

# Fairway Park Neighborhood Partnership Meeting

January 31, 2011

7:00 pm to 9:00 pm

Treeview Elementary School  
30565 Treeview St. Hayward

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## *NEIGHBORHOOD ENGAGEMENT!*

### Agenda

- I. **Starting Activities: (Please review and follow A. through E. Below):**
    - A. Complete and Submit Registration Cards
    - B. Complete and Submit Good Idea Cards
    - C. Peruse Neighborhood Resources Tables / Collect Information of Interest
    - D. Introduce Yourself to At Least One Person You Do Not Already Know, and
    - E. Enjoy Some Refreshments
  - II. **Formal Welcome and Introductory Remarks:**
    - Mimi Bauer, President – Fairway Park Neighborhoods Association
  - III. **Neighborhood Improvement Work Groups:**
    - David Korth, City of Hayward Neighborhood Services Manager
  - IV. **Review of Neighborhood Work Group Accomplishments & Next Steps:**
    - Facilitator: Mimi Bauer, President – Fairway Park Neighborhoods Association
  - V. **Concluding Remarks:**
    - Facilitator: Mimi Bauer, President – Fairway Park Neighborhoods Association
  - VI. **Adjournment**
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Support Provided by:





## Fairway Park Neighborhoods Association

*An established community  
located at the foot of Garin  
East Bay Regional Park.*

### **History & Background:**

Although construction of our community began in the 1950s, the Fairway Park Neighborhoods Association was founded in 1997. Its purpose is to implement and support projects and activities that foster resident education and civic action, neighborhood safety, and neighborhood improvement efforts (on public and private property) that add to the livability of, and quality of life in, Fairway Park.

The Fairway Park Neighborhoods Association (FWPNA) was started and continues to exist solely through the interest and support of neighborhood residents and local community business, and faith and nonprofit service organizations. The Neighborhood Association is **not** a Home Owners

Association, and is not required by the City or any other public agency. Membership and participation is solely voluntary.

### **Notable Association Achievements:**

- Worked with City and developers to add a public executive golf course and driving range adjacent to neighborhood;
- Replaced cyclone fencing along watershed and Industrial Blvd. with wrought iron fence;
- Enhanced public landscaping at the neighborhood's major intersections;
- Working with the City Landscape Division on neighborhood urban forestry projects;
- Piloted Blight Buster Program in coordination with City's Code Enforcement team.
- Served as catalyst for City's Neighborhood Partnership Program.

### **Activities / Communication**

The FWPNA General Membership meeting is held once a year (typically in October). Association officers and board members are elected, and annual dues are established at this meeting

Other meetings are scheduled as needed to develop and affirm neighborhood action plans, and to deal with "hot topics" when they arise. City staff, local businesses, and service organizations (all neighborhood stakeholders) are invited to participate.

The Association maintains email and postal mailing lists, and sends out communications to its members regarding neighborhood developments, events, activities, and projects. Association members with email receive notices and information on city topics that impact our neighborhood as they occur. Members without email are offered the opportunity to "buddy" with members that have email in order to stay informed; otherwise they only receive notices in the mail about neighborhood meetings.

### **The Fairway Park Neighborhoods Association needs your participation!**

"Participation" does not have to mean going to meetings!

It means caring about and getting involved in efforts to improve our neighborhood and community. Let us know how you want to get involved.

### **Please contact us at:**

[Fairwaypark94544@gmail.com](mailto:Fairwaypark94544@gmail.com)

### **Or via the City of Hayward:**

**Neighborhood Services:**

(510) 583-4227, or by email:

[David.korth@hayward-ca.gov](mailto:David.korth@hayward-ca.gov)

**Mayor and City Council Members (FY10-11):**

**Mayor - Michael Sweeney**  
[michael.sweeney@hayward-ca.gov](mailto:michael.sweeney@hayward-ca.gov)  
583-4340

**Marvin Peixoto**  
[Marvin.Peixoto@hayward-ca.gov](mailto:Marvin.Peixoto@hayward-ca.gov)  
583-4356

**Barbara Halliday**  
[Barbara.Halliday@hayward-ca.gov](mailto:Barbara.Halliday@hayward-ca.gov)  
583-4358

**Olden Henson**  
[Olden.Henson@hayward-ca.gov](mailto:Olden.Henson@hayward-ca.gov)  
583-4353

**Mark Salinas**  
[Mark.Salinas@hayward-ca.gov](mailto:Mark.Salinas@hayward-ca.gov)  
583-4357

**Bill Quirk**  
[billquirkforhayward@comcast.net](mailto:billquirkforhayward@comcast.net)  
583-4355

**Francisco Zermeno**  
[machetez@sbcglobal.net](mailto:machetez@sbcglobal.net)  
583-4352

**Key City Staff Contacts:**

City Manager – Fran David  
[Fran.David@hayward-ca.gov](mailto:Fran.David@hayward-ca.gov)  
583-4302

Assistant City Manager – Kelly Morariu  
583-4305  
[Kelly.Morariu@hayward-ca.gov](mailto:Kelly.Morariu@hayward-ca.gov)

City Clerk – Miriam Lens  
[Miriam.lens@hayward-ca.gov](mailto:Miriam.lens@hayward-ca.gov)  
538-4401

Hayward Police Chief – Ron Ace  
[Ron.Ace@hayward-ca.gov](mailto:Ron.Ace@hayward-ca.gov)  
293-7056

Police Southern District Commander  
Lt. Sheryl Boykins  
[Sheryl.Boykins@hayward-ca.gov](mailto:Sheryl.Boykins@hayward-ca.gov)  
293-7296

Neighborhood Services Manager  
David Korth  
[david.korth@hayward-ca.gov](mailto:david.korth@hayward-ca.gov)  
583-4227

**TO REPORT A CRIME:**  
**CALL: 9-1-1**, or the  
*Hayward Police Department:*  
**293-7000**

**STOP-GRAFFITI REWARD HOTLINE: 583-5500**

**SOCIAL / COMMUNITY SERVICES:**  
**CALL 2-1-1** (on a land line), or Call:  
**1-888-886-9660**. Eden Information and Referral:  
[www.edenir.org](http://www.edenir.org)

**City of Hayward Web Site:**  
<http://www.ci.hayward.ca.us/>

**Access Hayward** Web Site (complaint/service site):  
<http://www.accesshayward.net/>

**HARD (Hayward Area Rec. & Park District)**  
<http://www.haywardrec.org>  
881-6700

**REPORTING WEEDS, DEBRIS, AND OTHER PUBLIC PROPERTY MAINTENANCE CONCERNS: ON PROPERTY**

**MANAGED BY AGENCIES OTHER THAN THE CITY OF HAYWARD:**

- 1. BART Property** - [Bay Area Rapid Transit](#) - 510-441-2278
- 2. HARD Parks and Recreation Areas in Hayward** - [Hayward Area Recreation and Park District](#) - 510-881-6752
- 3. PG&E Property** - [Pacific Gas & Electric Corporation](#) - 1-800-743-5000
- 4. Railroad Property** - [Union Pacific Railroad](#) - 1-888-870-8777 (toll-free) or 402-271-3272
- 5. Regional Parks** like Don Castro, Cull Canyon and Garin - [East Bay Regional Park District](#) - 1 888-327-2757
- 6. HUSD School Property** - [Hayward Unified School District](#) - 510-784-2666
- 7. State Roads, Highways and Property** - [California Department of Transportation - CalTrans](#) - 510-286-4444
- 8. Along Creek Beds and in Unincorporated Areas** like Castro Valley, Cherryland and San Lorenzo - [Alameda County Maintenance and Operations](#) dispatcher - 510-670-5500.

**How to Report Hanging Shoes in Hayward:**

**Hanging Shoes on Top Electrical**

**Wires - PG&E** - John Benitou - (510) 784-3356

**Hanging Shoes on Lower Cable Wires - Comcast** - Chris Morrison - (510) 377-5421



# Neighborhood News!

January 31, 2011

## Neighborhood Engagement!

**WELCOME**...to the Fairway Park Neighborhoods Association 2011 Annual Neighborhood Meeting; “**Neighborhood Engagement**” is the main theme of this year’s event.

With the support of the City of Hayward, the Hayward Unified and New Haven Unified School Districts, the Hayward Area Recreation and Park District, local businesses, and other local public and nonprofit faith and community-based service organizations, the Fairway Park Neighborhood Association aims to engage residents in doing something about the neighborhood issues and concerns that they have. All neighborhood stakeholders are asked to partner with one another to improve the quality of life in the Fairway Park Neighborhood.

Mayor Michael Sweeney and a host of other public officials from the City of Hayward, HUSD, NHUSD, and HARD will be on hand to share pertinent information and participate in the neighborhood conversation.

To learn more about how you can get involved after this event, contact the Fairway Park Neighborhoods Association at: [Fawaypark94544@gmail.com](mailto:Fawaypark94544@gmail.com), or the City of Hayward Neighborhood Services Office at: 583-4227, or by email at: [david.korth@hayward-ca.gov](mailto:david.korth@hayward-ca.gov).

## Motel Application Withdrawn

Representatives from the Fairway Park Neighborhoods Association joined City Planners, Law Enforcement, and Code Enforcement officials in early January to meet with a local property owner interested in building

a motel at 1551 Industrial Parkway West. This property owner operates similar businesses nearby which have historically caused some law enforcement and code enforcement concerns.

Neighborhood representatives and City officials wanted assurances that the property owner would both improve the conditions surrounding his current motel operations and would take steps to prevent similar problems at the proposed new motel. After considering his options, the property owner withdrew his application.

## Route 238 (Mission Blvd.) Project

As part of the next phase of the Route 238 Corridor Improvement Project, the City will be improving Mission Blvd, south of Industrial to the City limits. The project scope for Mission Boulevard will include new pavement, streetlights, landscaping, sidewalks and undergrounding overhead utilities. Additionally, a traffic signal is proposed at Mission and Blanche. One of the issues in which the community has expressed a concern is the issue of noise along Mission Blvd. Although installation of a sound wall along the west side of Mission Boulevard does not currently seem financially feasible, as part of the environmental document, the City will review and consider that option.

The timing for installing the improvements is dependent upon the sale of the surplus right-of-way for the Route 238 Bypass, which will fund the design and construction of this project. It is anticipated that this project will be completed by 2015. For more information, contact: Morad Fakhrai, Deputy Director Public Works at (510) 583-4740, or [morad.fakhrai@hayward-ca.gov](mailto:morad.fakhrai@hayward-ca.gov).

Support Provided By:



## Alameda County Flood Control Project

In July 2010, the Alameda County Flood Control District notified the City that it plans to install flood wall improvements between Industrial Parkway SW and Huntwood Drive. When completed, the residential and commercial properties located on either side of the water control channel, which are currently located in a floodplain zone, will be removed from the floodplain. This will benefit approximately 140 residential and 54 industrial/commercial neighborhood property owners.

The project will involve the installation of an 8,100 linear foot masonry block floodwall which will replace the current iron fence that lines the water channel. The new floodwall will be generally 3.5 to 4 feet high, although it will be as high as 6 feet in certain areas. Anti-graffiti coating will be applied to the wall surface, and irrigation and landscaping will be installed along the wall to make it attractive and to mitigate graffiti. Additionally, the existing pedestrian bridge will be relocated 100 feet to the west, and wheelchair accessible ramps that meet federal ADA requirements will be installed to facilitate wheelchair access. For more information about this project, contact: Mr. Morad Fakhrai, Hayward Deputy Director of Public Works, 583-4740, email: [morad.fakhrai@hayward-ca.gov](mailto:morad.fakhrai@hayward-ca.gov).

### Upgrade of “Round-A-Bouts”

A few years ago, in response to concerns raised by Fairway Park Neighborhood residents, the City installed temporary “round-a-bouts” or traffic circles at two intersections to slow down traffic driving through the neighborhood. They are located at the intersections of Brae Burn Ave. and Rousseau St., and Brae Burn Ave. and Gresel St. While the round-a-bouts have been effective in terms of slowing down traffic, residents have been concerned about their unsightly appearance.

The City is currently designing more attractive permanent round-a-bouts to replace the temporary ones previously installed. Preliminary design concepts involving landscaping will be shared with Fairway Park Neighborhoods Association for input before they are finalized. It is expected that the permanent round-a-bouts will be installed during Summer 2011.

## Neighborhood Economic Development News

***Fresh and Easy is Coming!***: Fresh and Easy is coming to Fairway Park Shopping Ctr. located at 31123 Mission Blvd. The new store is scheduled to open April 27, 2011! The site is currently under construction for tenant improvements. The City’s Building Official indicates all is moving along according to schedule.

***Other Shopping Center Business Development:*** There are a few other vacancies at the Fairway Shopping Center, and the broker Ms. Annie Jabuka is actively marketing the property. We can expect that a tax preparer and a dentist will be going into spaces located at the southern end of the Shopping Center within the next 60 to 90 days. The leasing team continues to search for additional retailers to add to the Center.

***Old “Holiday Bowl” Property:*** Unfortunately, the City has nothing concrete to report regarding this vacant property located at the corner of Industrial and Mission Blvd. A few developers have expressed some interest, but no specific plans have been developed or submitted. The City continues to do what it can to promote this and many other vacant properties throughout the community.

### Bay Area Rapid Transit (BART) Proposed Hayward Maintenance Complex Project:

BART proposes to demolish, renovate and expand its Hayward Maintenance Complex located predominately in the Fairway Park Neighborhood area of Hayward along the existing BART alignment, between Industrial Parkway and Whipple Road. BART representatives indicate that the proposed project will allow BART to maintain its fleet more efficiently.

On January 20, 2011, BART convened its second public hearing in Fairway Park. Approximately 30 residents were in attendance. BART outlined at this public meeting the steps that it will take to alleviate or lessen the negative environmental impact caused by the Project.

The proposed project could have potential impacts to visual quality, air quality, biology, cultural resources, greenhouse gases, hazardous materials, hydrology, noise, vibration, and transportation. The Draft Initial Study / Mitigated Negative Declaration (IS/MND)

conducted by BART concludes that the prevention measures to be taken by BART to lessen these negative environmental impacts will ensure that all the impacts will remain at a less than significant level.

Public comments about the Project will be accepted by BART through 5pm, Friday, February 11, 2011. More information about the January 20 Public Hearing and a copy of the Draft IS/MND are available online at: [www.bart.gov/hmc](http://www.bart.gov/hmc), as well as by contacting: Ms. Ellen Smith, BART Planning Dept. Mgr. at: (510) 287-4758, or via email at: [esmith1@bart.gov](mailto:esmith1@bart.gov).

## Fairway Park Residents Play Big Role in Helping to “Clean-up” Fairway Park Neighborhood!

Fairway Park residents were chosen to help the City launch its first Blight Buster Program in 2009. Since that date, over 262 Community Preservation code violations cases have been resolved. The vast majority, 257, were voluntarily resolved by the property owners who were sent official notices from the City about the code violations noted on their property. The City had to take abatement action on only 5 of the reported cases; the property owners were billed for all related fines and fees.

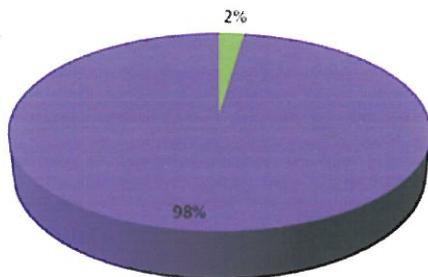
Over 98% of the code violations that were reported by Fairway Park Blight Busters were related to junk, garbage, debris, graffiti and/or fence violations. Two percent of the reported cases involved landscape violations.

### Fairway Park Blight Buster Volunteer Program

February 2009 - Present  
262 Cases Total

5 Cases Abated by City/257 Cases Voluntary Compliance

■ Landscape Violations ■ Debris, Graffiti, Fence Violations



Through the Blight Buster Program, volunteers are trained to identify specific code violations in a safe and confidential manner by the City’s Community Preservation Program staff. The help provided by Blight Buster Volunteers helps to expedite the processing of the code violations that are reported.

To learn more about the Hayward Blight Buster Program, contact: Stacey Sorensen, Neighborhood Partnership Manager, at 583-4233 or by email at: [stacey.sorensen@hayward-ca.gov](mailto:stacey.sorensen@hayward-ca.gov).

## “Access Hayward” Makes Partnering with the City Easy!



[www.hayward-ca.gov](http://www.hayward-ca.gov)  
510-HAYWARD (510-429-9273)

Another way that residents can partner with the City is through “Access Hayward”. This online and telephone system makes reporting code violations and other non-urgent neighborhood incidents related to crime, the need for street and sidewalk repairs, improved street lighting, and more very easy. This system also makes City documents such as funding application forms, business licenses, etc. easy to access. Information about housing services, local social services, Animal Control services and a host of other City programs and services are also available through Access Hayward. You can even submit your neighborhood and community improvement ideas to the City through Access Hayward – anonymously if you wish.

The advantages of using Access Hayward are many. First of all, you don’t need to know who in the City to contact about whatever it is you are seeking because the system gets your request or comment to the right City official. Secondly, your request is given a Case Number so that it is easy to track the status of your “case” over time. Thirdly, if you do provide your email or telephone number, you will receive confirmation from the City

that your request or comment was received AND a timeline by which you can expect to hear back about your issue. All inquiries, reports, or requests for service are kept confidential, so providing your contact information is safe. For more information about how to use Access Hayward, and the world of information, services, and opportunities that it can provide to you, contact: David Korth, Neighborhood Services Manager, (510) 583-4227, or by email: [david.korth@hayward-ca.gov](mailto:david.korth@hayward-ca.gov).

## Neighborhood Crime and Crime Prevention

Crime is an unfortunate reality in the Fairway Park Neighborhood. There have been recent auto break-ins, robberies, and even a recent murder. Representatives from the Hayward Police Department will make available recent neighborhood crime statistics at the January 31<sup>st</sup> neighborhood meeting, as well as the action being taken by the City to address these issues.

Much of the crime that is taking place has been blamed on the poor economy. However, even in the best of economic times there simply is never enough time or money to have police officers in every part of the City all of the time. The Hayward Police Department must rely on residents, local business owners, faith and community based service organization representatives and other neighborhood stakeholders to help by being the eyes and ears of the neighborhood, and to report criminal activity when it is seen in the neighborhood.

**Crime in Process:** When a crime is in process, it is important to call the police as soon as possible with as much information as possible. Call 9-1-1 or the Hayward Police Department (HPD) at 293-7000. Reports about crimes which pose a possible threat to people receive the highest priority.

**Non-Urgent Crime Reports:** When there is a pattern of crime, such as continual noise disturbances, areas that are frequently tagged with graffiti, illegal parking, speeding traffic, etc. it is still important to call the police so that trends can be identified and police resources effectively used in a targeted manner. Residents are encouraged to contact the HPD Southern District Commander, Lt. Sheryl Boykins at (510) 293-7296, or by email at: [sheryl.boykins@hayward-ca.gov](mailto:sheryl.boykins@hayward-ca.gov). And don't forget, you can also use *Access Hayward* to report non-urgent crimes!



Residents and other community stakeholders are needed to partner with the City in the fight against neighborhood crime. The Hayward Police Department encourages you to either join an established Neighborhood Watch group, or establish one if one does not already exist near where you live or work. To learn more go online at [www.hayward-ca.gov](http://www.hayward-ca.gov) and click on the logo shown above, or call the HPD Southern District Command Office (510) 293-7296, or contact Ms. Gale Bleth, HPD Crime Prevention Specialist, at (510) 293-7151, or by email: [Gale.bleth@hayward-ca.gov](mailto:Gale.bleth@hayward-ca.gov).



The Fairway Park Neighborhoods Association needs your participation. "Participation" does not have to mean going to meetings! It means caring about and getting involved in efforts to improve our neighborhood and community.

Please contact us at:

[Fairwaypark94544@gmail.com](mailto:Fairwaypark94544@gmail.com)

Or via the City of Hayward at:  
(510) 583-4227, or by email:  
[David.korth@hayward-ca.gov](mailto:David.korth@hayward-ca.gov)