

CITY OF
HAYWARD
HEART OF THE BAY

Economic Development Strategic Plan Adoption

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Fran Robustelli, HR Director

City Council March 19, 2013



New Tasks

- BM1 - Facilitate a discussion with the City Council in a work session to develop a shared definition of “business friendly”
- BM2 - Develop a list of desired service & retail business types that cater to college students and personnel to guide marketing activities in areas around the colleges
- IS6 and SR6 - Research and develop a local hire program to encourage and support businesses to hire Hayward residents
- IS1 and SR1 - Identify a method to track how different ethnic groups are represented in the Hayward economy
- IS1 and SR1 -Develop a method to survey businesses that close or leave Hayward to learn from common issues



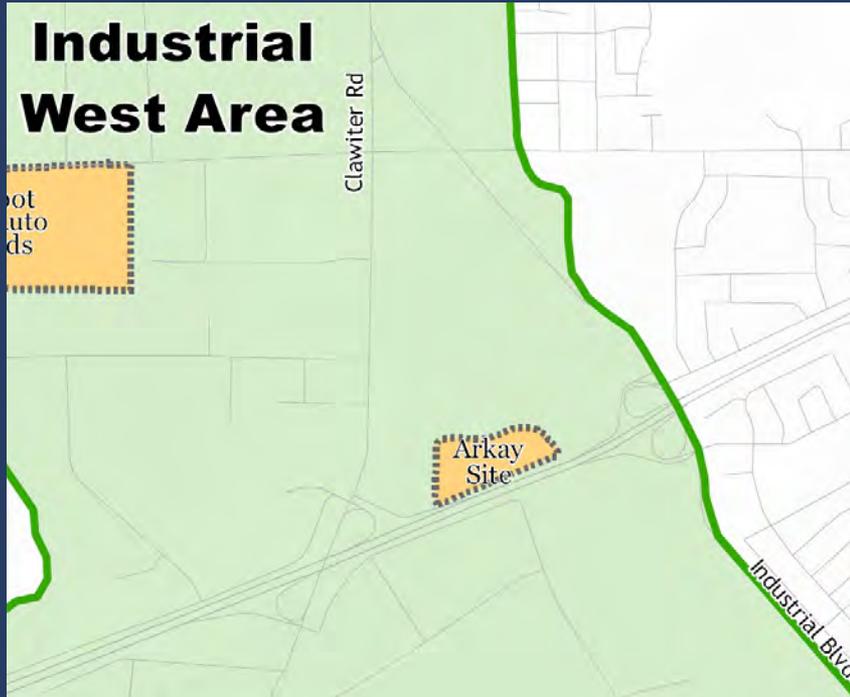
New Performance Measures

- IS5 and SR5 - By year three, 50% of minor permit applications are submitted electronically
- IS6 and SR6 - 100% of HUSD schools have API scores above 800

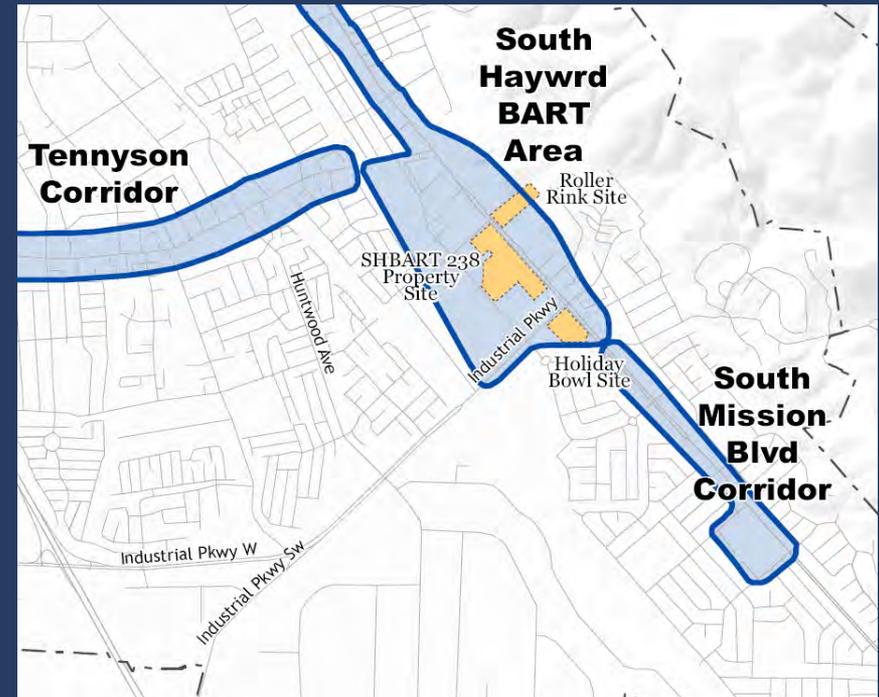


Changes to the Maps

Added an Opportunity Site in the Industrial West Area at Clawiter and 92 – Arkay Site



Added an Retail Area to the base map – South Mission Blvd Corridor



Revisited Revenue Projections from the Dissolution of Redevelopment

Projected Range of Annual Redistributed Increment Revenue

Redevelopment Property Tax Trust Fund Allocations (RPTTF)	FY 2014	FY2015	FY2016	FY2017	FY2018
RPTTF Distribution to All Taxing Entities	3,360,870	2,431,075	2,511,741	2,596,616	2,683,349
RPTTF Hayward Share (17.6%) <i>*Current Projection</i>	591,513	427,869	442,066	457,004	472,270
Typical City Share (15%)	504,130	364,661	376,761	389,492	402,502



Next Steps

- Once the Plan is adopted and funds are appropriated, staff will begin recruitment for the Economic Development Specialists and the administrative support position
- The new Economic Development Manager will report on the Plan's progress to the CEDC and Council

