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La Mesa Neighborhood (Hayward Highlands) Neighborhood Partnership Meeting #2

Neighborhood Action Plan Review and Discussion

Monday, October 20, 2014 - 7pm to 8:30pm
 Highlands Baptist Church
 27476 Hayward Blvd, Hayward, CA

AGENDA

- I. **Opening Remarks:**
 - *Mayor Barbara Halliday*
- II. **The State of the City:**
 - *Kelly McAdoo – Assistant City Manager*
- III. **The State of the Neighborhood: Review & Discussion of Neighborhood Action Plan**
 - *Facilitator: Kelly McAdoo, Assistant City Manager*
- IV. **Next Steps:**
 - David Korth, Neighborhood Services Manager
- V. **Concluding Remarks:**
 - *Mayor Barbara Halliday*

New Date >

Meeting #3: “What’s Next? / Phase II of the Neighborhood Partnership Program?”

Date: Mid-January - TBD

Time: 7pm to 8:30pm

Place: Hayward Highlands Church, 27476 Hayward Blvd., Hayward

Office of the City Manager - Neighborhood Services
 777 B Street, Hayward, CA 94541-5007
 Tel: 510/583-4300 Fax: 510/583-3601
david.korth@hayward-ca.gov
www.hayward-ca.gov

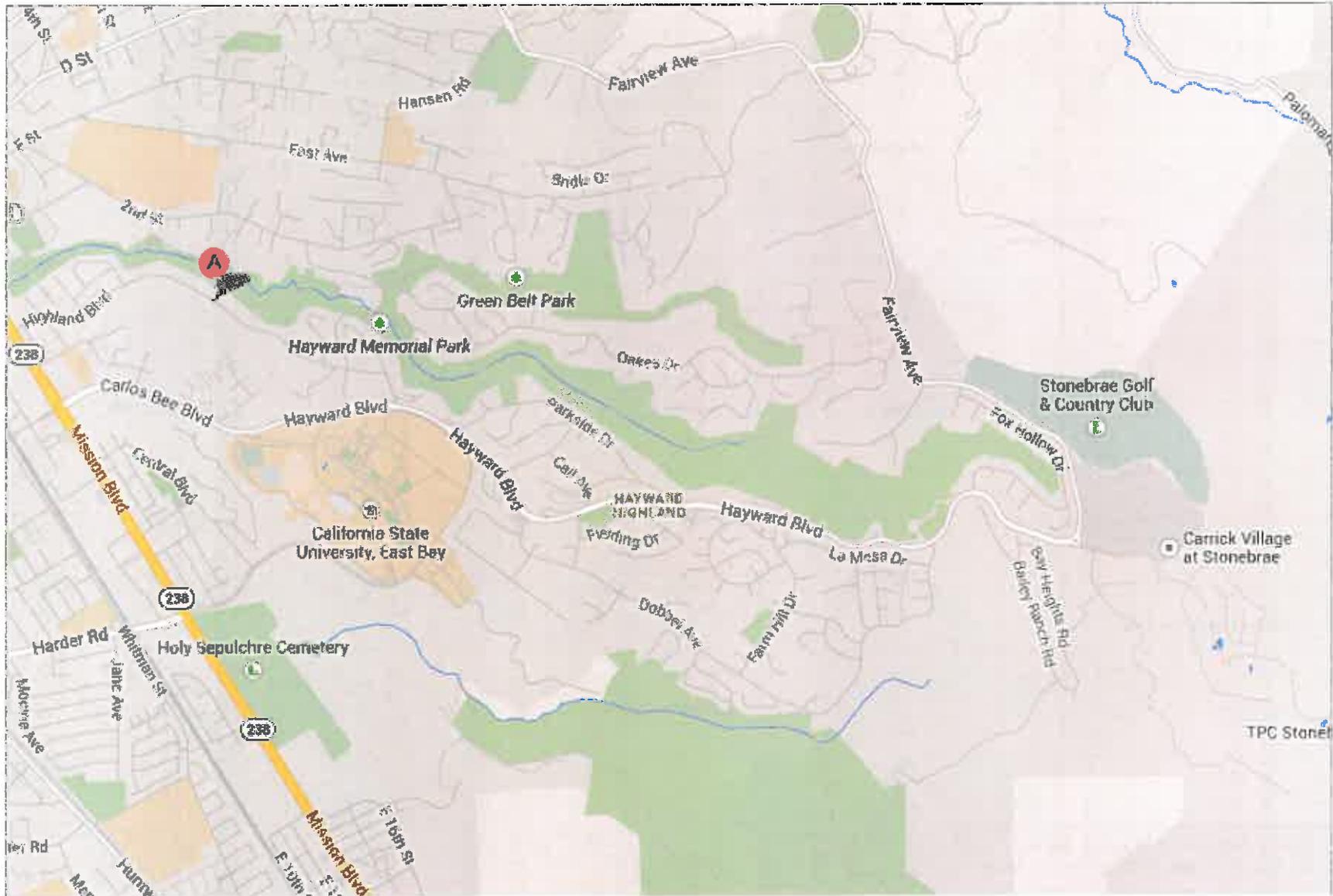


City Contact List



Department / Division / Program	Name/ Title	Telephone	E-mail
City Manager's Office: City Administration	Fran David, <i>City Manager</i>	510-583-4302	Fran.David@hayward-ca.gov
City Manager's Office – Admin.	Kelly McAdoo, <i>Assistant City Manager</i>	510-583-4305	Kelly.McAdoo@hayward-ca.gov
Economic Development	<i>Temporary – Contact Kelly McAdoo Economic Development Mgr.</i>	510-583-4304	Kelly.McAdoo@hayward-ca.gov
Neighborhood Services / Neighborhood Partnership Program	David Korth, <i>Neighborhood Services Manager</i>	510-583-4227	David.Korth@hayward-ca.gov
Community Preservation / Code Enforcement	Stacey Bristow, <i>Neighborhood Partnership Manager</i>	510-583-4233	Stacey.bristow@hayward-ca.gov
City Attorney's Office: City Legal Services	Michael Lawson, <i>City Attorney</i>	510-583-4455	Michael.Lawson@hayward-ca.gov
	Rafael Alvarado, <i>Assistant City Attorney</i>	510-583-4456	Rafael.alvarado@hayward-ca.gov
City Clerk: Official Documents & Records / Voting	Miriam Lens, <i>City Clerk</i>	510-583-4400	Miriam.lens@hayward-ca.gov
Development Services: Planning / Building Official	David Rizk, <i>Director Development Services</i>	510-583-4004	David.rizk@hayward-ca.gov
Planning Division	Sara Buizer, <i>Acting Planning Manager</i>	510-583-4191	Sara.buizer@hayward-ca.gov
Building Division	Steve Osborne - <i>Acting Building Official</i>	510-583-4180	Steve.osborne@hayward-ca.gov
Fire Department: Fire and Emergency Services	Garrett Contreras, <i>Fire Chief</i>	510-583-4945	FireChief@hayward-ca.gov
Human Resources	Nina Morris Collins, <i>Acting Director</i>	510-583-4500	Nina.collins@hayward-ca.gov
Library and Community Services	Sean Reinhart, <i>Director</i>	510-881-7956	Sean.reinhart@hayward-ca.gov
Maintenance Services: Maintain & Repair Public Property	Matt McGrath, <i>Director Maintenance Services</i>	510-881-7747	Matt.McGrath@hayward-ca.gov
Police Department: Law Enforcement and Comm. Service	Diane Urban, <i>Police Chief</i>	510-881-7056	PDChief@hayward-ca.gov
Hayward Police Dept. Northern District Command (North of Harder Rd. & Huntwood Ave.)	Lieutenant Bryan Matthews <i>Northern Area Commander</i>	510-293-5047	Bryan.matthews@hayward-ca.gov
	Gale Bleth, <i>Crime Prevention Spec.</i>	510- 293-7151	Gale.bleth@hayward-ca.gov
Hayward Police Dept. Southern District Command (South of Harder Rd. & Huntwood Ave)	Lieutenant Christine Orrey <i>Southern Area Commander</i>	510-293-7133	Christine.orrey@hayward-ca.gov
	Mary Fabian, <i>Crime Prevention Spec.</i>	510-293-1043	Mary.fabian@hayward-ca.gov
Public Works – Engineering and Transportation	Morad Fakhrai, <i>Director</i>	510-583-4740	Morad.fakhrai@hayward-ca.gov
	Fred Kelly <i>Transportation Manager</i>	510-583-4781	Fred.kelly@hayward-ca.gov
Public Works – Utilities and Environmental Services	Alex Ameri, <i>Director</i>	510- 583-4720	Alex.ameri@hayward-ca.gov

Updated:10.20.14





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La Mesa Area (Hayward Highlands) Neighborhood Partnership Action Plan

OCTOBER 20, 2014

LA MESSA AREA (HAYWARD HIGHLANDS) NEIGHBORHOOD PARTNERSHIP MEETING #2

INTRODUCTORY COMMENTS:

The purpose of Hayward Neighborhood Partnership Program is to facilitate the building of partnerships between those who live in Hayward neighborhoods, the public agencies that serve them and others with an interest in the neighborhood in order to improve residents' quality of life, and to strengthen the sense of "community" among all stakeholders.

This is the second of three City-initiated neighborhood partnership meetings regarding the La Mesa Area (and greater Hayward Highlands) Neighborhoods. This Neighborhood Action Plan is provided as a discussion reference point and guide to facilitate constructive conversation addressing neighborhood concerns. This is a "living document" that will be updated as new or different information becomes available.

Tonight's Agenda: The meeting will begin with introductions of all meeting participants, followed by a brief a review of the State of the City. Most of the meeting time will be spent reviewing this Neighborhood Action Plan. The status of what has already been, and is currently being, done to address the issues described herein will be shared as part of this review. Where challenges have emerged which result in the postponement, or discontinuance, of an action – the reasons will be shared and remaining options discussed, and where possible partnerships formed in order to move forward. Meeting participants will have an opportunity to ask questions, correct or clarify the issues described, share new information, and contribute additional concerns and ideas. Active and constructive participation by all stakeholders is encouraged and welcomed – even when in opposition to one another's position on a particular matter. A key goal of this effort is to identify neighborhood representatives who are willing and able to take leadership roles (with support from and in partnership with other stakeholders - including the City) so that neighborhood improvement work can continue on an ongoing basis in between and beyond Neighborhood Partnership meetings.

*For more formation and/or assistance, please contact: David Korth, City of Hayward Neighborhood Services Manager
510-583-4227, or email: david.korth@hayward-ca.gov.*



**La Mesa Area (Hayward Highlands) Neighborhood Partnership
Action Plan**

ACTION STATUS DEFINITIONS:

RESPONSE: The answer to the question asked, or the information provided about the described concern or idea.

COMPLETED / RESOLVED: The stated request was completed and/or stated concern resolved.

IN PROCESS: The stated strategy was initiated, but is not yet completed.

ONGOING: The stated strategy is long-term in nature and continues to be implemented and/or monitored for effectiveness.

NOT RESOLVED: The City cannot independently resolve the stated concern.

NEIGHBORHOOD PARTNERSHIP NEEDED: A Neighborhood / City partnership is needed to resolve the stated concern.



**La Mesa Area (Hayward Highlands) Neighborhood Partnership
Action Plan**

CONCERN	ACTION STATUS	NEXT STEPS / COMMENTS	RESPONSIBLE PERSON(S)
<p>1. Traffic Safety / Speeding: Ongoing concerns have been A recent fatal accident has increased the sense of urgency to address these concerns.</p> <p>Specific areas of concern are:</p> <p>A. Farm Hill Dr.*, from Pinewood Dr. to La Mesa Dr. (speeding and wide turns, etc.);</p> <p>B. Hayward Blvd., from Stonebrae to Carlos Bee and Mission (1) CSUEB pedestrians "J" walk across Hayward Blvd.) and (2) Speeding between Skyline and Barn Rock Dr.</p> <p>C. Round Hill Dr.* .loop (speeding, esp. by motorcycles during evening /night hours).</p> <p>D. Skyline Dr.. and El Portal.</p> <p>* Certain residents tend to be the primary, repeat, offenders.</p>	<p align="center">RESPONSE</p> <p>City staff developed the <i>3E – Traffic Safety Strategy</i> (See Attachment A) as a framework for efficiently and effectively addressing traffic safety throughout the City.</p> <p align="center">IN PROGRESS & ONGOING</p> <p>1) Education & Enforcement (neighborhood-wide): City staff is developing Traffic Safety Campaign materials and promotion strategies, and will explore with Chabot College’s Public, Education and Government (PEG) Cable TV Studio the possibility of developing Public Service Announcements (PSAs) and other social media products. HPD has also conducted periodic, unannounced, traffic warnings and issued traffic citations when warranted. Traffic and parking education and enforcement coordination is also underway with CSUEB Law Enforcement and HARD Park Rangers.</p> <p>2) Engineering: (completion in 4-6 wks.)</p> <p>a) Farm Hill / La Mesa: (1) Install a “center lane line” and “parking lanes” along curbs to narrow driving lanes; (2) Paint “25mph” on roadway; and (3) Install a south-bound left turn pocket from Farm Hill to La Mesa; will also conduct a “discrete” traffic survey to determine if legal requirement is met to install a 4-Way Stop Sign.</p> <p>b) Hayward Blvd.: Install flashing speed signs on roadway and conduct discreet speed surveys to determine if other interventions are possible.</p>	<p align="center">NEXT STEPS:</p> <p>Round Hill, Skyline Dr. and El Portal Dr.: Both Education and Enforcement activities have been and will continue to be conducted in these areas. Engineering evaluations will be conducted in these areas after Farm Hill, La Mesa and Hayward Blvd. areas are completed.</p> <p align="center">NEIGHBORHOOD PARTNERSHIP NEEDED</p> <p>Education: Volunteers are needed to assist with education activities. Those interested are encouraged to contact David Korth (david.korth@hayward-ca.gov) (510) 583-4227.)</p> <p>Enforcement: Neighborhood stakeholders are encouraged to report repeat offenders using Access Hayward, or by calling HPD Traffic Bureau (510) 293-7099, or HPD’s Lt. Matthews (510) 293-5047.</p> <p>Engineering: Reports about the effectiveness of interventions used, and ideas for further intervention, are encouraged. (D. Korth – See above.)</p>	<p align="center">CITY OF HAYWARD</p> <p align="center">Office of Mayor and City Manager</p> <p>Kelly McAdoo, Assistant City Manager – 583-4300, Kelly.mcadoo@hayward-ca.gov</p> <p>David Korth, Neighborhood Services Mgr., 583-4227, david.korth@hayward-ca.gov</p> <p align="center">Hayward Police Dept. (HPD)</p> <p>Bryan Matthews, Northern District Commander, 293-5047; Email: bryan.matthews@hayward-ca.gov</p> <p align="center">Public Works Department:</p> <p>Morad Fakhrai, Director, Public Works Department, Engineering and Transportation, 583-4740, morad.fakhrai@hayward-ca.gov</p> <p>Fred Kelly, Transportation Manager, Public Works Dept.. 583-4781, Email: Fred.kelly@hayward-ca.gov</p>



**La Mesa Area (Hayward Highlands) Neighborhood Partnership
Action Plan**

CONCERN	ACTION STATUS	NEXT STEPS / COMMENTS	RESPONSIBLE PERSON(S)
<p>2. Neighborhood Parking:</p> <p>Representatives of the Old Highlands Homeowners Association (OHHA) report that CSUEB students, staff, and others associated with CSEUB park in their neighborhood along Parkside Drive (around Old Highlands Park) and Dobbel Ave., in order to avoid paying for parking on campus, and is causing parking problems and other related concerns for residents.</p>	<p>IN PROCESS</p> <p>An OHHA representative indicated that the association will, on October 28, 2014, be seeking support from the Hayward City Council for the designation of "Preferential Residential Permit Parking Areas for portions of Parkside Drive and Dobbel Avenue.</p> <p>Parking enforcement will be coordinated between the Hayward Police Department, CSUEB Law Enforcement, and HARD Park Rangers (as it pertains to Old Highlands Park).</p>	<p>NEXT STEPS:</p> <p>The outcome of the Oct. 28th City Council meeting will impact how parking enforcement will be conducted.</p> <p>Follow up discussions will take place between the public agencies and the OHHA.</p>	<p>Hayward Police Dept. (HPD) Bryan Matthews, Northern District Commander, 293-5047; Email: bryan.matthews@hayward-ca.gov</p> <p>California State University East Bay (CSEUB) Sheryl Boykins, Chief of Police 510.885-3643 Sheryl.Boykins@csueastbay.edu</p> <p>Hayward Area Recreation and Park District (HARD) Dan Giammona, Parks Superintendent, (510) 881-6716, Email: giad@haywardrec.org</p> <p>Karl Zabel, HARD, Supervisor, Park Security Patrol - (510) 881-6714, zabk@haywardrec.org.</p>



**La Mesa Area (Hayward Highlands) Neighborhood Partnership
Action Plan**

CONCERN	ACTION STATUS	NEXT STEPS / COMMENTS	RESPONSIBLE PERSON(S)
<p>3. Illegal Dumping / Litter: Periodically, large items (i.e., bed mattresses, furniture, shopping carts, etc.) are illegally dumped or left on the street / sidewalks in the neighborhood. Who should residents contact to have these items removed?</p>	<p align="center">RESPONSE</p> <p>Residents may report illegally dumped items and shopping carts to the City. Maintenance Department personnel will remove the items as soon as possible. It is recommended that residents utilize the <i>Access Hayward</i> system to report neighborhood concerns to the City. This online service provides those reporting concerns to the City a "Case Number" which allows for the tracking of each specific concern that is reported. For more information, go to: www.hayward-ca.gov, and click on the <i>Access Hayward</i> logo shown in the column to the right.</p> <p>Residents can also call the Maintenance Services Dept. of the City directly to report items illegally dumped on sidewalks or public streets: 510-881-7745.</p>	<p align="center">  www.hayward-ca.gov 510-HAYWARD - (510-429-9273) </p> <p>Residents are encouraged to utilize the Access Hayward system to report neighborhood concerns, as well as to request service and/or offer good ideas.</p> <p>This system provides a documented trail of communication, and if a photograph of the concern is taken using the I-Phone App, the City's Geographic Information System (GIS) will automatically provide the exact location of the concern to the City.</p>	<p align="center">CITY OF HAYWARD</p> <p>Maintenance Services Department</p> <p>Matt McGrath, Director – Maintenance Services Department, (510) 881-7747, Email: matt.mcgrath@hayward-ca.gov</p> <p>Todd Rullman, Streets Maintenance Manager – (510) 881-7746; Email: Todd.rullman@hayward-ca.gov</p> <p>Thomas Rossi, Landscape Supervisor (510) 583-3906, Email: Thomas.rossi@hayward-ca.gov</p>
<p>4. Street Repair: Residents report that the street needs repair near the water tower.</p>	<p align="center">RESPONSE</p> <p>More detailed information is required in order for the City to follow up. Which specific streets are in need of repair?</p>		
<p>5. Landscape: A resident living on Round Hill Drive indicates that the landscaping on the Hayward Blvd. side of her backyard fence is in need of maintenance. Is the City responsible for this area?</p>	<p align="center">RESPONSE</p> <p>According to the description of the area of concern, it appears that the area is in the "Public Right-of-Way" and therefore is the responsibility of the City to maintain. It is recommended that this concern be reported to the City using Access Hayward, and if possible, use the I-Phone App. so that the GIS system will automatically provide the City the location.</p>		



**La Mesa Area (Hayward Highlands) Neighborhood Partnership
Action Plan**

CONCERN	ACTION STATUS	NEXT STEPS / COMMENTS	RESPONSIBLE PERSON(S)
<p>6. Private Homes in Dis-repair:</p> <p>There are a few properties in the area that are in dis-repair. What constitutes a City Code Violation, and how should these concerns be reported to the City? Eleven (11) specific properties reported include:</p> <ul style="list-style-type: none"> a) 28102 Dobbel – Broken fence. b) 28050 Dobbel – Landscape Maintenance. c) 3687 Skyline – Landscape Maintenance. d) 3419 – Pinewood Dr. – Roof failing, cracks in house, junk in driveway. e) 3657 La Mesa – unspecified f) 27954 Farm Hill – unspecified g) 27927 Farm Hill – Unspecified h) 27751 Fallen Leaf Crt. Unspecified i) 27750 Fallen Leaf Crt. Unspecified. j) 3297 Round Hill – Unspecified k) 3309 Round Hill – Unspecified 	<p align="center">IN PROCESS</p> <p>Code Enforcement cases were created for each of the 11 reports submitted to the City. Notifications were sent to each of the property owners, and inspection dates have been scheduled for each case. The status of the inspections will be included in the next update of the Neighborhood Action Plan.</p> <p>Again, it is recommended that <i>Access Hayward</i> be used to report future or additional concerns about possible Code violations to the City. Alternatively, concerned citizens can call the City's Code Enforcement staff at: (510) 583- 4143; or email: code.enforcement@hayward-ca.gov.</p>	<div align="center">  <p>www.hayward-ca.gov 510-HAYWARD - (510-429-9273)</p> </div> <p>Residents are encouraged to utilize the Access Hayward system to report neighborhood concerns, as well as to request service and/or offer good ideas.</p> <p>This system provides a documented trail of communication, and if a photograph of the concern is taken using the I-Phone App, the City's Geographic Information System (GIS) will automatically provide the exact location of the concern to the City.</p>	<p align="center">Office of the City Manager</p> <p align="center">Code Enforcement</p> <p>Stacey Bristow, Neighborhood Partnership Manager, (510) 583-4233; Email: Stacey.bristow@hayward-ca.gov</p> <p>Eusebio Espitia, Code Enforcement Supervisor, (510) 583-4173, Email: Eusebio.espitia@hayward-ca.gov</p>



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Adopt-a-Block Program



The **Adopt-a-Block Program** allows individuals, businesses, faith based groups, non-profit organizations, schools, and other entities to take ownership of and participate in enhancing the appearance of our wonderful City.

As an Adopt-a-Block participant you are able to select (adopt) an area you prefer to keep litter and graffiti free. Or, you can chose from a list of available areas. An Adopt-a-Block Coordinator will work with you regarding the application and registration process, safety requirements, supplies, and the reporting process. Once all requirements are met, participants are recognized via signage. Businesses and other organizations, meeting requirements, will be able to have their logo on their signs.

For more information on this program, please contact Blytha Bowers at blytha@aol.com or Colleen Kamai at 510-583-4260.

Help Keep Hayward Safe, Clean, & Green!



Recently, the City Council passed an ordinance to help keep Hayward clean and green and to **fight illegal dumping** that places responsibility on tenants and private property owners to keep the public right-of-way adjacent to their properties free of trash and debris.

Ways You Can Help

- Always **dispose of trash and litter properly** and encourage others to do the same.
- **Report It!** If you see someone dumping on City sidewalks or streets, report it to the Hayward Police Department at 293-7000 or use our online tool, Access Hayward, www.hayward-ca.gov
- Spread the word to friends, neighbors, and businesses that **illegal dumping is a crime.**

More information: contact the Maintenance Services Department at 881-7745.



KEEP HAYWARD CLEAN & GREEN TASK FORCE

Neighbors, residents and business owners cleaning & greening our City
The 4th Saturday of each month 8:30am - Noon

2012 Clean-Up Schedule

- * **January 28** - Meet at: Shiloh Baptist Church 22582 South Garden Ave. South Garden Neighborhood
- * **February 25** - Meet at: Corner of Tyrell Ave. & Shepherd Rd. Tyrell-Glassbrook Neighborhood
- * **March 24** - Meet at: Eldridge Elementary School 26825 Eldridge Ave. Eldridge Neighborhood
- * **April 28** - Meet at: Lot, corner of Harder Rd. and Mocine Ave. Jackson Triangle Neighborhood
- * **June 23** - Meet at: Mission Hills Golf Course, 275 Industrial Pkwy. South Hayward Neighborhood
- * **July 28** - Meet at: Longwood Elementary School 850 Longwood Ave. Longwood Neighborhood
- * **August 25** - Meet at: Leidig Ct. at Tennyson Rd. Harder-Tennyson Neighborhood
- * **September 22** - Meet at: Burbank Elementary School 222 Burbank St. Burbank Neighborhood
- * **October 27** - Meet at: Palma Ceia Elementary School 27679 Melbourne Ave. W. Palma Ceia Neighborhood
- * **November 17** - Meet at: Tennyson High School 27035 Whitman St. Whitman-Mocine Neighborhood

***KHCG Events not held in May and December

For additional information please visit



www.hayward-ca.gov/khcg

Or Call 510-583-4260



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Qualifies for community service hours!



**La Mesa Area (Hayward Highlands) Neighborhood Partnership
Action Plan
Attachment A**

SAMPLE Hayward 3E – Traffic Safety Strategy and Community Partnership

3E's	City	Community Partnership
Education (Information and Sustained Awareness)	<p align="center">Development and Initiation of Education activities - may include, and are not limited to:</p> <ul style="list-style-type: none"> A. Social Media / PSA's / News Media / Public Meetings B. Seed \$ for design and initial creation and installation of signage / leaflets/ mailers (NIP Grant Funds). C. Assist with Neighborhood Organizing Strategies (Neigh. Watch, House Meetings, Door-to-Door, Block Parties – ex. National Night Out, etc.) D. Organize Presentations at Schools, Community Centers, Neighborhood Meetings, etc. E. HPD Officers conduct education / warning stops, and knock and talks with known frequent offenders. 	<p align="center">Development and Initiation of Education activities - may include, and are not limited to:</p> <ul style="list-style-type: none"> A. Possible partnership with Chabot College - P.E.G. Cable TV; Community members to distribute Traffic Safety Campaign materials in neighborhood, and to friends, and family. B. Residents help identify key problem areas; local HOA's and Neighborhood Groups contribute to expansion and sustainability of Education / Awareness Enhancement activities. C. Neighborhood / Community leaders implement ongoing community organizing efforts with all stakeholders (residents, businesses, faith and community service organizations.) D. Volunteers train to be presenters to various groups.
Enforcement	<p align="center">Hayward Police Department will conduct periodic, time limited, un-announced traffic enforcement in high-risk areas.</p>	<ul style="list-style-type: none"> A. Community stakeholders (residents, businesses, and faith /community service organizations) help to identify high-risk areas. B. Community stakeholders regularly report repeat offenders with critical information (i.e., descriptions of people and vehicles, days of week, and time of days when problems most frequently occur.) C. HOA's, residents, businesses, and other stakeholders help identify repeat offenders.
Engineering	<ul style="list-style-type: none"> A. Change physical environment, in accordance with established engineering standards and legal requirements, in order to control traffic patterns and driver behavior. B. Utilize public funds in a prudent, and cost effective, manner. 	<p align="center">Neighborhood and community stakeholders provide feedback about the perceived effectiveness of implemented engineering interventions, and offer ideas and suggestions to supplement objective traffic surveys and other engineering studies.</p>