones

- Phone meeting with the City to review the major deliverables
- City approval of deliverables

PHASE 2: PLANNING

Based on our experience, it's best to isolate layout and interface design from color, typography, and other design decisions. Also, it's highly cost-effective to make web design and development revisions to a prototype rather than a functioning website. Thus, during the planning phase, the Consultants will create a set of "wireframes" that serve as the blueprint for Phase 3 Visual Design.

Phase 2 Elapsed Time: 1 month

TASK 2.1: Create Final Draft Wireframes

The Consultants will create a full set of wireframes that illustrate the core *user experience* through a series of schematic mockups of the website.

2.1.1: Internal Review and Revision of First Draft Wireframes

The Consultants will review the First Draft Wireframes, make appropriate revisions, and prepare them for City review.

2.1.2: Client Review of Final Draft Wireframes

The Consultants will facilitate an onsite discussion of the final draft wireframes with the City. This meeting will also include a presentation of the three draft style tiles completed in Task 3.1.

Key Deliverables

- **Wireframes** illustrate the core *user experience* through a series of schematic mockups of the website. The mockups show the layouts of the major page template types, the navigation strategies, the integration of third-party tools, and the filter, tagging, glossary, and search techniques. A comprehensive set of wireframe mockups will be completed for standard size computer screens. For smartphone and tablet screens, wireframes will be created depicting major page layout changes necessary and appropriate for these smaller screen devices.

Major Project Meetings and Milestones

- Onsite meeting with City to review Wireframes together with the three Style Tiles (completed in Task 3.1)
- Client approval of Final Draft Wireframes with comments and notes

PHASE 3: VISUAL DESIGN

The goal of the Visual Design phase is to create a high fidelity prototype you can't wait to see implemented. The prototype process that began in Phase 2 with the development of wireframes is completed in Phase 3 through the integration of the design direction depicted in the style guides applied to the final wireframes. The result is a high fidelity prototype that provides a click-through experience of how the website will look and function.

Phase 3 Elapsed Time: 1 month

TASK 3.1: Create Style Tile

The Consultants will create three alternative visual style guides for the website for client feedback. The Consultants will facilitate an onsite review and discussion with

the City of the draft style tiles together with the final draft wireframes (completed in Task 2.3)

3.1.1: Revise Style Tile

Based on client feedback, the Consultants will create a final draft style tile for client review and discussion during a phone meeting. The Consultants will make minor revisions based on City feedback and complete a final style tile that provides specific design direction for the website.

TASK 3.2: Build High Fidelity Responsive Design Prototypes

The Consultants will incorporate the final style tile design direction with the final wireframes creating a click-through view of the website for client approval. The high fidelity prototype includes “responsive design” prototypes depicting the desktop computer, the smartphone, and the tablet user experience.

3.2.1: Review and Revise High Fidelity Responsive Design Prototypes

The Consultants will facilitate a review of the high fidelity prototypes with the City. The Consultants will make minor modifications to the prototypes for final City approval.

Key Deliverables

- **Style tiles** depict the *visual brand* for the site (color, logo tweaks, typography and interface elements such as buttons) before web design and development begins.
- **High fidelity responsive design prototypes** provide a click-through experience of how the website will look and function. The final website will look and feel just like the prototype. The prototype will include select page layouts from the full set of wireframe mockups.
- **Responsive design prototypes:** To accommodate the growing use of mobile devices and tablets, a “responsive design” website adapts to the screen size of the user, laid out to be easy to read and navigate with a minimum of resizing, panning or scrolling. The site “knows” the screen size of the user and automatically adjusts. Essentially, three site designs are created: one for small screens (smart phones), mid-size screens (tablets); and, large screens (desktop computers or monitors). The Consultants will create midsize and small screen versions of the home page and several other pages that highlight significant differences from the desktop prototype.

Major Project Meetings and Milestones

- Onsite meeting with City to review high fidelity prototypes
- Client approval of high fidelity prototypes with comments

PHASE 4: WEBSITE DEVELOPMENT

During Phase 4, the approved prototype design is integrated with the web platform resulting in a database-driven dynamic website that can be maintained by non-technical City staff.

Phase 4 Elapsed Time: 1 month

TASK 4.1: Develop an Alpha-Release of the Website

In this task the Consultants will integrate the approved prototype with the Drupal CMS platform to create a fully functional first draft (Alpha Release) of the website with dynamically generated (database-driven) content. Enough content is loaded on the site during the alpha development stage to test all major functionality and interface techniques.

TASK 4.2: Develop a Beta Release of the Website

The Consultants will fix the identified bugs and release a second draft (Beta Release) of the website. The Consultants will test the Beta Release to ensure it looks as depicted in the high fidelity prototype and meets the requirements identified in the Functional Specification. In addition, Federal 508 accessibility guidelines will be tested and any deficiencies addressed.

TASK 4.3: Prepare a Release Candidate (Launch-ready) Website

The Consultants will fix the Beta Release bugs and provide a Release Candidate version of the website for the City of Hayward to install on its Drupal CMS production environment. The consultants will assist the City of Hayward, as necessary, with the installation and configuration of the Release Candidate on its servers or cloud infrastructure. Alternatively, if the City is not ready to take on the hosting of the ePlan at the time of launch, the Consultants can assume an optional task of installing a production instance of the ePlan on its enterprise-class Amazon Web Services (AWS) cloud infrastructure. The Consultants will then load all of the content.

Key Deliverables

- **Design and QA “instances” of the emerging website** that enable the Consultants to work independently and maintain version control. These instances are used for development and testing purposes only. As needed,

the QA instance may be made available to the wider project team for review and comment.

- The **Alpha Release** is the first draft of the functional website with significant bugs. This release is for the Consultant's development and test purposes only.
- The **Beta Release** is the second draft of the fully functional website with minor bugs and partial content loaded. This release is for both the Consultant's development and test purposes and review by the project team.
- The **Release Candidate** is the final draft of the fully functional website with all of the content loaded. If minor bugs are identified additional Release Candidates will be readied for final City approval.

Major Project Meetings and Milestones

- Weekly project team meetings to discuss issues and review progress.

PHASE 5: ePlan Launch and Training

Once the City has approved the final Release Candidate, the Consultants will assist the City of Hayward with the execution of the public launch.

Phase 5 Elapsed Time: .5 months

TASK 5.1: Create City Website ePlan Administration Guide

The Consultants will create a "How to" guide for updating of the ePlan. The guide will be organized according to the major edit and update tasks the administrator will perform. The guide will include screen shots of all major back-office administration input screens.

TASK 5.2: Train City Staff

The Consultants will conduct an onsite training session with the City's ePlan administrator. The goal of the training program will be to "train the trainer" and ensure the City has the internal knowledge needed to perform the ongoing content management of the ePlan. This task does not include training of IT staff on how to maintain and support the Drupal CMS platform. The maintenance and support of the Drupal CMS web platform and related infrastructure will be the responsibility of the City of Hayward once the ePlan has been setup on the City's production web environment.

TASK 5.2: Execute Launch Protocol

The Consultants will assist the City of Hayward with the final public launch to help ensure web performance, technical, and functional requirements are met

Key Deliverables

- **Release Notes** documenting possible v2.0 enhancements and known bugs.
- **ePlan Administrator Guide**

Major Project Meetings and Milestones

- **Launch of ePlan website**
- **Onsite Training Session**

DATE: December 9, 2014
TO: Mayor and City Council
FROM: Assistant City Manager
SUBJECT: Overview of 2014 Resident Satisfaction Survey Results

RECOMMENDATION

That the City Council receives and provides comments on this report and the associated presentation.

BACKGROUND

Beginning in 2008, the City has completed a Resident Satisfaction Survey (survey) every other fall. Council approved a fourth survey as part of its FY 2015 budget. The City contracted with Godbe Research (Godbe) to complete this year's survey. Mr. Bryan Godbe, President of Godbe Research, also conducted the three previous surveys.

In August, staff worked with Godbe to draft a survey instrument based on the questions used in the past. To provide a wide set of tracking metrics, the survey instrument was largely unaltered from 2012.

Godbe conducted the 2014 survey from September 17 through 19. On October 30, Mr. Godbe presented the attached Topline Report to the Council Budget and Finance Committee, which summarizes the survey's preliminary findings.

DISCUSSION

Mr. Godbe will present final survey results and comparisons to the 2010 and 2012 survey results at the December 9 Work Session. He will be available at that time to answer Council's questions about the survey methodology and the results.

Page two of the Topline Report (Attachment D) summarizes the survey methodology. Godbe Research conducted 406 phone interviews with Hayward residents with the option for residents to take the survey in English or Spanish. Each survey ran approximately twenty-two minutes in length. Once collected, the sample of residents that took the survey was compared with Hayward's

demographics. If there were differences between the sample and the actual universe of residents, the survey data were weighted to correct the difference so that the results presented are representative of Hayward's adult resident characteristics in terms of gender, age, and ethnicity.

Questions one through seventeen are categorized under six themes: Living in Hayward; Satisfaction with City Services; Public Safety and Police Services; Public Facilities, Shopping Behaviors, and Business Needs; Contacting the City and Customer Service; and Communication and Public Information. Questions A through V collect demographic information about the respondents.

FISCAL IMPACT

The total cost of completing the 2014 survey was \$29,340. There are no anticipated additional financial impacts as a result of this survey.

NEXT STEPS

Staff will incorporate the information gathered in this survey into existing strategic planning efforts. Staff will include a 2016 Resident Satisfaction Survey for Council's consideration as part of the FY 2017 budget.

Prepared by: Frank Holland, Community & Media Relations Officer

Recommended by: Kelly McAdoo, Assistant City Manager

Approved by:



Fran David, City Manager

Attachments:

Attachment I: Topline Report



GODBE RESEARCH
Gain Insight

CITY OF HAYWARD

2014 Resident Satisfaction Survey

Topline Report

n=406

21.9-minutes

Voter File Sample Weighted to 2012 ACS

September 26, 2014

www.godberesearch.com

Northern California and Corporate Offices
1660 South Amphlett Blvd., Suite 205
San Mateo, CA 94402

Southern California/Southwest
4695 MacArthur Court, 11th Floor
Newport Beach, CA 92660

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

METHODOLOGY

Sample Universe: All Voters with Landline or cell phone

Sample Weighting: Gender, Age & Ethnicity from 2012 American Community Survey (110,003 adults 18+)

Sample Size: n=406

Error Rate Based on 2012 ACS Total Population: 4.85%

LIVING IN HAYWARD

		Total		
		Column N %	Count	Mean
1. Now, I'd like to get your overall opinion of living in the City of Hayward. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Hayward?	Very satisfied	48.5%	197	
	Somewhat satisfied	36.5%	148	
	Somewhat dissatisfied	8.9%	36	
	Very dissatisfied	4.7%	19	
	DK/NA	1.4%	6	
	* Total Satisfied	85.0%		
	* Total Dissatisfied	13.6%		
2. Given this, would you say that you feel a very strong sense of neighborhood, a somewhat strong sense of neighborhood, a somewhat weak sense of neighborhood, or a very weak sense of neighborhood where you live?	Very strong	28.2%	114	
	Somewhat strong	33.3%	135	
	Somewhat weak	25.6%	104	
	Very weak	11.9%	48	
	DK/NA	1.1%	5	

SATISFACTION WITH CITY SERVICES

		Total		
		Column N %	Count	Mean
3. Overall, are you satisfied or dissatisfied with the job the City of Hayward is doing to provide resident services?	Very satisfied	35.0%	142	
	Somewhat satisfied	41.8%	170	
	Somewhat dissatisfied	9.7%	39	
	Very dissatisfied	7.1%	29	
	DK/NA	6.4%	26	
	* Total Satisfied	76.8%		
	* Total Dissatisfied	16.8%		
4A. Police protection	Very satisfied	40.5%	164	
	Somewhat satisfied	35.6%	144	
	Somewhat dissatisfied	11.5%	47	
	Very dissatisfied	8.9%	36	
	DK/NA	3.5%	14	
4B. Traffic circulation	Very satisfied	29.3%	119	
	Somewhat satisfied	32.0%	130	
	Somewhat dissatisfied	19.3%	78	
	Very dissatisfied	17.1%	70	
	DK/NA	2.2%	9	
4C. Fire protection and emergency services	Very satisfied	61.0%	248	
	Somewhat satisfied	25.5%	104	
	Somewhat dissatisfied	5.2%	21	
	Very dissatisfied	1.3%	5	
	DK/NA	7.0%	28	
4D. Street and sidewalk maintenance	Very satisfied	41.1%	167	
	Somewhat satisfied	32.9%	133	
	Somewhat dissatisfied	16.1%	65	
	Very dissatisfied	8.9%	36	
	DK/NA	1.0%	4	
4E. Street lighting	Very satisfied	49.5%	201	
	Somewhat satisfied	30.6%	124	
	Somewhat dissatisfied	11.5%	47	
	Very dissatisfied	6.0%	24	
	DK/NA	2.5%	10	
4F. Providing parking throughout the City	Very satisfied	46.9%	190	
	Somewhat satisfied	30.8%	125	
	Somewhat dissatisfied	11.2%	45	
	Very dissatisfied	8.2%	33	
	DK/NA	2.9%	12	
4G. Enforcing building codes and guidelines for quality and safe development in Hayward	Very satisfied	35.6%	144	
	Somewhat satisfied	26.6%	108	
	Somewhat dissatisfied	6.1%	25	
	Very dissatisfied	4.7%	19	
	DK/NA	27.0%	110	
4H. Graffiti removal	Very satisfied	46.5%	189	
	Somewhat satisfied	30.6%	124	
	Somewhat dissatisfied	9.1%	37	
	Very dissatisfied	7.1%	29	
	DK/NA	6.7%	27	

		Total		
		Column N %	Count	Mean
4I. Protecting open space	Very satisfied	35.9%	146	
	Somewhat satisfied	30.7%	125	
	Somewhat dissatisfied	8.7%	35	
	Very dissatisfied	7.0%	28	
	DK/NA	17.7%	72	
4J. Attracting new businesses to the City	Very satisfied	33.2%	135	
	Somewhat satisfied	31.2%	127	
	Somewhat dissatisfied	12.7%	52	
	Very dissatisfied	9.3%	38	
	DK/NA	13.4%	55	
4K. Increasing the availability of local jobs	Very satisfied	25.5%	104	
	Somewhat satisfied	25.0%	101	
	Somewhat dissatisfied	19.2%	78	
	Very dissatisfied	12.6%	51	
	DK/NA	17.8%	72	
4L. Maintaining a strong financial base to fund City programs and services	Very satisfied	26.3%	107	
	Somewhat satisfied	32.4%	131	
	Somewhat dissatisfied	10.4%	42	
	Very dissatisfied	8.2%	33	
	DK/NA	22.6%	92	
4M. Revitalizing older neighborhoods and business districts	Very satisfied	29.2%	119	
	Somewhat satisfied	34.8%	141	
	Somewhat dissatisfied	15.6%	63	
	Very dissatisfied	6.7%	27	
	DK/NA	13.6%	55	
4N. Revitalizing the downtown area	Very satisfied	49.1%	199	
	Somewhat satisfied	29.5%	120	
	Somewhat dissatisfied	10.4%	42	
	Very dissatisfied	6.2%	25	
	DK/NA	4.9%	20	
4O. Increasing the availability of affordable housing	Very satisfied	27.0%	110	
	Somewhat satisfied	30.3%	123	
	Somewhat dissatisfied	15.3%	62	
	Very dissatisfied	10.9%	44	
	DK/NA	16.5%	67	
4P. Library services	Very satisfied	52.0%	211	
	Somewhat satisfied	22.9%	93	
	Somewhat dissatisfied	5.8%	23	
	Very dissatisfied	2.3%	9	
	DK/NA	17.0%	69	
4Q. Garbage, yard waste, and curb-side recycling	Very satisfied	61.9%	251	
	Somewhat satisfied	26.7%	109	
	Somewhat dissatisfied	5.0%	20	
	Very dissatisfied	5.6%	23	
	DK/NA	.7%	3	

		Total		
		Column N %	Count	Mean
4R. Animal services, such as stray animal catching or animal licensing	Very satisfied	39.7%	161	
	Somewhat satisfied	28.0%	114	
	Somewhat dissatisfied	6.6%	27	
	Very dissatisfied	8.8%	36	
	DK/NA	16.9%	69	
4S. Retaining existing businesses	Very satisfied	28.3%	115	
	Somewhat satisfied	39.1%	159	
	Somewhat dissatisfied	9.0%	36	
	Very dissatisfied	7.8%	32	
	DK/NA	15.8%	64	
4T. The cleanliness of Hayward	Very satisfied	40.4%	164	
	Somewhat satisfied	36.5%	148	
	Somewhat dissatisfied	13.9%	56	
	Very dissatisfied	7.5%	31	
	DK/NA	1.6%	7	
4U. Public art in Hayward	Very satisfied	49.2%	200	
	Somewhat satisfied	28.2%	115	
	Somewhat dissatisfied	4.9%	20	
	Very dissatisfied	4.5%	18	
	DK/NA	13.1%	53	
4V. Landscaping and medians in Hayward	Very satisfied	45.9%	187	
	Somewhat satisfied	31.9%	130	
	Somewhat dissatisfied	9.9%	40	
	Very dissatisfied	7.2%	29	
	DK/NA	5.0%	20	
4W. Issuing building and planning permits	Very satisfied	26.4%	107	
	Somewhat satisfied	20.0%	81	
	Somewhat dissatisfied	4.4%	18	
	Very dissatisfied	5.1%	21	
	DK/NA	44.2%	179	

SATISFACTION WITH CITY SERVICES RANKED BY MEAN SCORE

	Total		
	Column N %	Count	Mean
4C. Fire protection and emergency services			1.50
4P. Library services			1.40
4Q. Garbage, yard waste, and curb-side recycling			1.35
4U. Public art in Hayward			1.30
4G. Enforcing building codes and guidelines for quality and safe development in Hayward			1.13
4N. Revitalizing the downtown area			1.10
4E. Street lighting			1.09
4H. Graffiti removal			1.08
4V. Landscaping and medians in Hayward			1.05
4W. Issuing building and planning permits			1.04
4R. Animal services, such as stray animal catching or animal licensing			1.00
4F. Providing parking throughout the City			1.00
4I. Protecting open space			.97
4A. Police protection			.90
4T. The cleanliness of Hayward			.90
4S. Retaining existing businesses			.84
4D. Street and sidewalk maintenance			.82
4J. Attracting new businesses to the City			.77
4L. Maintaining a strong financial base to fund City programs and services			.75
4M. Revitalizing older neighborhoods and business districts			.74
4O. Increasing the availability of affordable housing			.57
4K. Increasing the availability of local jobs			.39
4B. Traffic circulation			.38

PUBLIC SAFETY AND POLICE SERVICES

		Total		
		Column N %	Count	Mean
5. In your opinion, what is the most serious public safety problem in your neighborhood?	Speeding/unsafe driving/Jaywalking	11.6%	47	
	Police/Not enough/Slow response time	10.4%	42	
	Homeless/Loitering	9.4%	38	
	Burglary	8.9%	36	
	Gangs	7.1%	29	
	Graffiti/vandalism/Breaking into cars	6.6%	27	
	Crime in general/Theft	6.0%	25	
	Drugs/drug abuse	5.2%	21	
	Robbery/muggings	4.4%	18	
	Shootings/gun violence	2.9%	12	
	Car theft	2.6%	11	
	Poor street lighting	2.6%	11	
	Youth issues [truancy, curfew]	1.8%	7	
	Street/Sidewalks/Poor condition	1.3%	5	
	Domestic violence	.5%	2	
	Homicide/murder	.2%	1	
	Juvenile violence	.1%	1	
	Rape	.1%	0	
Nothing	24.3%	99		
Other mention	5.1%	21		
DK/NA/REFUSED	5.3%	21		
6A. Fighting crime committed against people	Very satisfied	32.4%	132	
	Somewhat satisfied	31.6%	128	
	Somewhat dissatisfied	10.7%	43	
	Very dissatisfied	7.3%	29	
	DK/NA	18.1%	73	
6B. Fighting crime involving property damage or theft	Very satisfied	30.0%	122	
	Somewhat satisfied	28.2%	114	
	Somewhat dissatisfied	12.3%	50	
	Very dissatisfied	13.2%	54	
	DK/NA	16.3%	66	
6C. Maintaining traffic safety	Very satisfied	46.9%	191	
	Somewhat satisfied	32.2%	131	
	Somewhat dissatisfied	8.8%	36	
	Very dissatisfied	5.8%	24	
	DK/NA	6.2%	25	
6D. Working with an ethnically diverse population	Very satisfied	43.2%	175	
	Somewhat satisfied	28.0%	114	
	Somewhat dissatisfied	6.0%	25	
	Very dissatisfied	5.6%	23	
	DK/NA	17.2%	70	

		Total		
		Column N %	Count	Mean
6E. Officers being courteous to the public	Very satisfied	51.8%	210	
	Somewhat satisfied	27.8%	113	
	Somewhat dissatisfied	4.3%	18	
	Very dissatisfied	6.7%	27	
	DK/NA	9.5%	39	
6F. 911 operators being courteous to the public	Very satisfied	49.1%	200	
	Somewhat satisfied	18.9%	77	
	Somewhat dissatisfied	2.6%	11	
	Very dissatisfied	3.4%	14	
	DK/NA	25.9%	105	
6G. Maintaining adequate neighborhood patrolling	Very satisfied	42.7%	173	
	Somewhat satisfied	27.7%	113	
	Somewhat dissatisfied	12.6%	51	
	Very dissatisfied	11.7%	48	
	DK/NA	5.3%	21	
6H. Timeliness of response to police calls	Very satisfied	40.0%	163	
	Somewhat satisfied	24.5%	99	
	Somewhat dissatisfied	8.1%	33	
	Very dissatisfied	8.7%	35	
	DK/NA	18.7%	76	
6I. The time it takes to get through to a 911 operator	Very satisfied	42.9%	174	
	Somewhat satisfied	19.8%	80	
	Somewhat dissatisfied	4.2%	17	
	Very dissatisfied	3.0%	12	
	DK/NA	30.0%	122	
6J. How you are treated by 911 operators	Very satisfied	43.7%	178	
	Somewhat satisfied	19.5%	79	
	Somewhat dissatisfied	2.8%	11	
	Very dissatisfied	3.1%	12	
	DK/NA	30.9%	126	

POLICE SERVICES RANKED BY MEAN SCORE

		Total		
		Column N %	Count	Mean
6F. 911 operators being courteous to the public				1.45
6J. How you are treated by 911 operators				1.42
6I. The time it takes to get through to a 911 operator				1.36
6E. Officers being courteous to the public				1.25
6D. Working with an ethnically diverse population				1.17
6C. Maintaining traffic safety				1.13
6H. Timeliness of response to police calls				.97
6A. Fighting crime committed against people				.87
6G. Maintaining adequate neighborhood patrolling				.81
6B. Fighting crime involving property damage or theft				.59

PUBLIC FACILITIES, SHOPPING BEHAVIOR & BUSINESS NEEDS

		Total		
		Column N %	Count	Mean
7. In general, would you say your image of Hayward is very positive, somewhat positive, somewhat negative, or very negative?	Very Positive	36.6%	149	
	Somewhat Positive	48.6%	197	
	Somewhat Negative	10.7%	44	
	Very Negative	2.7%	11	
	DK/NA	1.4%	5	
8. What are the things that give you a positive image of Hayward?	Friendly/Nice people/Nice place to live	30.8%	107	
	Safe/Not much crime	18.3%	63	
	Downtown	15.0%	52	
	Clean	12.5%	43	
	Parks/Open spaces/Shoreline	9.8%	34	
	Moving in the right direction	8.1%	28	
	Sense of community/Family	8.0%	28	
	Close/Convenient/Location	7.6%	26	
	Diversity	5.9%	20	
	Artwork/Murals	5.6%	19	
	Transportation	5.1%	18	
	Affordability	4.1%	14	
	Activities/Farmers Market/Events	3.8%	13	
	Schools	3.4%	12	
	Everything/All good/No complaints	1.4%	5	
	Other mention	4.1%	14	
	Nothing	.1%	0	
DK/NA/REFUSED	1.5%	5		
9. What are the things that give you a negative image of Hayward?	Crime/Drugs/Gangs	36.6%	20	
	Rundown businesses/Neighborhoods	20.9%	11	
	Dirty/Trash/Litter	15.1%	8	
	Homelessness/Poverty	14.9%	8	
	Schools	11.4%	6	
	Don't feel safe	10.3%	6	
	Police/Poor response times	9.4%	5	
	Traffic/Roads	8.0%	4	
	City government/Services	7.0%	4	
	Lack of youth services/activities	6.2%	3	
	Downtown/Needs revitalization	5.8%	3	
	Graffiti	3.7%	2	
	Poor street lighting	3.1%	2	
	Lack of businesses	1.7%	1	
	Youth issues	.8%	0	
	Lack of affordable housing	.8%	0	
	Other mention	7.7%	4	
Nothing	2.7%	1		
DK/NA/REFUSED	--	--		

		Total		
		Column N %	Count	Mean
10A. Groceries	Hayward	81.2%	330	
	Other Communities	15.5%	63	
	Online	1.3%	5	
	Other	.2%	1	
	DK/NA	1.9%	8	
10B. Clothing	Hayward	59.5%	241	
	Other Communities	28.5%	116	
	Online	9.8%	40	
	Other	.7%	3	
	DK/NA	1.6%	6	
10C. Electronics	Hayward	41.7%	169	
	Other Communities	28.8%	117	
	Online	23.3%	94	
	Other	2.0%	8	
	DK/NA	4.3%	18	
10D. Furniture	Hayward	44.0%	179	
	Other Communities	38.7%	157	
	Online	8.9%	36	
	Other	2.1%	8	
	DK/NA	6.3%	26	
10E. Autos	Hayward	44.5%	181	
	Other Communities	35.2%	143	
	Online	8.6%	35	
	Other	3.4%	14	
	DK/NA	8.3%	34	
10F. Housewares	Hayward	67.6%	274	
	Other Communities	19.4%	79	
	Online	8.6%	35	
	Other	1.3%	5	
	DK/NA	3.1%	13	
10G. Home improvement and gardening materials	Hayward	72.5%	294	
	Other Communities	16.8%	68	
	Online	2.7%	11	
	Other	1.5%	6	
	DK/NA	6.5%	26	

		Total		
		Column N %	Count	Mean
11. What would make you shop in Hayward more often?	More stores/Better selection/Variety	30.0%	92	
	Better shops/Stores/Malls/Quality	14.6%	45	
	More convenient/Location/Accessibility	12.8%	39	
	Bigger stores/Walmart/Target	11.3%	35	
	Nothing	10.7%	33	
	Lower prices	8.5%	26	
	Grocery stores	7.2%	22	
	Cleaner/Nicer	4.8%	15	
	Other mention	4.7%	14	
	Higher end retail	3.8%	12	
	Department stores	3.4%	10	
	Asian markets	1.9%	6	
	Restaurants/Dining/Entertainment	1.7%	5	
	Safer	.4%	1	
	Lower sales tax	.2%	0	
	DK/NA/REFUSED	2.9%	9	

CONTACTING THE CITY AND CUSTOMER SERVICE

		Total		
		Column N %	Count	Mean
12. In the last 12 months, did you contact a City of Hayward department for any reason other than an emergency?	Yes	19.1%	77	
	No	79.3%	322	
	DK/NA	1.6%	6	
13. Which of the following methods did you use to contact the City of Hayward?	Making a phone call to a specific City department	58.0%	45	
	Using the City website www.hayward-ca.gov	18.2%	14	
	Using 'Access Hayward' on the City website	11.0%	9	
	Visiting a City office in person	9.5%	7	
	Using a smart phone app	8.1%	6	
	Sending an email	6.9%	5	
	Sending a letter	2.5%	2	
	Text messaging	.5%	0	
14A. Getting your problem resolved or question answered	DK/NA	5.0%	4	
	Very satisfied	52.3%	41	
	Somewhat satisfied	20.7%	16	
	Somewhat dissatisfied	11.1%	9	
	Very dissatisfied	11.9%	9	
14B. The customer service you received	DK/NA	4.1%	3	
	Very satisfied	57.3%	44	
	Somewhat satisfied	31.2%	24	
	Somewhat dissatisfied	1.9%	1	
	Very dissatisfied	6.4%	5	
14C. Courtesy of the City staff	DK/NA	3.2%	2	
	Very satisfied	56.6%	44	
	Somewhat satisfied	27.3%	21	
	Somewhat dissatisfied	2.6%	2	
	Very dissatisfied	9.9%	8	
14D. Timeliness of the response	DK/NA	3.6%	3	
	Very satisfied	45.9%	36	
	Somewhat satisfied	31.9%	25	
	Somewhat dissatisfied	5.4%	4	
	Very dissatisfied	12.3%	10	
14E. Voicing your concerns on major community issues	DK/NA	4.5%	4	
	Very satisfied	37.0%	29	
	Somewhat satisfied	24.2%	19	
	Somewhat dissatisfied	11.8%	9	
	Very dissatisfied	11.1%	9	
	DK/NA	16.0%	12	

CUSTOMER SERVICE RANKED BY MEAN SCORE

		Total		
		Column N %	Count	Mean
14A. Getting your problem resolved or question answered				.94
14B. The customer service you received				1.35
14C. Courtesy of the City staff				1.23
14D. Timeliness of the response				.98
14E. Voicing your concerns on major community issues				.76
15. Are you aware of the community or City Council meetings that are held in your neighborhood?		Yes	46.2%	188
		No	50.5%	205
		DK/NA	3.3%	13

COMMUNICATION AND PUBLIC INFORMATION

		Total		
		Column N %	Count	Mean
16. From what sources do you get information about the local community, local events, and the City government?	Newsletters	21.9%	89	
	Word of mouth - family/friends/colleagues/neighbors	18.1%	74	
	Newspaper	12.8%	52	
	Internet	11.5%	47	
	City website	10.8%	44	
	Facebook	8.0%	33	
	TV station	7.4%	30	
	Community meetings	5.9%	24	
	Local community blogs	5.0%	20	
	City departments or agencies	4.0%	16	
	Don't ever hear about community / events / city	2.8%	12	
	City council or commission meetings	2.6%	11	
	Social media (Generic)	2.6%	11	
	Radio station	1.8%	7	
	Water bill	1.7%	7	
	Twitter	1.1%	5	
Other	5.4%	22		
DK/NA	8.6%	35		
17. Are you aware of 'Access Hayward,' on the City website or the mobile App?	Yes	36.0%	146	
	No	63.1%	256	
	DK/NA	.9%	4	

DEMOGRAPHICS

		Total		
		Column N %	Count	Mean
A. Gender	Male	49.1%	199	
	Female	50.9%	207	
B. To begin, how long have you lived in the City of Hayward?	Less than one year	5.0%	20	
	One to five years	24.2%	98	
	Six to ten years	20.3%	82	
	Eleven to fifteen years	13.4%	54	
	More than fifteen years	37.0%	150	
	Do not live in Hayward	0.0%	0	
	DK/NA	.2%	1	
C. And now, just a few background questions for comparison purposes. How many members, including yourself, live in your household?	1	8.3%	34	
	2	22.2%	90	
	3	23.7%	96	
	4	23.5%	95	
	5	13.0%	53	
	6	3.4%	14	
	7	1.8%	7	
	8	1.0%	4	
	9	.4%	2	
	15	.2%	1	
	99	2.6%	10	
D. Do you own or rent your place of residence?	Own	57.4%	233	
	Rent	38.8%	158	
	Other	2.3%	10	
	DK/NA	1.4%	6	
E. Do you live East or West of Interstate 880?	East	53.2%	216	
	West	31.0%	126	
	DK/NA	15.8%	64	
F. Do you live north or south of Jackson Street?	North	35.5%	144	
	South	45.9%	187	
	DK/NA	18.6%	75	
G. What city do you work in or go to school in?	Alameda	3.7%	15	
	Belmont	1.2%	5	
	Fremont	5.3%	21	
	Hayward	33.4%	135	
	Menlo Park	1.1%	4	
	Milpitas	1.2%	5	
	Newark	.8%	3	
	Oakland	6.9%	28	
	Redwood City	.6%	2	
	San Francisco	5.9%	24	
	San Jose	2.0%	8	
	San Leandro	4.0%	16	
	San Mateo	2.9%	12	
	Union City	4.8%	19	
	Don't work	10.9%	44	
Other	7.3%	30		
DK/NA	8.1%	33		

		Total		
		Column N %	Count	Mean
H. What is the last grade or level you completed in school?	Elementary (8 or fewer years)	2.7%	11	
	Some high school (9 to 11 years)	6.7%	27	
	High school graduate (12 years)	24.2%	98	
	Technical/vocational school	4.4%	18	
	Some college	24.5%	99	
	College graduate	26.2%	106	
	Some graduate school	2.4%	10	
	Graduate, professional, doctorate degree (DDS, JD, LL.M, MA/MS, MBA, MD, Ph.D.)	7.9%	32	
	DK/NA/REFUSED	1.0%	4	
I. What ethnic group do you consider yourself a part of or feel closest to?	African-American/Black	10.7%	43	
	American-Indian/Alaska Native	.4%	2	
	Asian-American	22.6%	92	
	Caucasian/White	18.5%	75	
	Latino[a]/Hispanic	40.5%	164	
	Native Hawaiian/Pacific Islander	2.2%	9	
	Two or more races	3.7%	15	
	Other	.5%	2	
	DK/NA	.9%	4	
K. Language of Interview (Weighted / n=20 Spanish before weighting)	English	91.9%	373	
	Spanish	8.1%	33	
J. Total Household Income	Less than \$20,000	5.4%	22	
	\$20,000 to less than \$30,000	10.7%	43	
	\$30,000 to less than \$40,000	12.5%	51	
	\$40,000 to less than \$50,000	7.0%	28	
	\$50,000 to less than \$60,000	7.1%	29	
	Less than \$60,000	3.8%	15	
	\$60,000 to less than \$75,000	10.5%	42	
	\$75,000 to less than \$100,000	11.8%	48	
	\$100,000 to less than \$150,000	7.2%	29	
	\$150,000 to less than \$200,000	2.3%	9	
	\$200,000 or more	1.5%	6	
	More than \$60,000	2.7%	11	
DK/NA/REF	17.5%	71		

		Total		
		Column N %	Count	Mean
j. To wrap things up, can you please tell me if your total household income before taxes in 2013 was more or less than \$60,000 per year?	Less than \$60,000	46.5%	189	
	More than \$60,000	36.0%	146	
	DK/NA/REF	17.5%	71	
j1. Please stop me when I reach the category that best describes your total household income before taxes in 2013.	Less than \$20,000	11.5%	22	
	\$20,000 to less than \$30,000	23.0%	43	
	\$30,000 to less than \$40,000	27.0%	51	
	\$40,000 to less than \$50,000	15.1%	28	
	\$50,000 to less than \$60,000	15.3%	29	
	DK/NA/REF	8.1%	15	
j2. Please stop me when I reach the category that best describes your total household income before taxes in 2013.	\$60,000 to less than \$75,000	29.1%	42	
	\$75,000 to less than \$100,000	32.8%	48	
	\$100,000 to less than \$150,000	20.0%	29	
	\$150,000 to less than \$200,000	6.5%	9	
	\$200,000 or more	4.2%	6	
	DK/NA/REF	7.4%	11	
L. Age	18-24	14.2%	58	
	25-29	11.9%	48	
	30-34	10.2%	42	
	35-39	9.1%	37	
	40-44	9.4%	38	
	45-49	7.7%	31	
	50-54	10.7%	43	
	55-59	7.0%	28	
	60-64	6.2%	25	
	65-69	6.3%	26	
	70-74	2.5%	10	
	75 and older	4.8%	19	
	Not coded	0.0%	0	
M. Party	Democrat	62.7%	255	
	Republican	8.8%	36	
	Other	5.5%	22	
	DTS	23.0%	93	
N. Household Party Type	Dem 1	34.7%	141	
	Dem 2+	17.8%	72	
	Rep 1	4.5%	18	
	Rep 2+	2.0%	8	
	Other 1	17.6%	72	
	Other 2+	3.2%	13	
	Dem & Rep	4.0%	16	
	Dem & Other	13.8%	56	
	Rep & Other	1.6%	6	
	Dem, Rep & Other	.8%	3	

		Total		
		Column N %	Count	Mean
O. Registration Date	2013 to 2014	19.7%	80	
	2009 to 2012	38.7%	157	
	2005 to 2008	17.6%	71	
	2001 to 2004	10.4%	42	
	1997 to 2000	2.3%	9	
	1993 to 1996	4.6%	19	
	1981 to 1992	4.7%	19	
	1980 or before	1.9%	8	
	Not coded	0.0%	0	
Q. Times Voted in Last Elections	0	22.6%	92	
	1	16.1%	65	
	2	10.8%	44	
	3	7.8%	32	
	4	8.9%	36	
	5	9.3%	38	
	6	5.3%	21	
	7	7.0%	28	
	8	3.4%	14	
	9	3.1%	13	
	10	5.8%	23	
R. Absentee Voter	0	57.2%	232	
	1	12.1%	49	
	2	7.8%	32	
	3	5.3%	22	
	4	2.4%	10	
	5	3.3%	13	
	6	2.0%	8	
	7	3.8%	16	
	8	1.4%	6	
	9	1.7%	7	
	10	3.0%	12	
S. Permanent Absentee Voter	Yes	52.8%	214	
	No	47.2%	192	
T. Likely Absentee Voter	Yes	32.5%	132	
	No	67.5%	274	
V. Zip Code	94540	0.0%	0	
	94541	15.8%	64	
	94542	9.0%	37	
	94543	0.0%	0	
	94544	46.8%	190	
	94545	27.9%	113	
	94546	.5%	2	