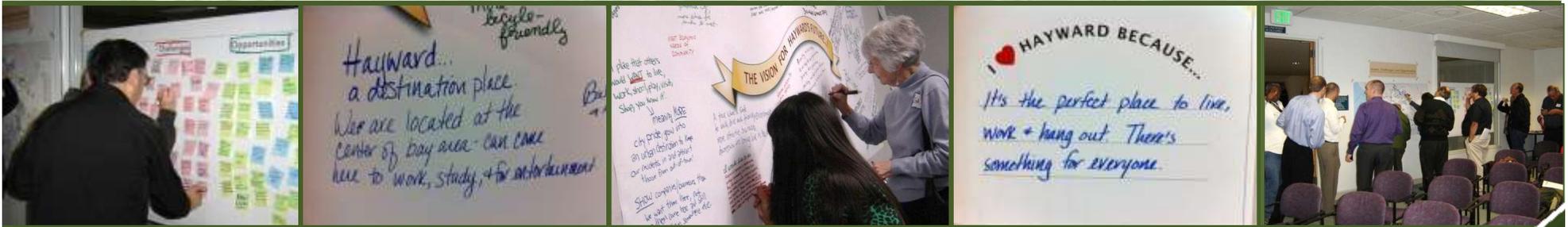


...LOOKING FORWARD
2040
HAYWARD GENERAL PLAN

**Community Workshops and Neighborhood Meetings
Summary Report and Written Comments**



February 2013

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1.0 INTRODUCTION

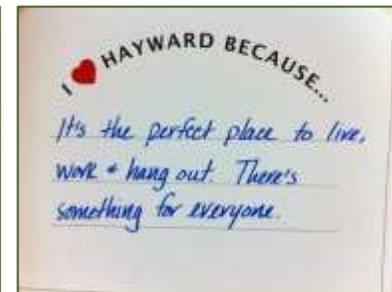
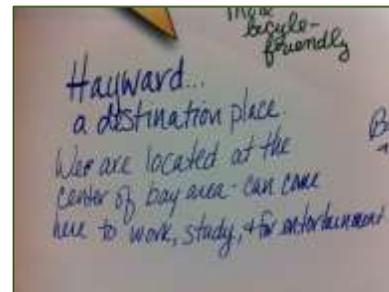
As part of the City's comprehensive General Plan Update, the City of Hayward conducted six Community Workshops in November and December 2012. In addition, members of the General Plan Update Task Force conducted nine neighborhood meetings in January and February 2013. The Community Workshops and Neighborhood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

Community Workshops:

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

Neighborhood Meetings:

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

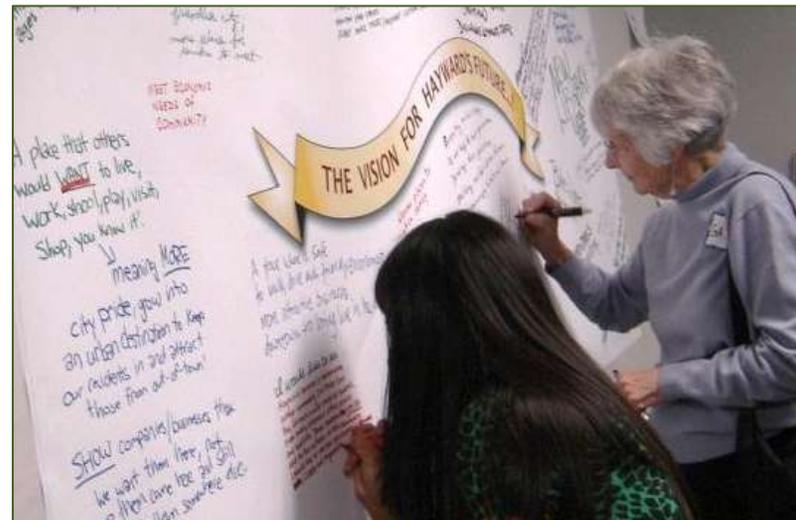


At each Community Workshop, City Staff presented an overview of the General Plan. The presentation described what a general plan is and why it is important. It also provided an overview of Hayward’s process and schedule for updating the Hayward General Plan. After the presentation, community members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

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

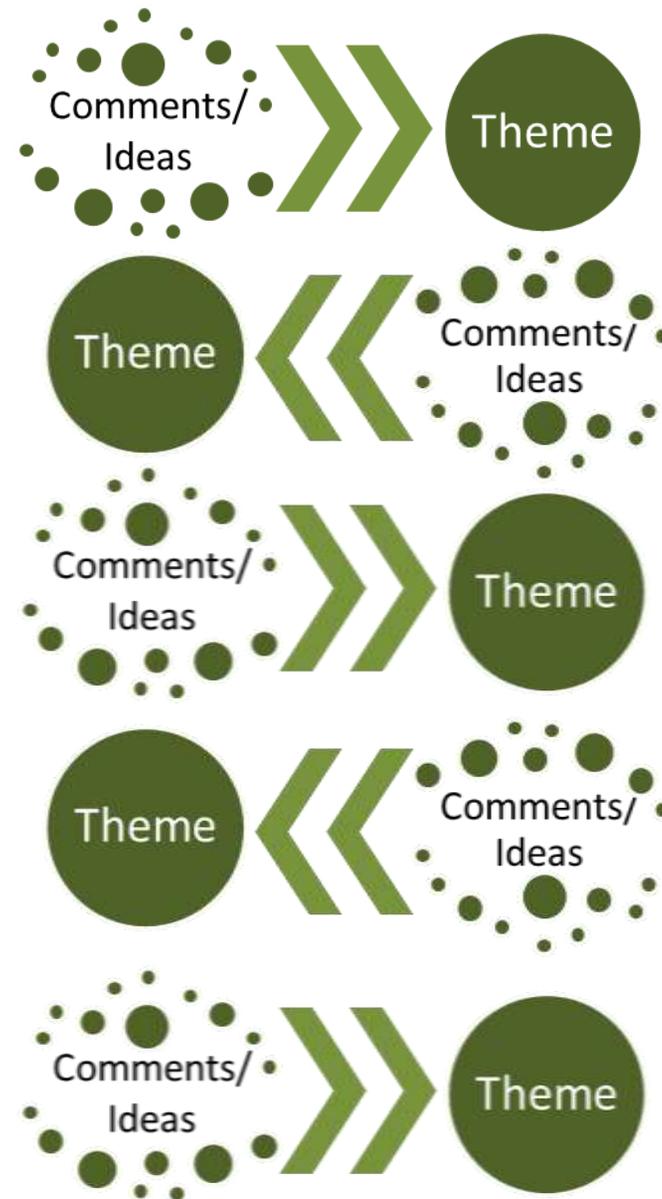
After the exercises, community members participated in a large group discussion to summarize the major ideas or themes expressed during the exercises.

The Neighborhood Meetings were similar to the Community Workshops. The meeting agenda, presentation, and exercises were slightly modified for smaller group discussions, but in general, the questions asked were the same.



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

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

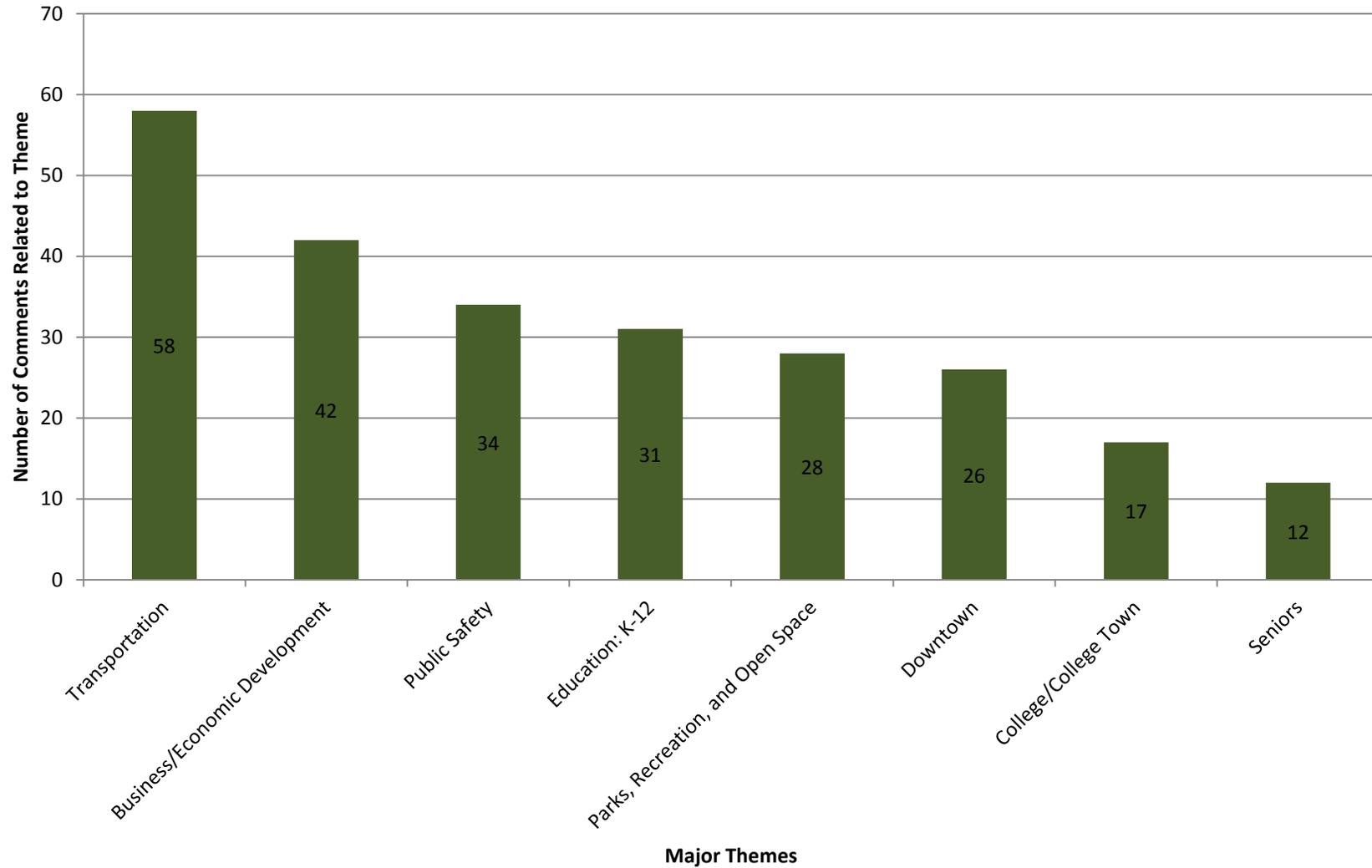


2.0 SUMMARY OF WORKSHOP/MEETING EXERCISES

The figures on the following pages identify the number of comments that were related to the top themes identified for each exercise.

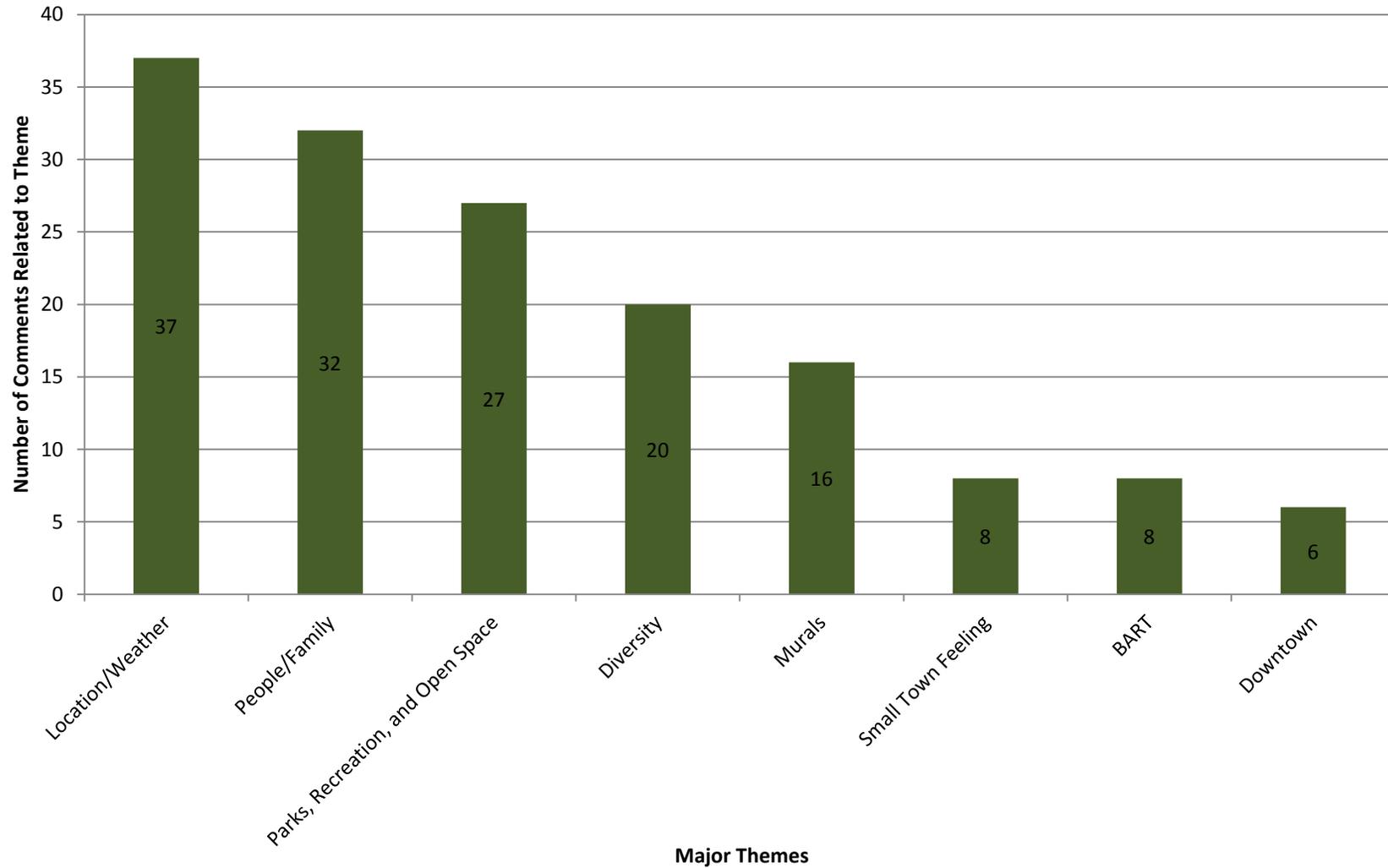
These charts provide a visual summary of the community's concerns and priorities and provide an initial understanding of the main topics that should be addressed in the 2040 General Plan. All of the written comments for each workshop and meeting exercise are provided in the Appendix A through D.

Figure 2-1: “The Vision for Hayward’s Future” Exercise



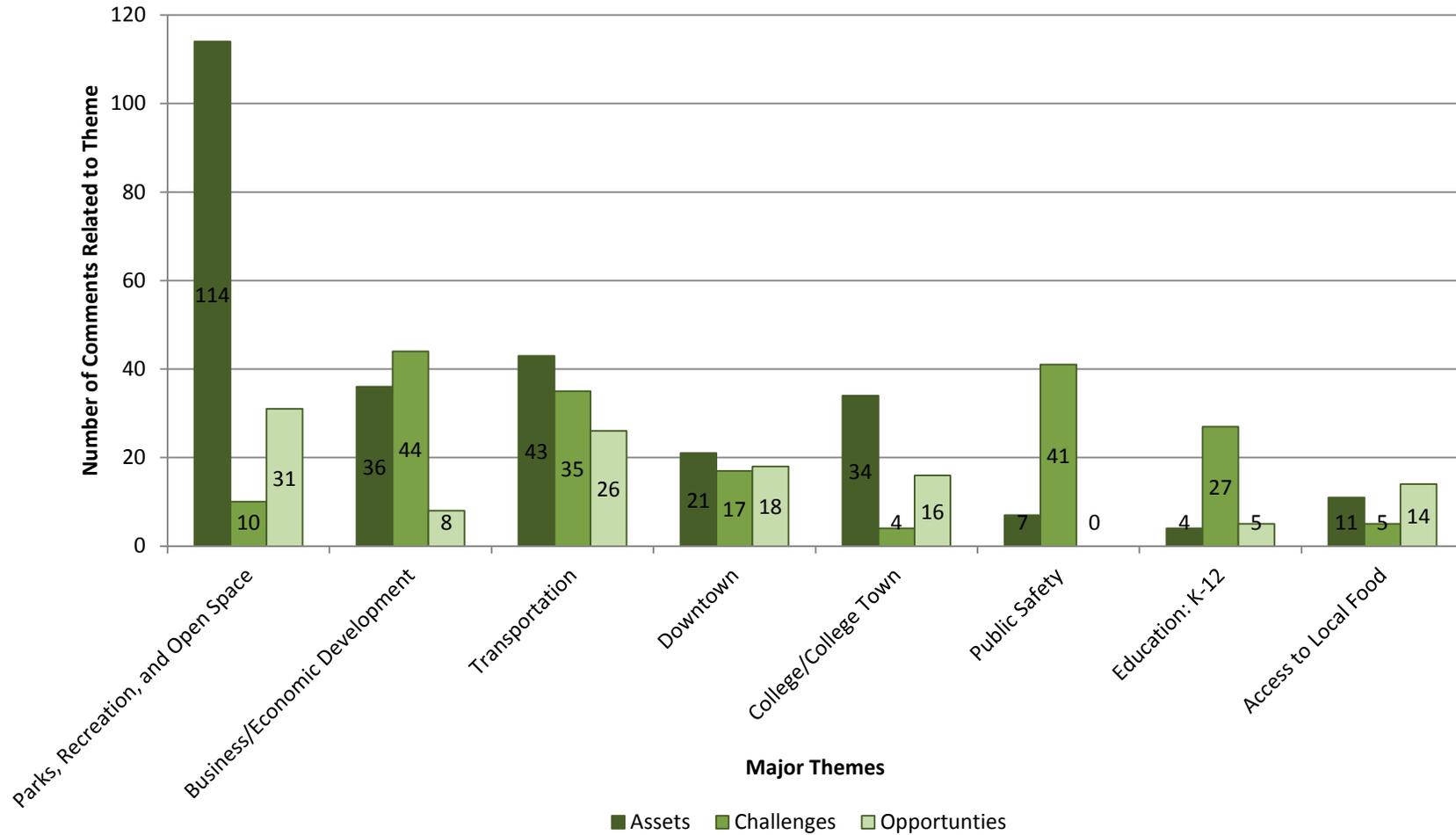
Note: All written comments from this exercise are provided in Appendix A.

Figure 2-2: “I Love Hayward” Exercise



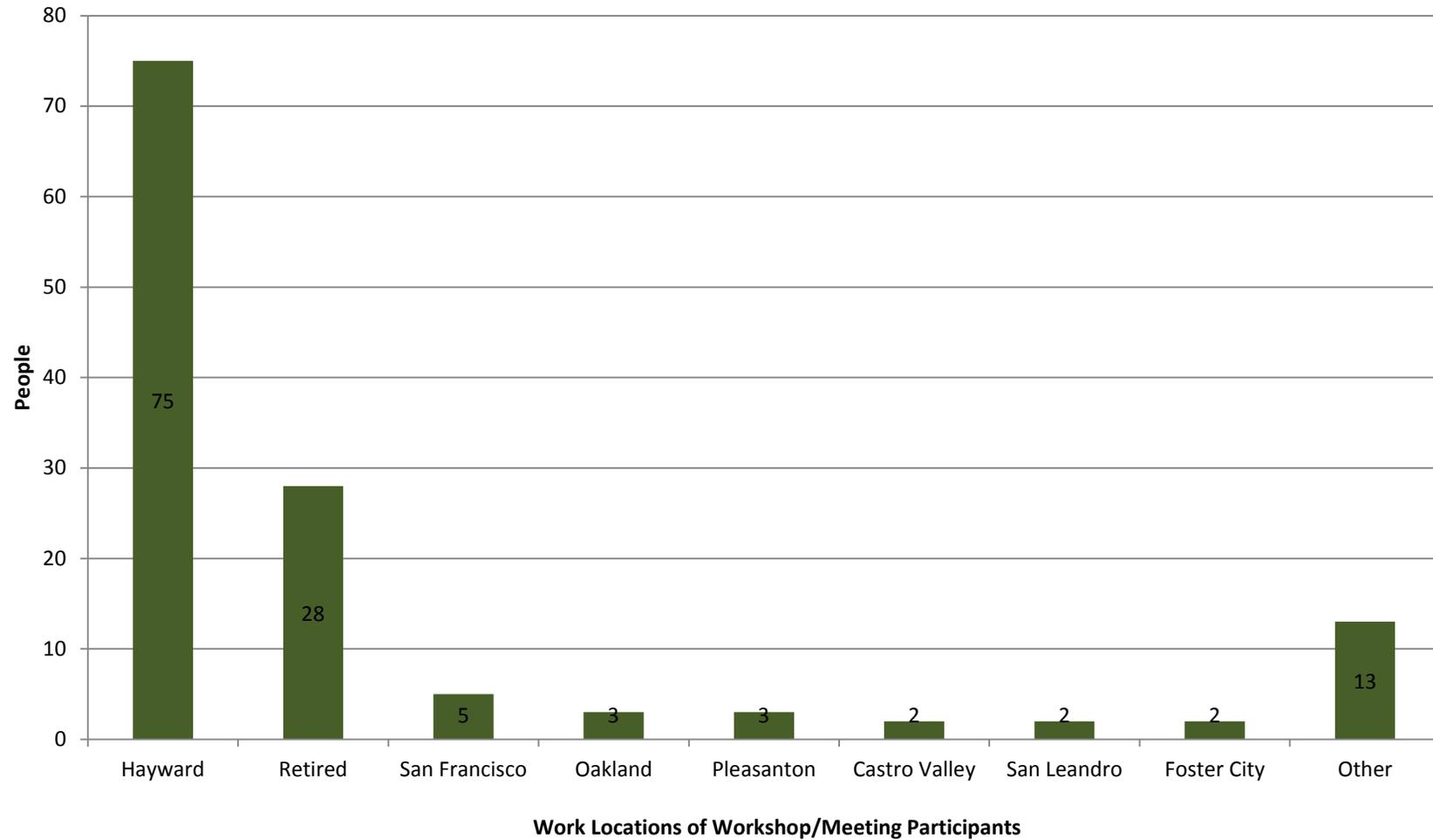
Note: All written comments from this exercise are provided in Appendix B.

Figure 2-3: “Assets, Challenges, and Opportunities” Exercise



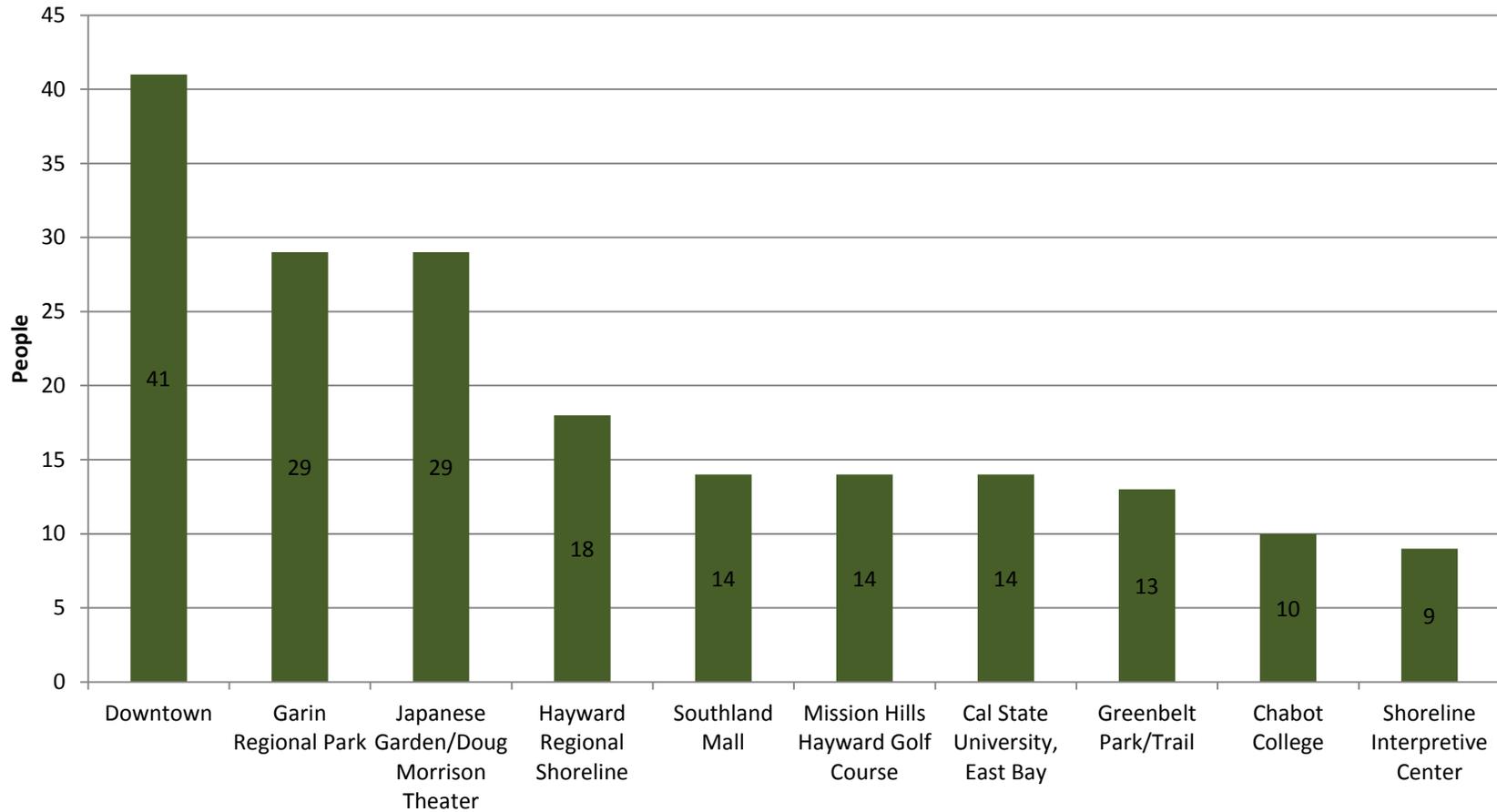
Note: All written comments from this exercise are provided in Appendix C.

Figure 2-5: “Live, Work, and Favorite Place” Exercise: Work



Note: All written comments from this exercise are provided in Appendix D.

Figure 2-6: “Live, Work, and Favorite Place” Exercise: Favorite Place



The Top 10 Favorite Places In Hayward

Note: All written comments from this exercise are provided in Appendix D.

3.0 Findings

Based on the data presented in the figures, the main priorities of the Hayward community are:

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

Appendix A:

Written Comments from “The Vision for Hayward’s Future” Exercise

“The Vision for Hayward’s Future” Exercise

RESPONSES THAT ADDRESS MULTIPLE THEMES OR IDEAS

- Young professional program “Alive after 5” programs etc...; After school programs (YMCA, Boys & Girls Club, Soccer clubs, etc.); Active activity programs – running, tennis, swimming, bike clubs etc...; More festivals and events; Vibrant downtown with walkability & community; Safe community; Support Cal-State and Hayward High School;
- Continue upgrading/updating the area. The streets are looking good, downtown is getting nicer. Offer incentives to retail stores, keep small businesses going and don’t bring in conglomerates. So many old, decrepit buildings- demolish them, sell the land. Develop an “outlet/factory store” area with lots of parking.
- More entertainment venues, a hub for educational pursuits, much expanded library facilities. More attractions for attracting merchants to locate here.
- Get rid of blight. I like the art program. ‘Would like to see more family-oriented functions. ‘Apartments along Foothill and Mission Boulevards to encourage the use of retail and restaurants downtown.
- We need to improve our schools and roads (7)
- Need more businesses, better streets, more places to shop (8)
- Cal State Hayward working with the community to allow the community to the campus. A Town Center (B to A, and Mission to Foothill) and a modern shopping center with new businesses.
- Hayward should be a safe, diverse community with strong cultural and educational opportunities and a great friendly place to run a business.
- Green as possible-drought tolerant, low water use public landscaping. Downtown “transit villages”. A “Prepared” Hayward city-wide and in neighborhoods for emergencies.
- A working class community with clean streets. People trash the streets – they don’t care.
- Better schools. More Businesses.
- Keep Tennyson Blvd. clean. Sweep and wash dust off of streets in dry season.
- I would like Hayward to be the Heart and Soul of the Bay – be the go-to place for food, art, socializing, education, etc... (2)
- Safer – more cultural and other music entertainment.
- Hayward- A vibrant, green, and safe city that thrives on its diversity. With good jobs, good schools, and an exciting internationally diverse entertainment district downtown.
- Clean city with a growing thriving downtown with store fronts all occupied
- Hayward is great. With its two colleges, parks, blues music history, but it must get out of these poor economic times and eliminate all vacant store fronts downtown & elsewhere, and the crime that comes with it.
- Walkable cities, safe biking, local services, no cars, clean air.
- Daylighted and natural creeks. Neighborhood food gardens.
- Community resilience and respect. Peaceful people. Care for the earth.
- Improve Mission Boulevard. Decent retail.
- Safe, well managed community. Lots of well-paying jobs. Well maintained streets. A variety of shopping. White table dining. Adequate police and fire protection.
- I would hope for: Well-maintained homes; businesses other than “99cent” stores and taverns; neighborhoods where neighbors know one another; “Green” practices, setting an example for other towns.
- Be” The Heart of the Bay”: (H)omes that are near other amenities; (E)ducational excellence ; (A)ttactive to new businesses ; (R)esponsible to environment; (T)rend setters, not reactionary.
- Leader in education and research; Center for software and training; Create a Center for Presentations; Cultural Center through educational centers in Hayward; Have an annual event that would give Hayward name recognition; Develop a center for Theater; A safe Walking City; Transportation hub for other parts of the Bay.
- A place where people of all income levels want to live, work and raise their children. Great public schools. Intergenerational collaboration: seniors helping kids, kids helping seniors.
- Less crime and better school system

“The Vision for Hayward’s Future” Exercise

RESPONSES THAT ADDRESS MULTIPLE THEMES OR IDEAS (CONTINUED)

- A place where residents can go to a downtown area for safe entertainment, shopping, dining and camaraderie. Citizens who are proud of where they live.
- Safe sidewalks on every street. Bicycle lanes, all places handicapped-accessible. More resources for the homeless.
- Senior housing, open space, more public transportation
- Healthy, safe, sustainable – more parks / open space, great schools, good paying jobs, healthy happy people
- Hayward “Communiversality” Town; mandatory student community service; pre, K12, post grad – full spectrum education; clean and green – no graffiti, no gangs; urban farms vs vacant lots (even if temporary); community gardens, trees trees trees
- Leader in the green movement; parks and hiking trails everywhere; bike friendly, great bike system;
- A sustainable, compact, safe place to live, work, and get entertained.
- Safe, clean streets and fully utilized land
- Pedestrian mall B Street; transit shopping center (fruitvale); discourage commute traffic;
- Respecting our rich history as we help the next generation; develop their possibilities; melding our past with our future; and encouraging the arts and music
- A safer, cleaner, friendlier city; more places for seniors to meet
- A place where is safe to walk, drive and friendly environment; more attractive businesses downtown to bring life to the area
- Let’s make Hayward the place to be – job growth, including high end professions; more fun: multi-sports/ entertainment complexes like Silliman; waterfront recreation like kayaking, boating, restaurants, bicycling; premium shopping: outlets and southland mall renovation; roadway improvements: fix potholes and time light signals for better flow; continue improvements to service coordination; example: can combat crime, make neighborhoods safe, more trees, (re-forestation), new library, city-wide wi-fi; improve pedestrian/ bike thru-ways;
- Agricultural Hub- enough local produce to feed the entire city, should we be cut-off from the rest of the world. Live where you work! Work where you Live! Walkable City – all amenities centralized. Abundance of high-quality jobs. Be voted a city with the Best Quality of Life. Excellent transportation- many options, frequent service, low carbon emissions. Have more of an “inner city” where people come together to eat, work and be entertained. A true “College Town”- lots of things for students to do/see, plenty of cafes, inspire our youth always. Less cars! Growth Boundary- no more sprawl, densify inner city for living, working and people-partner with the County and other regions to plan development or redevelopment centered around pre-existing public transportation. “Denise the Menace” type playground for kids (see Monterey).
- A prosperous downtown; businesses that cater to the community-family restaurants, college age eateries and shopping (Hayward needs to take advantage of the College age demographic so those students shop here-Mel’s diner). Housing should have adequate off-street parking. Enforcement of Building codes, especially pertaining to illegal rental conversions. More sports fields for the community and children on evenings and weekends. Convention center for large public events. Bowling Alley.
- Central to all the Bay Area, “Heart of the Bay”, but not a convention town?
- A downtown that, A) encourages small businesses through reasonable rents and B) has a permanent pedestrian mall. More opportunities for youth-after school teen centers. Annual downtown street talent show on the pedestrian mall. Hesperian Boulevard is a traffic nightmare-what can be done? What about a free-or very low cost electric train (like there used to be) the length of the Boulevard? Santa Barbara did it-why can’t Hayward?? Better schools, less or no graffiti and gangs.
- Hayward Open...for business, to more interaction between cultural groups, to better communication between academic/non-academic populations. Lots of interaction, less isolation. More small “d” democracy, less separation and elitism.

“The Vision for Hayward’s Future” Exercise

RESPONSES THAT ADDRESS MULTIPLE THEMES OR IDEAS (CONTINUED)

- A place that other would want to live, work, school, play, visit, shop, you know it;
- From the above statement, meaning: more city pride, grow into an urban destination to keep our residents in and attract those from out of town;
- Hayward...a destination place. We are located at the center of the bay area- can come here to work, study and for entertainment.
- Schools that attract top students. Shopping areas and social areas are seen as SAFE, welcoming, thriving. We develop a vision that will launch us toward the ranks of the highly desirable cities in the Bay Area (Where to live, shop, support, etc..). Majority of Hayward residents know this vision, agree with it, and take active role to make it happen.
- I would like to see Hayward be more open and welcoming to youth and young families- parks, recreational activities, dog parks; running trails to promote running/hiking/ biking; greater collaboration between residents, schools, businesses; greater emphasis on family might help schools; A bustling, thriving downtown area.
- Safe streets. No graffiti. No gangs. More parks. Better schools.
- I would like to see a clean city. Bring new high technology businesses to Hayward. Improve our roads. More public transportation for seniors. Safety in the BART Station and Shopping Mall. Improve the old buildings in downtown and also residential areas. Better home landscaping. Improve the safety in this City with more police.
- Provide means for work or other outlets for those Mexican people on Tennyson – perhaps a mobile job and social worker van can be placed on Tennyson. The senior centers provide lunch by “Spectrum”. I and others don’t like the way it is structured. The operation for providing lunch was assisted by a lot more senior volunteers (keeping seniors active). Also “Spectrum” required advance registration and that is not always possible. Attendance at lunch has dropped off.
- It should be a big grand vision but infrastructure alone is not the answer. We need a better union among the law abiding citizen a mandate, agreement.
- Need affordable health care/hospitals, recreation, education
- Redevelop Mission Boulevard and Industrial (east of Rail Road) with mixed use- mostly condos, townhouses, apartments, ASAP. 2. Level Holiday Bowl – work with the HAND and other local agencies to acquire apartments next to Mission Hills GC and build mixed use with a recreation component. 3 & 4. More parks. 5. Concentrate retail-reduce the number of strip malls-pursue quality. 6. More trees. 7. Electric/hybrid shuttle to Fremont to North Hayward, straight back and forth along Mission.
- Enable Hayward to develop real community spirit rather than a community people drive through on their way to somewhere else. More youth programs. Develop the shoreline for more public use. Take advantage of the great weather and location (between the Bay and Hills). Create more appealing downtown area (by Safeway). Tear down old City Hall and replace with a park that draws people down to the Japanese Garden or Restore old City Hall and use as a Community Center.
- The BEST schools! Make a community that welcomes LGBTQ persons openly. Improve the pedestrian friendly walk area and add bike paths so that cars are “optional”. Focus on seniors and making the area safe for them.
- Help support Lighthouse Community Center every time the City Council Declares Gay Pride Week. Fairway Park – We are rapidly losing business locations. Fresh and Easy is leaving and we have also lost a hardware store. City needs to help stimulate new business here.
- Bring back nurseries. Need more restaurants and night clubs. Less development. Need more bowling alleys and entertainment.
- Need signals at Holy Sepulcher Cemetery entrance! Need to finish Mission Blvd. Everyone is cussing about it! When will it be finished? Think of all the businesses hurting!
- Welcoming and affirming with more local jobs.
- Decent health care. Thriving businesses. Ample living space
- Reduce slum-lord rental housing, and improve schools
- Less gang activity, less traffic, more safe neighborhood.

“The Vision for Hayward’s Future” Exercise

RESPONSES THAT ADDRESS MULTIPLE THEMES OR IDEAS (CONTINUED)

- A vibrant walkable “destination” town, i.e. people from other great communities come the Hayward for an event, dinning or shopping, especially since BART is right downtown.
- Should be a city with: destinations, not a “pass through” city;
 - Quality educational systems, not “teach to lowest common denominator”;
 - With job opportunities for youth, not limited to fast food establishments;
 - Tough law enforcement, intolerant of gang activity;
 - Neighborhood organizations (the same as downtown)
- My vision for Hayward is a downtown that is thriving with exciting businesses, a place where the young people of Hayward can gather without fear of gangs. A City that continues to develop the beauty of the city. I love the new look of Hayward, the murals, the new street lamps, the landscaping in the medians. I’m loving it!! A place that our seniors can navigate easily and a senior commission that focuses on the growing needs of the elderly in our community. More “events”-fun things that the entire community can get involved in, such as dance lessons in the square, Hayward Idol- music concerts in the park.
- No graffiti, no gangs, a walkable community with excellent, affordable and safe public transportation. Attractive to new businesses, a place people love to move into, hate to leave, miss it if they are away. Prepared for climate change issues and schools that are safe and will prepare students for becoming successful, responsible contributing members of our community, and or wherever in the world the decide to live. Beautiful public open spaces, landscaping, parks maintained, fantastic artwork,
- The arts are the ultimate expression of a society’s ideals and goals, therefore they must be a central part of the community. Focus on advertising cultural events that take place- there is a lot going on that people don’t know about.
- Concentrate on Green energy and sustainable living. Green, clean and great place to be.
- Wider and better roads, less traffic, cleaner and more attractions (places & activities)
- Good community services; events and gathering places that make it feel like “home”; planning to protect the environment; educational opportunities for all levels of the community; safe-gang activity no longer present; good parks and recreation department with broad services; inexpensive classes and many volunteer opportunities
- Better roads; less homeless people in the streets and community events.
- BART in Mission Boulevard; more cops, less homeless people in Downtown; better schools; cleaner streets and parks
- That it will get better and there will be more activities
- A place for everyone to feel safe. A city where high end stores are built and maintained
- Like to see more stores, restaurants and park areas
- 2040 - maybe better control of traffic and crime
- Continued focus on city appearance and schools. More family and kid restaurants and businesses downtown (an arcade or computer gaming spot)
- Hayward should stay as a home town community, adding more fairs and festivals to attract more families

THEME: EDUCATION: K-12

- Good schools
- Yo quiero mas esquiclas: I want more schools
- More collaboration between City, H.U.S.D & colleges.
- Better schools.
- Que las escuelas tienen mas paseos afuera a los museos. Obras teatrales que conozcan San Francisco, Alcatraz, historia: That schools have more field trips to museums. Theater plays that/to learn (the) history of San Francisco, Alcatraz.

“The Vision for Hayward’s Future” Exercise

THEME: EDUCATION: K-12 (CONTINUED)

- Education center
- Improve educational opportunities
- Continual focus on educational opportunities for all – K – University
- Good school district
- Improve the schools!

See comments under “Responses that Address Multiple Themes or Ideas” for more comments related to education and schools.

THEME: PUBLIC SAFETY

- No gangs. Safe walking spaces.
- Hayward will be the kind of place that reflects Charlie’s ideals – no crime, drugs or “problems”.
- Purple to the people (lots of purple) (neutral gang color to promote life, love, unity, and community)
- Yo quiero mas luses: I want more lighting
- Having places to walk safely
- Safe place. No graffiti.
- Safer, a helpful 911
- Safer – less street crime.

See comments under “Responses that Address Multiple Themes or Ideas” and “Transportation” for more comments related to public safety.

THEME: BUSINESS/ECONOMIC DEVELOPMENT

- Big hotel and convention center.
- Become a destination for businesses and retail/dining customers
- Entertainment venues
- A new hospital for the city – able to serve all in need of healthcare
- Businesses that meet the needs of the community
- Meet economic needs of the community
- Become business friendly, developer friendly
- Show companies/ businesses that we want them here, not have them come here and still shop/play/learn somewhere else;
- More stores and other businesses so people don’t need to get jobs somewhere else.
- Need jobs for young people.
- More retail
- More hotel lodging and places for conferences/ meetings
- No Empty Stores!
- More businesses choosing to open here – i.e. tech companies
- Too many thrift store type businesses. Would like a more affluent look to the city. Mission road is now a start.
- Upgrade image and overall aspects of Southland Mall, possibly create an activity center.
- Encourage technology businesses to move here through start-up parks.
- Places to attract jobs. There are enough bedrooms but it is jobs that attract people.
- Let’s see “gillig buses” again
- Want more big corporations that will provide jobs and they should be "hi-tech" from Silicon Valley.

See comments under “Responses that Address Multiple Themes or Ideas” and “Downtown” for more comments related to business/economic development.

“The Vision for Hayward’s Future” Exercise

THEME: COLLEGE/COLLEGE TOWN

- I would like to see...Hayward become a sustainable college community. Cal State East Bay attracts a wide range of students from many different cities, states and countries. These students can/do add to the richness of the community. I would like to see the relationship between CSUEB and Hayward happen again. Help the city, by helping Cal State East Bay!
- Really like having Chabot in Hayward/ wanted Chabot influence and involvement in Hayward to increase.
- Connecting our university students with downtown
- Cal State: Build Connection and Pride: Opportunity
- College. Opportunity to learn.
- Promotion of our community college and university
- I would like to see the city of Hayward and Cal State East Bay have a better relationship

See comments under “Responses that Address Multiple Themes or Ideas” and “Education: K-12” for more comments related to college/college town.

THEME: DOWNTOWN

- Central downtown
- Vibrant, historic downtown – great food, shops, the arts blossom
- Do something with old city hall on Foothill Boulevard.
- Continue to revitalize downtown. Move homeless from downtown.
- A downtown like Pleasanton or Walnut Creek
- More upgrades to downtown.
- More downtown outdoor restaurant seating. More night life.
- A better downtown
- Create (zone) vibrant, internationally themed entertainment district with music, dancing, festivals, and eateries. Keep residential units outside traffic circle so noise isn’t a problem

See comments under “Responses that Address Multiple Themes or Ideas” and “College/College Town” for more comments related to Downtown.

THEME: TRANSPORTATION

- Want to be able get around town once we do not have a car and do not have family or neighbors to drive them (they knew about Paratransit but said it was too complicated and did not go where they wanted to go).
- Want bus shelters so when it rains they do not have to stand in the rain.
- Want to be able to walk to places and not get run over (5 people mentioned this- one said the crossing lights are not on long enough to get across the street and another said that the too many of the sidewalks are not flat and there is a risk of falling.
- Need better signage on roads to the senior center and improved access route to the senior center (eleven people who commented on the signage issues).
- Need a bike rental program
- Don't like the traffic that runs through Hayward to cut to the freeway.
- Want Foothill to be two lanes with more parking and trees and let the commuters go a different way.
- Want more parking in front of stores.
- Want more buses going places they want to go (4 people and they said they want to go to the store and to the pharmacy and doctors).
- Bike lanes that are safe
- Wider sidewalks
- More Bicycle friendly.
- More bicycle friendly
- More options and spaces for non-automobile transportation

“The Vision for Hayward’s Future” Exercise

THEME: TRANSPORTATION (CONTINUED)

- The Beeline Bus! The campus has two bus services, AC Transit 60 and the Hillhopper Shuttle, but both are slow and infrequent. The Beeline Bus would be fast, frequent, and free for all students, based on rapid bus technologies and affordable financing by student parking fees and parking fines.
 Rapid bus: direct route, mid-size for maneuverability, dual mode diesel electric for fast hill-climbing and regenerative braking, no step boarding using raised sidewalks and guided docking, no far collection for minimum dwell time, signal preemption and right land jumping for speed in traffic, 8 minute run time, 10 minute headway. <http://brucebarrett.com/hapa/> has a PowerPoint: Sustainable Access to CSUEBH.pptx
- Fourth Street Extension: Widen a bit and extend Fourth Street to E Str.
- South Hayward:
 - Use Joint Powers Authority to reform parking policy, improve walkability, support a less car-dependent life style, and balance parking with shuttle access to BART
 - Reform parking policy: Transportation Demand Management; easy pay parking charges based on willingness to pay, not over charging; unbundling parking from rent, reduced parking based on economics, shared parking, use of parking revenues for short corridor shuttles
 - Shuttle also supports corridor redevelopment less dependent on cars <http://brucebarrett.com/hapa> click on South Hayward Alt Access Planning
- Improved A.C. Transit...more express busses
- Better disable parking spaces and sidewalk openings.
- Fewer potholes
- Want more handicap parking spaces since we are almost all handicapped.
- Need sidewalks fixed so are safe to walk on.
- Much better public transportation
- Better Access to CSUEB Hayward: The Campus has only two access roads. There used to be three, and now traffic gets congested. The new campus master plan calls for a new entry road off of Parkside Drive. This access would alleviate congestion and improve circulation for people in Hayward, benefitting both the campus and the community. This project could be added to the General Plan and Hayward could help find funding for an affordable project. Traffic to campus could once again use Campus Drive and not have to go downhill and back up again through congested intersections. Traffic from the neighborhood would have an alternative access south, with a slow speed on the south side of the campus. <http://www20.csueastbay.edu/af/departments/facilities/design/master-plan.html>
- Want a light rail on Mission.
- Better traffic routing
- Buses should be more affordable and safer
- Need better identified bus shelters
- Ensure transportation options for seniors – many of whom are on very limited incomes

See comments under “Responses that Address Multiple Themes or Ideas” for more comments related to transportation.

THEME: ACCESS TO LOCAL FOOD

- Allow for combination zoning, ag + residential; high density and community gardens
- Farmers Market - Celebrating 25 Years!
- Urban Farming Opportunities: Community Gardens
- Family food production: Urban Farms-commercial sales- farmers market- corner stores; Food growth education- demonstration gardens: Urban business farms-local food grown for local restaurants.

See comments under “Responses that Address Multiple Themes or Ideas” for more comments related to access to local food.

“The Vision for Hayward’s Future” Exercise

THEME: HOUSING/NEIGHBORHOODS

- Yo quiero mas casas: I want more houses
- Hayward being the city people want to live in
- Any future high density development should be next to, or include sufficient recreational open space.
- More small neighborhood commercial areas (less driving)-meet your neighbors.
- I would like to see mixed housing with shops.
- Want a grocery store near my house that I can walk to (I had 7 people who raised that point)
- Bayview Villages:
 - 34 acres of old quarry near campus
 - City has designated for Sustainable Mixed Use
 - About 1,000 condos and townhomes
 - A new kind of neighborhood to achieve affordability, sustainability, mobility, health and security, design, and community
www.bayviewvillage.us
- Well maintained owner-occupied homes

See comments under “Responses that Address Multiple Themes or Ideas” for more comments related to housing and neighborhoods

THEME: PARKS, RECREATION, AND OPEN SPACE

- I want more gyms
- A healthy city – we have very few walks, runs, groups exercise opportunities
- Yo quiero mas pools: I want more [swimming] pools
- Yo quiero mas parques: I want more parks
- More parks
 Youth active in the preservation, habitual use and visitation of our parks. From an early age, youth given opportunity and encouragement to participate in park activities.
- More public space
- More parks and trails and open fields for people to walk on.
- More pools
- Maquinas para hacer ejercicio al aire libre en los parques: Machines for outdoor exercise in the parks.
- Mas parques para correr y caminar: More parks for running and walking
- Leave open space around the creeks
- Daylight Hayward’s creeks, restore riparian and native habitat- even if just where ever possible.

See comments under “Responses that Address Multiple Themes or Ideas” for more comments related to parks, recreation, and open space.

SENIORS/SENIOR CENTER

- Want the Hayward Senior center renovated to look more modern (three people mentioned this and one said compare it to the senior center in Castro Valley)
- Education for seniors
- Want a full senior center in a more convenient location to Hayward residents in South Hayward (3 comments on this- one person said they lived by Tennyson)

See comments under “Responses that Address Multiple Themes or Ideas” and “Transportation” for more comments related to seniors.

“The Vision for Hayward’s Future” Exercise

OTHER RESPONSES/IDEAS

- More food services for the homeless.
- New library now
- Build a better connection
- The Heart of the Bay!
- The “go to” city of the East Bay
- Many well-funded community-based non-profit organizations
- Community calendar
- Museos cerca en el area de Hayward: Museums nearby in the Hayward area
- Computer access
- Earthquake Routes
- Accountability for the 2002 Plan and this one – What worked and what didn’t? How do we make the “vision” a reality?
- Yo quiero mas vasuras: I want more garbage (service?)
- Yo quiero mas vancas: I want more benches
- I would like to see more work done along Mission Boulevard from the plan that we saw a few years ago. All the builders along each side of Mission would then improve the look as we drive down the street.
- Don’t want power plant! Pollution and Air Pollution!
- Community center (work with B.A.N.)
- A new and better hospital.
- Jazz Clubs
- Be a thriving small town
- A better urban forestry program – coordinated with Alameda County
- Maybe something similar to the growth of the City of Dublin
- Want more enforcement of the requirement that cars have to be removed from the curb on the street sweeping day and people should be fined if they don't.
- Want a requirement that garage sale signs have to be removed in 24 hours after the sale is over or there is a cleanup fine.
- A better place for my daughters with more features
- Steam clean Tennyson Road from Mission to Hesperian
- Yo quiero mas zoo: I want more zooYo quiero mas zologico: I want more zoo
- More amusement parks

Appendix B:
Written Comments from “I Love Hayward” Exercise

"I Love Hayward" Exercise

RESPONSES THAT ADDRESS MULTIPLE THEMES OR IDEAS

- We are becoming: Friendlier than Berkeley, smaller than Fremont, much less spread out thankfully and ever more diverse
- It's where I live, work, and play – and it's the best place to be
- It is my home away from home. Born and raised in Los Angeles, I moved up here to Hayward because of CSUEB. Hayward has become my home after 3 years. I would love to see this beautiful, nurturing city become a visitor's destination.
- It's the perfect place to live, work and hang out. There's something for everyone.
- Live, play here
- It hold so much potential/hidden gems
- It has a great location and lots of potential. The unique and "non-chain" restaurants are awesome! (The chains are good as well!)
- 'Of where I live, it's quiet, pleasant and I am able to hike the hills.
- High quality living at low cost. It seems completely safe, and residents appear to wish it to stay that way.
- I have to admit that I do most of my shopping and dining outside of Hayward. I like walking, shopping and eating in downtown Livermore. It's clean and you feel safe and there are lots of local businesses. Please look at that as a model.
- Me and my family have lived in Hayward for many years and I am currently going to school here
- The People! Most are very Friendly and Helpful – So close to so many parks! Location!
- All my friends live in Hayward, and I always meet new people/friends; Honda Hayward gave me a great deal when I bought my first car.
- My daughter lives here and I love going on outings to the park or exploring downtown
- There's a lot of good restaurants, there's car repair shops that are inexpensive & my friends live here.
- For the most part I feel pretty safe in Hayward, and I like all the different and interesting people I meet.
- 'of its diversity, both in its people and it's environment-from salt marshes to the greenbelts and parks in the hills
- 'of its weather an also its location.
- 'it has a lot of history and character. Convenient location to work and places to go.
- 'of the great weather and location: close to airports, BART, colleges, parks, ocean freeways, San Francisco.
- Diversity of residents; history of the city; active historical society; university; good job at adding homes to the downtown; its own airport; painted street electrical boxes; parks.
- 'of its location and its diversity and abundance of open space...for the dog and I...views of the bay
- I like my neighborhood, in the hills with a rural atmosphere- the great views
- It is centrally located, affordable living and a variety of geography creating an interesting landscape, great views, and wonderful sunsets.
- Great weather and affordable housing.
- 'of the great weather and location: close to airports, BART, colleges, parks, ocean freeways, San Francisco.
- 'it blends the rural beauty of the Hills with a historical City Center.
- I have a lot of privacy around my residence. Also, deer, foxes, birds, and turkeys are common.
- I have many friends here. Love the Hayward Senior Center.
- My partner is here- City very involved with its people. Like the fact that you can shop downtown without worrying about time; meters are free for 2 hours.
- The people are great! Your mayor and council people are very friendly!
- It's a wonderful town. I love the "No Room for Racism" signs. I love the people. The downtown is so cute. I love that there are no parking meters. I love that the Bart Station does not charge to park.
- It is a nice middle class area with both a State and local college.

“I Love Hayward” Exercise

RESPONSES THAT ADDRESS MULTIPLE THEMES OR IDEAS (CONTINUED)

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| <ul style="list-style-type: none"> • Quiet place to live. We have few problems with other people. • Because my family was here and I love the weather! • It is where my family and friends live – home is where the heart is, and my heart is in Hayward. One thing I don’t do in Hayward is shop -I go to Pleasanton or San Francisco. | <ul style="list-style-type: none"> • I live here because the climate is wonderful and its close to many other wonderful Bay Area destinations. I am invested in Hayward’s future as a charter member of the KHCG. We care...and we are proud to call Hayward home. |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

THEME: EDUCATION: K-12

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • The educational opportunities • Tiene clases bilingues, un centro parqa los padres en las escuelas: It has bilingual classes, a center for parents in the schools • Tine mucha Oportunidades para los padres y estudiante: It has many opportunities for parents and students. | <ul style="list-style-type: none"> • Yo amo las Escuela de Hayward, Porque hay Servicio Comunitiro, de limpieza donde los Padres, Participan con los hijos: I love the Hayward School because there is community service, of cleaning, where the parents participate with the children • Education centers |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

THEME: DOWNTOWN

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|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Downtown friendly environs | <ul style="list-style-type: none"> • Downtown has a great potential |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------|

See comments under “Responses that Address Multiple Themes or Ideas” for more comments related to Downtown.

THEME: TRANSPORTATION

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Transportation hub • Airport • Easy access across the Bay • It is convenient to go in any direction. At least in the Downtown, Foothill and A St. area. | <ul style="list-style-type: none"> • Central to regional, national, international transportationYo amo a Hayward Porque estan arreglando lo ave de la mision que estaquedando muy bien: I love Hayward because they are fixing the mission avenue which is looking very nice • Close to BART – easy to get to Oakland or SF |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

See comments under “Responses that Address Multiple Themes or Ideas” for more comments related to transportation.

THEME: PEOPLE/FAMILY

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|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Friendly people • My wife lives here • Friendly residents | <ul style="list-style-type: none"> • It’s allowed me to grow as a person and meet wonderful people • Friendly people • Family |
|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|

“I Love Hayward” Exercise

THEME: PEOPLE/FAMILY (CONTINUED)

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Great city to raise a family • The people • It is a caring community • We come together to advance our mutual goal of making our city prosper • The people are really genuine and are a total mix of everything under the sun – where else? • Of the people. Educated, but not too snooty. • It is very family and community oriented. I like that families stay in Hayward and many have several generations living close by. | <ul style="list-style-type: none"> • It’s a comfortable city. Been here since 1959. Family safe • City with a heart • This is where my family is • Leadership has been LG inclusive • Home of the first gay prom • I’ve grown up here and all my family, friends and childhood memories have all been built in Hayward. So really, when I think of home, I picture Hayward.
Because I’m so close to all my good friends! (2) |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

See comments under “Responses that Address Multiple Themes or Ideas” for more comments related to people/family.

THEME: PARKS, RECREATION, AND OPEN SPACE

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Parks (2) • Great parks • Yo amo a Hayward Porque tiene parques: I love Hayward because it has parks • It’s big and awesome with parks, schools and amusement parks • It has Bay Shore • It has hills • Proximity to the hills and the Bay | <ul style="list-style-type: none"> • Garin park (2) • Shoreline • The gorgeous hiking trails • Shoreline and open space • Access to Bay and hills • Lots of wonderful green space in Garin & shoreline • ‘Of the Hill areas! Open spaces • It is close to a lot of green space |
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THEME: SMALL TOWN FEELING

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| <ul style="list-style-type: none"> • Feels like a small town • Small town feel & big city opportunities • Small town feeling – but close to big cities • It has a small town “homie” feeling as per years back • It’s a small town and I was born in a big city. | <ul style="list-style-type: none"> • Has a small town feel • It is small enough to have (potentially) an intimate feeling of a “hometown.” • A small and big city at the same time |
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THEME: LOCATION AND WEATHER

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| <ul style="list-style-type: none"> • Location within the greater Bay Area • Great location: relatively good weather • In center of things to do | <ul style="list-style-type: none"> • Close to everything • I’ve lived here my whole life & I can get anywhere in the Bay Area (central location and good temps) |
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“I Love Hayward” Exercise

THEME: LOCATION AND WEATHER (CONTINUED)

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Close to freeways. Easy to get out to go to other places. • Heart of the Bay, Centrally located, close to SF, San Jose/Silicon Valley, Wine County/Napa and Livermore. • Center of Bay • It is centrally located in Bay Area • It is a central location to all of the Bay area. The potential to thrive as Heart of the Bay is ours for the taking! • Location (2) | <ul style="list-style-type: none"> • every other main city within the bay are in all directions of Hayward • ‘it is centrally located in the Bay Area • It’s central location in the Bay Area - “get everywhere easy from here” • The weather (7) • Hayward is the center of the Bay, and easy to get to other places- or out on a trip. • ‘it is centrally located in the Bay Area • Climate (2) |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

See comments under “Responses that Address Multiple Themes or Ideas” for more comments related to location and weather.

THEME: DIVERSITY

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Diversity – the whole world has come here. We are rich. • Diversity of our residents • Diversity (6) • It is ethnically diverse – like my family! • Ethnic mix of people who are not full of themselves • Diversity | <ul style="list-style-type: none"> • It is so diverse • It’s “diverse” • It is incredibly diverse • Population • ‘we are a diverse community that works together. |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

See comments under “Responses that Address Multiple Themes or Ideas” for more comments related to diversity.

THEME: MURALS

- | | |
|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • The murals • Love the murals (9). | <ul style="list-style-type: none"> • I love the beautiful murals all over downtown (5) |
|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|

THEME: OTHER RESPONSES/IDEAS

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Has a great library and staff • I live in a good neighborhood • This has been my home for 60 years. • It’s home • Excellent city staff | <ul style="list-style-type: none"> • I love my home. • Trees of all kind • Business here for years • It is my home • Opportunity for improved community |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

"I Love Hayward" Exercise

THEME: OTHER RESPONSES/IDEAS (CONTINUED)

- The opportunities to serve are endless
- Hayward has potential
- Hayward is a great place to live
- The art galleries
- There are many opportunities for growth
- Is the heart of the Bay
- Hayward is at the Heart of the Bay
- 'of city departments I've interacted with, including personnel in HNA, HPD & HFD.
- Rent control for mobile homes for senior citizens.
- It is beautiful.
- I work at a vibrant College – Chabot
- I grew up here
- It's a source of my education
- It's somewhat safe...
- Needed a nice area to purchase a home – so Hayward was the right place for me.
- Is pretty peaceful
- Access
- Community events
- Home – born & raised
- It's where I live
- Born & raised 58 years -- have seen a lot of changes – I want to see if the Best is yet to come
- It is not too small and not too big
- The insight to offer free WiFi downtown is an advanced, modern idea.
- I feel that I am part of the solution; that the City encourages me to participate.
- I've been given a great opportunity to improve a community. It seems that I checked my ideals in the cloak room back in the 60's. This is my chance to get them out, dust them off and use them.
- Street parties, movie nights and community events.
- Community policing
- It's clean, its quiet and it's not dirty.
- Enjoy having the senior center to walk to and like the bridge so that can access from the nearby apartments.

Appendix C:

Written Comments from “Assets, Challenges, and Opportunities” Exercise

“Assets, Challenges, and Opportunities” Exercise

RESPONSES THAT ADDRESS MULTIPLE THEMES OR IDEAS

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Festivals!! Music, arts, cinema • Chabot, CSU, waterfront, freeways • Great drinking water! Plunge • Parks. Hetch Hetchy water • Diversity, cultures, business, economic – place for all • Entertainment and safety – attractive downtown • Hiking in the hills; galleries downtown • Central location, great city government, re-vitalized downtown, weather • College, airport, BART, Amtrak, natural beauty, Bay and hills • Park system (hiking, recreation), photo central – photography, arts and education; historical buildings • Diversity. Location • Vacant properties and open space • 3rd Thursday Street Party & Shop Hayward Program • Great location (Heart of the Bay). Room for job creation, housing, recreation • BART Station, Chabot College, Japanese Garden • Diversity / food 	<ul style="list-style-type: none"> • Blighted neighborhoods, gangs, crime • Cannot get help when the neighbors trash up their yard and create hazards that do not fit neatly into either calling the city for weed abatement or calling the police for a problem (had three seniors who described issues they were having that have gone on for a year or more- all three involved back yards with fences falling down, dogs (pit bulls) in yard or nonconforming structures and junk in back yard and drugs (or growing drugs). They were frustrated and scared having already tried the police and the weed abatement and solved the front yard but no one department could address the overall problem for them. They cannot afford to move so they put up with it. • Mission BL: traffic, empty buildings, run down appearance of many buildings, crime 	<ul style="list-style-type: none"> • Growth can be managed creating housing, business siting close to transportation • More business downtown and be a university city • Cal State dorms and friendly shops, entertainment in downtown
THEME: EDUCATION: K-12		
Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • 5 new schools – need more • Burbank Elementary School 	<ul style="list-style-type: none"> • K12 education must rise • Schools (5) 	<ul style="list-style-type: none"> • HUSD, Chabot, Cal State • Improved HUSD

“Assets, Challenges, and Opportunities” Exercise

THEME: EDUCATION: K-12 (CONTINUED)

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Hayward High School • New school board 	<ul style="list-style-type: none"> • HUSD (2) • HUSD – poor academic performance, safety • School performance • Low performing schools • Schools/Education – • School system needs to be integrated into city plans • Education not directed to needed skills • Poor Education • Children safety and education amongst gangs and violence • Low performing schools • Better partnership with city & HUSD & colleges • Retain students into secondary schools • Mt. Eden High School • Tennyson High School • Education • Lack of education causes people to act uneducated, don’t know how to treat public property or have responsibility for their actions • Schools (need an elementary school closer to Eden Shores) • School system needs to be integrated into city plans • Condition of schools • Low performing schools & issues with safety 	<ul style="list-style-type: none"> • Make our schools the top in the state (so the middle class will return) • Educated population • Connect more with schools to disseminate info to families

THEME: PUBLIC SAFETY

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Accredited police department • 9 fully functioning Fire Stations 	<ul style="list-style-type: none"> • Gangs (3) • Crime (3) 	

“Assets, Challenges, and Opportunities” Exercise

THEME: PUBLIC SAFETY (CONTINUED)

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Great Police Department • 9 Fire Stations Open • Great Fire Department • All Fire Stations Open • Not gang injunctions 	<ul style="list-style-type: none"> • Crime/Shootings (16) • Crime and the fear of it that keeps people away • Reduce crime • Gang injunctions • Gangs/graffiti • Wannabe gangs / actual gangs • Crime: 90% north of Industrial through to 238/580 • Crime rate too high. • Not enough police on the street • We empower gangs by restricting red & blue in schools • Crime – uncomfortable, uneasiness • Crime – break-ins etc. • Reduce visible safety issues – especially crime on streets • Safety – Police & Fire • Gangs (by Ruus Elementary School) • Gangs (by Tyrell Elementary School and Shepard Elementary School) • High Crime Area (between Tennyson Park and Silver Star Veterans Park) • Gangs (by Bowman Elementary School) • Gangs (by Longwood Elementary School) • Gangs (by St. Joachin Elementary School) • High Crime Area (by Shepherd Elementary School) • More police – foot patrol needed • Beating down graffiti and filth 	

“Assets, Challenges, and Opportunities” Exercise

THEME: HOMELESSNESS

Assets	Challenges	Opportunities
	<ul style="list-style-type: none"> • Homeless in the creek • Get rid of homeless • Help the homeless Pan-handlers in large parking lots • Homeless littering downtown streets & helping the homeless 	

THEME: BUSINESS/ECONOMIC DEVELOPMENT

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Gillig Bus Company. • Industrial area (2) • Good water brings strong economy (opportunities) • Southland (3) • Good restaurants • Some good restaurants • Elephant Bar • Appleby’s • Theaters • Industrial base / jobs • Specialty shops • Little theater (2) • Theater • Restaurants (by Southland Mall) • Costco • Cinema • Douglas Morrison Theatre (2) • New Cinema • Buffalo Bills • Mall 	<ul style="list-style-type: none"> • More new businesses • No large hotel and convention center • Job opportunity for youth • Need a convention center • Medium to upscale lodging • Youth unemployment • Hayward is a middle to low income city; difficult to attract high end restaurants and stores; higher end tax base, spending for better schools etc. • Fairway Park has few stores and a very small and insignificant grocery store • Family friendly restaurants • Businesses that serve families • More better paying jobs needed • Dealing with difficult business process from City • Bureaucracy – slow, costly process blocks new business • Streamline BS permitting • Huge number of closed businesses • Job opportunities • Jobs 	<ul style="list-style-type: none"> • Be “the Heart of the Bay” for multiple industries, education, innovation • Business condo ownership to attract and keep vital businesses • Draw people to shop in Hayward • The mall could attract many more shoppers – improve safety and more stores • We need more cafes for family to eat here in Hayward then we don’t have to go out of town to dine • Vegan and vegetarian dining • Small commercial community centers • Grocery store in Southland area • Shopping in the hills • Attract big employers as economy recovers especially near downtown and Foothill • Reserve good areas for jobs • Location in Bay Area is ideal for business growth • Huge opportunities to appeal high tech industry • Area at I-880 and Industrial should be re-zoned as Retail-Commercial • More jobs for youth

“Assets, Challenges, and Opportunities” Exercise

THEME: BUSINESS/ECONOMIC DEVELOPMENT (CONTINUED)

Assets	Challenges	Opportunities
	<ul style="list-style-type: none"> • Rethinking economic development • Seen as a difficult place to do business • Redevelop the Southland Mall – make it a regional commercial center • Jobs • Southland Mall • Former Auto Row • West side of Mission Boulevard between Harder and Jefferson (including Haymont Plaza) • Southland Mall: More stores for today and more safer parking • More stores on Mission Boulevard between Valle Vista and Industrial • Southland Mall needs much work • Don't like the construction effects on the businesses on Foothill (6 people said this). • Holiday bowl • Lost Centennial Hall- Need an event center • Simplify and strengthen mentoring for new businesses • Vacant store fronts • Need more restaurants and shops not cookie cutter • Bring new business to the city • Clean the city • Need a grocery store in the southern area • Need more skating / bowling • Need fabric stores • Filling empty commercial business building on Mission • Empty (vacant) commercial properties along Mission & Foothill 	<ul style="list-style-type: none"> • Attract businesses of all sizes • Better Southland Mall • Former Auto Row • West side of Mission Boulevard between Harder and Jefferson (including Haymont Plaza) • Southland Mall: Redo area. Cover parking. Better stores. Place for teens to go. Kids play area. • Premium outlets at Industrial Parkway Southwest and Whipple • Convention Center/Hotel at Industrial parkway and Highway 92 • Hesperian Corridor along Chabot College • Southland- Revitalize • Vacant schools into tech centers or start-up parks • South Hayward needs more grocery stores and less liquor stores • Integrate Cal State entrepreneurs (EB) into employer development/young professional programs, events, start-up opportunities in large empty buildings downtown • Bring in new industry and high tech employers • Bowling Alley and other family friendly activities • Event Center, Banquet-large capacity party area • Bring more business to So. Hayward Industrial Area • Trader Joes • Jobs at Southland mall • Build a conference center (old Centennial Hall site?)

“Assets, Challenges, and Opportunities” Exercise

THEME: BUSINESS/ECONOMIC DEVELOPMENT (CONTINUED)

Assets	Challenges	Opportunities
	<ul style="list-style-type: none"> • Foothill retail space empty • Empty storefronts • Too many empty buildings: City Center, old city hall, storefronts • Too many vacant buildings near Foothill Blvd and Rex Street corridor Bureaucrats block music, dancing, and other entertainment venues 	<ul style="list-style-type: none"> • Shopping needs: good woman’s clothing, bagels, stationary, anchor department store • More new businesses near Mission Blvd and Fairway • Convert empty buildings to entertainment places for youth and families

THEME: COLLEGE/COLLEGE TOWN

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Cal State East Bay (9) • Chabot College (8) • Cal State and Chabot (6) • Cal State East Bay attracts a wide range of students from different places to Hayward • Community college and university • University provides intellectual stimulation • Colleges / Learning – work/learn in Hayward • Higher education: CSUEB, Chabot, Everest, Heald, Life Chiropractic • Cal State: Job Skills, Library, culture, sports Hayward Adult School • College and university • Chabot College – great school 	<ul style="list-style-type: none"> • Relationship between CSUEB and Hayward • Cal State East – hill is a physical barrier • Stores to accommodate CSU Students • No need to charge for college 	<ul style="list-style-type: none"> • College town • HUSD, Chabot, Cal State • Cal State pride in town – similar to Berkeley with Cal • Cal State connection and pride • University identity should be downtown as well as on the hill • Cal State East working with Hayward again • Colleges • CSU – East Bay – turn ourselves into a college town. Mirror other college town ideas: bars, cafes fun things to do (cheap) inspiration, high end shops, high end restaurants, jobs, etc. • Stores and services for CSUEB • More business along Mission that ties into the college • College culture – focus on support of colleges in downtown • More educational opportunities downtown – Link colleges

“Assets, Challenges, and Opportunities” Exercise

THEME: COLLEGE/COLLEGE TOWN (CONTINUED)

Assets	Challenges	Opportunities
		<ul style="list-style-type: none"> • Art at CSUH moving into downtown • Keep the college available to all, opportunity for all adults

THEME: DOWNTOWN

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Downtown restaurants, theater, shopping, library • Historic B Street/Main Street core • Farmers Market. B Street entertainment • Downtown pedestrian friendly neighborhood(s) at Foothill to Foothill • Downtown layout has a lot of potential • City hall (3) • Beautiful city hall • B Street (2) • Downtown is a huge potential • Historic Core B Street • Pedestrian friendly downtown and entertainment • City Center: Downtown Shopping Center • Street fair on B Street • Murals on B Street; movies on B Street • Good theater location near B Street 	<ul style="list-style-type: none"> • Boutique shopping downtown • Need more foot traffic, lively downtown • Homeless in downtown • Solidifying a downtown economy • Green Shutter Hotel • Have downtown B Street open later at night – with dancing and music • Vacant storefronts in downtown area • Downtown is not safe for pedestrians at all times • Little night life downtown • More shopping destinations downtown • Senior safety downtown at night • Old City Hall • Mervyns and Old City Hall: Need to resolve and activate these spaces • Lack of great restaurants and boutique shops downtown • No more dollar stores downtown • Vacancy rates downtown- work with landlord to fill spaces & incentives to businesses • Green shutter management 	<ul style="list-style-type: none"> • Create an entertainment zone downtown – dancing, music, international • Bring more variety onto Foothill between A Street and C Street • Library – area should be where everyone wants to be: shopping, food, books, playground, views, trees, picnics, etc. • What do we do about old city hall – tear it down • Develop more retail shops in downtown • City Center Mervyn's area potential • Empty Mervyn's building for art activities • Space to grow downtown • Abandoned buildings, lost downtown jobs (Mervyn's and City Hall sites) • Former City hall/Mervyn's site • Downtown Corridor-mix between Small Businesses and large retail-Foothill • Downtown directory of business in walkable/BART/Theater area • University/Chabot gift shop downtown • programs, events, start-up opportunities in large empty buildings downtown • Historic downtown with unique built fabric • Need large hotel – Mervyn's site or Mission/Industrial

“Assets, Challenges, and Opportunities” Exercise

THEME: TRANSPORTATION AND PARKING

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Hayward Executive Airport should be open to commercial traffic • BART (5) • Downtown BART Station (2) • Amtrak • Transportation center to Bay area and Bay Area airports • Airport (7) • Hayward Executive Airport • Public transport services • Transportation Hub • Road work on Mission is beautiful. Good job! Wondering about downtown routing • Easy access around the Bay Area • Bike Route on Whitman Avenue • Bike lanes on Eden Greenway (2) • Bike Route to Coyote Hills Park • Transportation options • 2 BART Stations • 2 BART Stations & Airport • Bike friendly • Accessibility • Para-transit 	<ul style="list-style-type: none"> • Traffic (2) • Busy roads and speeding drivers are hard for bikes • Speeders • Traffic congestion on Foothill Boulevard • Public transportation in the hills • Limited crosstown corridors during rush hours • Foothill & Jackson & Mission traffic corridors • Cars and heavy traffic • Traffic on Foothill – change viewpoint to serve local needs • Foothill – are we a community or a thoroughfare • Traffic nightmare on Hesperian BL • Overall traffic flow • Sidewalks break due to tree roots • Traffic corridor to get through Hayward as opposed to a great place to live and work • Streets need repair • Lack of stop signs by schools • Transportation from college to downtown area • Adequate parking • Safe Senior public transportation including Hills • “Calm” traffic in residential through streets • Traffic & speeding • Cannot walk or bike everywhere I need to go- need to have pedestrian centric town • Public transportation incentives & service for Chabot students • Safety around BART • Loop traffic 	<ul style="list-style-type: none"> • Amtrak station – connect to downtown • Better transportation connections • South Hayward BART • CSUEB Bee Line Bus • Cable car from BART to Cal State • Public transit improvements • Better access to CSUEB • Fix traffic congestion through downtown • Airport • I see Hayward as one big commuter city road. Get people through it. Road improvements cater to moving people out. Traffic is not business friendly. Those on Foothill have a real challenge in developing their stores. • Put a light rail on Mission from Cal State to Bay Fair • Traffic • More bike paths and pedestrian friendly routes • More bike paths • Public transportation access • South Hayward BART Station (2) • Downtown BART Station • Amtrak Station • Shuttle or good bus service to BART • Downtown loop shuttle-BART-Amtrak-Downtown • Bicycle friendly shuttle • Changing back the loop and return to the grid system • Accessibility!! • Pedestrian walkways – longer light to cross

“Assets, Challenges, and Opportunities” Exercise

THEME: TRANSPORTATION AND PARKING (CONTINUED)

Assets	Challenges	Opportunities
	<ul style="list-style-type: none"> • Accessibility • Reduce heavy traffic at Foothill Blvd • Make it more bike friendly • BART (2) • More public transportation for seniors • Tennyson Road Corridor – circled on map from Huntwood to Industrial • Mission Blvd circled from Memorial Park to northern city limit 	<ul style="list-style-type: none"> • More street lights at front of park (Tennyson Park)

THEME: HISTORIC RESOURCES

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Victorians • Historical homes and buildings • History • Prospect Hill Neighborhood • Hayward Area Historical Society- new building/museum-meeting rooms • Deep history of the city and active historical society • Hayward Area Historical Society- new building/museum-meeting rooms • Historical Buildings • Historic properties (too many to list) 		<ul style="list-style-type: none"> • Preservation Park upper B Street/C Street • Prospect Hill Historic District • Historic district upper B Street • Historic District – lower B • Historic H

THEME: PEOPLE AND FAMILY

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Good people • Family is an institution 		<ul style="list-style-type: none"> • Residents in Fairway park who want to create “the Villages” concept in our neighborhood

“Assets, Challenges, and Opportunities” Exercise

THEME: PEOPLE AND FAMILY (CONTINUED)

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Children, parents, elders, youth • Community involvement • Lots of Children • Lots of involved community members 		<ul style="list-style-type: none"> • LGBTQ welcoming community • Young families looking to settle and grow • Improve LGBT friendly attitude (already pretty good but could be better)

THEME: IMAGE AND REPUTATION

Assets	Challenges	Opportunities
	<ul style="list-style-type: none"> • Attitude about Hayward • Reputation from out-of-towners • Improve the reputation of Hayward • Reputation as “pit of the Bay” • Image • Overcoming Hayward’s “old & non-cultures” image • Branding – Hayward is: safe, learning, cultural, software development • Perception of Hayward from rest of Bay Area • Perception in wider Bay Area – “when people say E. Bay I want them to think of Hayward! • The ghetto reputation it has and in many ways maintained in a way that doesn’t feel like a military hold 	

THEME: BLIGHT

Assets	Challenges	Opportunities
	<ul style="list-style-type: none"> • Too many old rundown apartments • Too many blighted store fronts on Foothill, Mission • Wonderful neighborhoods neglected and rundown 	

“Assets, Challenges, and Opportunities” Exercise

THEME: BLIGHT (CONTINUED)

Assets	Challenges	Opportunities
	<ul style="list-style-type: none"> • Do something with old Holiday Bowl property • Blight: how to revitalize without chasing off the diversity • Old, yucky buildings • Clean up old ugly areas • Loss of redevelopment • Deterioration of housing and retail • Blight along Mission Boulevard • Groveway and Jackson –southeast corner = eyesore • Empty deserted buildings along Mission BL 	

THEME: LIBRARY

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Library (4) • Great library and staff • Public libraries and librarians • Weekes Branch Library (2) • Library by Weekes park 	<ul style="list-style-type: none"> • Library literacy program is great and needs a dedicated space 	<ul style="list-style-type: none"> • New library downtown (3) • Upgrade library facility (2) • Library in Mt. Eden

THEME: YOUTH/YOUTH ACTIVITIES

Assets	Challenges	Opportunities
	<ul style="list-style-type: none"> • No youth opportunities • Youth activities • Youth activities • Reach out to youth farther from the main library • Lots of children 	<ul style="list-style-type: none"> • Develop youth programs – active items like “The Plunge” • Youth opportunities programs • Youth programs (2) • Art and expression youth programs • Youth Teen Centers in all neighborhoods • Lots of children • Putting youth to work/volunteer

“Assets, Challenges, and Opportunities” Exercise

THEME: YOUTH/YOUTH ACTIVITIES (CONTINUED)

Assets	Challenges	Opportunities
		<ul style="list-style-type: none"> • Boys and girls club • Get parents to be responsible for their children • Parent training for working with teens • Develop youth programs – active items like “The Plunge” • Need youth activities where holiday bowl occurred

THEME: ACCESS TO LOCAL FOOD

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Hayward Community Gardens (2) • Farmer’s Market (9) 	<ul style="list-style-type: none"> • Healthy food • Education on all levels regarding urban agriculture – community gardens • Zoning for community gardens • Zoning restricts growing food • Urban food production: food policy, land use, zoning 	<ul style="list-style-type: none"> • Change ordinance to include urban agriculture • Farm to plate healthy living • For people to grow their own food • More urban gardens – be leader in green movement • Neighborhood food gardens • Support community farming (subsidize?) • Urban farm gardens: PG&E land, HARD land, vacant City land • Affordable prices at Farmer’s market for everyone • 2 days for Farmer’s Market • Enhance education opportunity at: Farmer’s Market and Hayward Community Garden • Fill Eden Greenway with gardens and farms • Empty lot across for Hayward High (Caltrans?) great for Community Garden • Community Gardens

“Assets, Challenges, and Opportunities” Exercise

THEME: ACCESS TO LOCAL FOOD (CONTINUED)

Assets	Challenges	Opportunities
		<ul style="list-style-type: none"> Community gardens linked to community grocery stores and make sure every neighborhood has a grocery store with produce within a mile of all homes, which will reduce the buying of food at convenience stores

THEME: HOUSING/NEIGHBORHOODS

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> Affordable Housing built by City Hall/BART Stonebrae (4) Southgate neighborhood Housing in downtown and near BART 	<ul style="list-style-type: none"> No high density housing Owner occupied residences – not only rentals More home ownership Housing with more parking Too many apartments Affordable housing Large tracts of aging homes Low property values Palma Ceia Neighborhood Area between Tennyson Road and Ruus Elementary School Area by Tyrell Elementary School and Shepherd Elementary School Central Boulevard and Bunker Hill area 	<ul style="list-style-type: none"> Low-income housing Transform into low-income housing Carlos B Quarry Site Central Boulevard and Bunker Hill area Bunker hill Needs Rezoning

THEME: PARKS, RECREATION, AND OPEN SPACE

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> Hills and Bay area provide great recreational opportunities Parks and lakes Sports park 	<ul style="list-style-type: none"> Parks for disabled children Hayward Senior Center needs a face lift (like San Leandro) Exercise and nutritional education 	<ul style="list-style-type: none"> More parks and open space Waterfront recreation, restaurants, entertainment Multi-sports and entertainment complexes

“Assets, Challenges, and Opportunities” Exercise

THEME: PARKS, RECREATION, AND OPEN SPACE (CONTINUED)

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Sports facility – Dream Courts HARD trail system behind • Plunge (2) • Park trails; gardens (2) • Garin Park (8) • Exercise equipment in the marina • Japanese Garden (7) • Parks (6) • Shoreline and hills – open spaces • Shoreline (7) • Parks and open space (2) • Waterfront • Water park (Plunge) • Beautiful views from the hills • Plenty of open space • Hills • Golf courses (3) • Our landscape – hills, shoreline, parks • Open space • HARD Parks: memorial • Park, Hayward Shoreline, • Japanese Gardens, Kennedy • Parks and hiking trails (2) • Hayward Senior Center (2) • Shoreline Interpretive Center (5) • Hayward Regional Shoreline/Shoreline Park (3) • Skywest Golf Course (2) • Kennedy Park (2) • Memorial Park (2) • Stonebrae Golf Course • Alden E. Oliver Sports Park (4) 	<ul style="list-style-type: none"> • Hayward Senior Center needs a face lift (like San Leandro) • Exercise and nutritional education • We need sports and entertainment multi-use complexes: bowling, skating, pool tables in one building • A. Lewis Park: Unknown to me • Creek • Shoreline access • Screwed up shoreline with power plant 	<ul style="list-style-type: none"> • Trail the length of Hayward 238 • More parks like the Japanese Gardens • Pools to swim in • Indoor water park like Silliman (Newark) • Greenway bike path to the shoreline from Winton, along SkyWest Golf course to the Bay trail • A park within ¼ mile of all residences • Jogging, biking trails, dog parks • Community yoga • Parks and recreation services and open spaces • Turn vacant lots into parks while in dis-use • Parks – room for growth • Promote parks through free nature walks and junior ranger program • Finding ways to get kids and families to more parks • Place for community health education & fitness • 238 Hiking Trail • Bay Trail along shoreline • Opportunity to take pictures along shoreline • Trail along San Lorenzo Creek to connect Bay Trail to 238 Trail • Link Greenbelt Park/Trail to Ridgeline Trail • Daylight Sulfur Creek • Sports complex at Industrial and Mission • Centennial Park: Never used • Open land east of Foothill and north of City Center • Cal Trans Homes: Tear down, Parks? • Preservation Park Site at A Street and 4th Street

“Assets, Challenges, and Opportunities” Exercise

THEME: PARKS, RECREATION, AND OPEN SPACE (CONTINUED)

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Gordon E. Oliver Eden Shores Park (2) • Mission Hills of Hayward Golf Course (2) • Greenbelt park/Trail (2) • Dry Creek Park • Cannery Park • Exercise, nature at Garin Regional Park • Mt. Eden Park • Access to Dry Creek park from South Hayward/Union City • Sulphur Creek nature Center • Sulphur Creek nature Center, Shoreline Interpretive Center, Garin Hiking • Photo Central!!!! HARD Property (11) • East Avenue Park • HARD • Creek • Bay view • Parks and trails • Japanese Garden “Great place” 		<ul style="list-style-type: none"> • Clean up creek / turn it into “riverwalk” (238 hiking trail) • Preservation park • Shoreline events

THEME: LOCATION AND WEATHER

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Location – high visibility • Centrally located • Location (5) • Location. Temperature. • Location relative to Bay Area • Central location to Peninsula and airports • Central location • Location in Bay • Weather (2) 	<ul style="list-style-type: none"> • Climate change 	<ul style="list-style-type: none"> • Location!, Location!, location!

“Assets, Challenges, and Opportunities” Exercise

THEME: LOCATION AND WEATHER (CONTINUED)

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Climate • Location and weather (2) 		

THEME: DIVERSITY

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Diversity and friendly caring community • Diversity (6) • Diverse population • Cultural diversity • Richly diverse faith communities • Diversity of residents • Ethnic diversity 	<ul style="list-style-type: none"> • How can someone who does not speak English access community resources • Institutional cultural competency in social services • Assisting non-documented families 	<ul style="list-style-type: none"> • The world has come to Hayward diversity biz etc. • Hayward community cultural diversity • Diverse population • It’s diversity

THEME: MURALS

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • Hard murals • Murals (6) • Thank you for graffiti team. Murals are a great idea that seems to be working 		

OTHER COMMENTS/IDEAS

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • KHCG • County government availability • Great soil in flat lands • Not the power plant • El Farallon, Funky Monkey, • Turf Club, Dirty Bird 	<ul style="list-style-type: none"> • Mission Boulevard between Tennyson Road and Industrial Boulevard has acres of undeveloped land • “Hayward On” – on what crack • Water supply • Release of vacant property owned by government 	<ul style="list-style-type: none"> • Bayview village • New zoning require green, permeable areas • The General Plan revision • Culturally appropriate and enriching night life • El Farallon, Funky Monkey, Turf Club, Dirty Bird • Access to computers • Art organizations

“Assets, Challenges, and Opportunities” Exercise

OTHER COMMENTS/IDEAS (CONTINUED)

Assets	Challenges	Opportunities
<ul style="list-style-type: none"> • High quality water • Many vacant lots • Walking to the store • Mix of residential community • Mimi Bauer • Councilmen/women & Mayor Sweeney – they care! • Easy access to city officials • Lots of room for development • Resources • City staff • Arts community(ies) • All our community events: Blues Festival, Light Up the Season, summer downtown fairs, Zucchini Festival • Blues Festival & Zucchini Festival (local businesses need to be part of these events!) • Cultural opportunities • Hayward senior center • Vacant Cal Trans Land • City Departments HFD, HPD, HNA • Community Art Galleries • CERT Program • Committed Hayward based non-profits • Keep small town feeling 	<ul style="list-style-type: none"> • Racism • Parents • Prevent cutting down trees • Better disabled parking • South Hayward being part of Hayward • Poor zoning and planning on Caltrans land • Public apathetic and everyday obligations • Vacant lots • City staff not putting residents over politics • Generational understanding • Bureaucratic snags • The power plant • Lack of street lights • Too dark in the evening/night on streets • No local access to organic produce and bulk products markets • Communication to community ((12) • Second highest rate of diabetes in Alameda County • High obesity rate for our youth in City of Hayward • Community accountability of City/County institutions • Environmental awareness of general public • Where are the opportunities to volunteer? • Finding City funding – public and private • Visibility of assets • LGBT community is hidden – how do we create a more friendly, open environment • Earth quake fault • Too many people not participating in process 	<ul style="list-style-type: none"> • Music education • Centers of learning, theater • Neighborhood organizations • To take a “tuff” stand on non-compliant buildings, crime and quality of life • Missing an inner city • Be awarded as a truly sustainable city • It needs to improve, but not necessarily be gentrified • Mission BL – blank canvas. • Calpine power • Solar friendly policies • Empty land space throughout the city • More trees • Could create a green community • Landscaping • What higher performing city do we want to look like? • Can we meet our vision to be better by a certain time? • I would like to see here in Hayward a place for senior people have a fun time, dance... • Source of pride: business, schools, sports • Area east of Bret Harte Middle School • QR/2D barcodes to access Hayward information • Incorporate existing arts programs (music and art) • Community Bulletin Boards & central point for all events • Street banners on Foothill and Mission announcing events

“Assets, Challenges, and Opportunities” Exercise

OTHER COMMENTS/IDEAS (CONTINUED)

Assets	Challenges	Opportunities
	<ul style="list-style-type: none"> • Getting people to help (volunteer) money to create the villages concept in Hayward • Green landscape: decrease water use • “Access Hayward” requests balanced with maintenance/repairs • Quality of life • Too much sprawl • A lot of residents are short term or only sleep here and work elsewhere • Getting increased participation for meetings like this • Money to match “wants” • Calpine plant and future air quality • Poor communication – no local paper like Castro Valley • Apathy • Need a new hospital: St. Rose is seismically retrofit to 2030 only • St. Rose 2030 upgrade needed • City needs to work for citizens, not special interests • Walmart was not approved by City Council (would have been good for City) • Need to be able to figure out city services (this person did not have a computer). • Emergency responders don’t live close to Hayward • Less funding available for non-profits • Combine water bill: EBMUD / Hayward Water • Collaboration with the City 	<ul style="list-style-type: none"> • Hay City – Have Booth at Street Party – City Booth at Farmers Market • Community resource center like non-profit B.A.N. Center in Fremont • City clean-up day run by City Hall • Collaboration among city boards, commissions and task force(s) • Strategic partnerships encouraged by the city. More music opportunity for musicians to do their craft

Appendix D:

Written Comments from “Live, Work, and Favorite Place” Exercise

Live:

At the Community Workshops, participants indicated where they live by placing green dots on a Map of Hayward. Dots were placed in the following locations:

- Fairway Park (13 dots)
- Hayward Highlands (8 dots)
- Downtown (8 dots)
- Mission Garin (6 dots)
- North Hayward (6 dots)
- Upper B Street (5 dots)
- Southgate (5 dots)
- Harder Tennyson (5 dots)
- Mission Foothill (4 dots)
- Tennyson Alquire (2 dots)
- Jackson Triangle (2 dots)
- Longwood/Winton Grove (2 dots)
- Cal State University, East Bay
- Cherryland
- Eden Shores
- Burbank
- Industrial Corridor
- Glen Eden

At the Neighborhood Meetings, participants indicated where they lived by providing a written response on a small comment card. Below is a summary of the responses:

- 23965 2nd Street at “E”

- The Old Hayward Highlands (2)
- Hayward Heights/Highland
- Margaret Drive
- Ridgeview Terrace Development in unincorporated Hayward
- Highland Boulevard (3)
- San Leandro (Director of Cinema Place Gallery on “B” street)
- Woodland Estates (10)
- 2482 Lancaster Court, Hayward
- 3644 Oaks Drive
- Garin Park, Fairview Neighborhood
- Spanish Ranch II, Mobile Home Park
- 2519 Oaks Drive
- 22680 Valley View Drive, Fairview
- Ashland
- 779 Paradise Blvd.
- Southgate
- Calaroga Ave
- 29099 Mendez Rd., Spanish Ranch II
- Just moved to Hayward and love it.
- Hayward
- San Leandro
- Fairview
- Fairway Park (2)
- Prospect Hill
- McKeever Ave.
- Prospect St.
- Cotter Way (2)
- Bailey Ranch

- Top of Second St.
- Dublin (Not Hayward)
- San Leandro
- Grove Way (just outside City)
- Alameda
- Jackson Triangle
- Bourbon Drive (2)
- Welford Circle
- Hayward Hills
- Resota Street (2)
- Live in S.San Fran., have family in Hayward
- Cardinal Street
- Harder/Moline Neighborhood
- Canyon View Court
- Burbank District
- “D” Street
- Old Highland’s Neighborhood
- Lancaster Court
- Flamingo Avenue
- South Hayward
- Yosemite Way

- Hayward: Industrial Corridor (6 dots)
- Hayward: Jackson Triangle Neighborhood (5 dots)
- San Francisco (4 dots)
- Hayward: Mission Foothill Neighborhood (3 dots)
- Castro Valley (2 dots)
- Foster City (2 dots)
- Pleasanton (2 dots)
- Hayward: Tennyson/Alquire Neighborhood (2 dots)
- Hayward: Fairway Park Neighborhood (2 dots)
- Hayward: Southland Mall (2 dots)
- Hayward: Cal State University, East Bay (2 dots)
- Hayward: Fairway Park Neighborhood (2 dots)
- Hayward: North Hayward Neighborhood (2 dots)
- Hayward: Harder Tennyson Neighborhood
- Hayward: Longwood/Winton Grove Neighborhood
- Hayward: Hayward Highlands neighborhood
- Hayward: Upper B Street Neighborhood
- Hayward: Burbank Neighborhood
- Hayward: Southgate Neighborhood
- Hayward: Eden Shores Neighborhood
- Hayward: Whitman/Mocine Neighborhood
- Hayward: Mission Garin Neighborhood
- Hayward: Chabot College
- Alameda
- Mountain View
- Livermore
- Martinez
- Daly City
- San Bruno

Work:

At the Community Workshops, participants indicated where they work by placing orange dots on a Map of Hayward. Dots were placed in the following locations:

- Hayward: Downtown (12 dots)

- Oakland
- San Leandro
- Richmond
- All Over Bay Area
- Retired (10)
- CSUEBay
- Mission Boulevard
- Chabot Community College
- Santa Clara
- Fremont

At the Neighborhood Meetings, participants indicated where they worked by providing a written response on a small comment card. Below is a summary of the responses:

- Pt. Time work in Hayward
- CA. dept. of corrections various County jails and state prisons
- A Street, Oakland & SF
- Self-employed from home
- Home office in Hayward; field work entire East Bay
- Retired (2)
- Retired from Luckys & BBQ vendor @ Farmers Market
- Eden I & R/211 Alameda County on B
- Volunteer in Art Dept. at CSU
- Sun Gallery
- HUSD teacher
- Retired
- Retired from Cal State University

- Real Estate (Hayward and Castro Valley)
- Hayward
- Retired
- Retired
- Attend ceramic classes at Senior Center and Community Center
- Retired
- Volunteer at Senior Center
- Retired nurse
- South Hayward (Huntington and Tennyson)
- Retired
- B Street
- Retired
- Retired
- NA
- Work in San Jose, Santa Rosa, and Sacramento
- NA
- Retired
- Retired
- Work at Chabot College and in Downtown Hayward
- Work in San Leandro, go to school at Chabot College
- Work in Union City, go to school at Chabot College and Los Positas
- Work at Chabot College
- Work at Chabot College and husband works at San Lorenzo High School
- go to school at Chabot College
- Work in downtown Oakland, go to school at Chabot College
- Chabot College (3)

- Menlo Park
- Mission Boulevard
- Treeview & Southgate Elementary Schools, Chabot Community College
- Unemployed
- S.San Fran. & San Mateo
- San Carlos
- Retired (4)
- Pleasanton
- South Hayward/Union City Border
- Schafer Park School
- San Francisco

- Memorial Park (6 dots)
- Hayward Community Gardens (5 dots)
- Alden E. Oliver Sports Park (5 dots)
- South Hayward BART Station (4 dots)
- Gordon E Oliver Eden Shores Park (3 dots)
- Stonebrae Golf Course (3 dots)
- Don Castro Park (3 dots)
- South Costco Shopping (3 dots)
- All Saints Church (3 dots)
- Industrial Corridor (3 dots)
- Downtown BART Station (2 dots)
- Martin Luther King Middle School (2 dots)
- Fairway Park Neighborhood (2 dots)
- Kennedy Park (2 dots)
- Weekes Park (2 dots)
- Amtrak Station (2 dots)
- Foothill Safeway Shopping Center (2 dots)
- Skywest Golf Course (2 dots)
- Sulfur Creek Nature Center (2 dots)
- Former LA Imperial
- San Lorenzo Creek
- Target South Shopping Area
- Former Good Guys
- Individual Home
- Moreau Catholic High School
- San Felipe Park
- Fairway Park Shopping Center
- Fairway Park Swim Club
- Centennial Park

Favorite Place:

At the Community Workshops, participants indicated the locations of their favorite places by placing yellow dots on a Map of Hayward. Dots were placed in the following locations:

- Downtown Area (32 dots)
- Garin Regional Park (23 dots)
- Japanese Garden/Doug Morrison Theater Area (22 dots)
- Hayward Regional Shoreline (18 dots)
- Southland Mall (13 dots)
- Cal State University, East Bay (14 dots)
- Greenbelt Park/Trails (12 dots)
- Mission Hills Hayward Golf Course (12 dots)
- Chabot College (10 dots)
- Hayward Executive Airport (8 dots)
- Shoreline Interpretive Center (8 dots)

- Tennyson High School
- Tennyson Park
- Sorensdale Park
- Cannery Park
- Castro Valley BART
- Carlos Bee Park
- Sunset Park
- Old Hayward High School
- San Felipe Park
- Val's Coffee Shop
- Hermit Shack
- Restaurants at Southland
- Eden Greenway
- Former Holiday Bowl
- Montgomery Neighborhood
- Hesperian Shopping by Southland Mall
- Centennial Park
- HARD District Offices
- College Heights Park

At the Neighborhood Meetings, participants indicated the location of their favorite places by providing a written response on a small comment card. Below is a summary of the responses:

- My neighborhood and the people who live there
- Golf Courses (Mission Hills)- inexpensive and well maintained(2)
- Movie theatre- many movies and beautiful(3)
- My home

- (3)Downtown- stores, restaurants, city hall, cinema
- (2)Sulphur Creek Nature Center
- Shoreline Interpretive Center
- My neighborhood green belt
- SCUH
- Little Theatre
- Japanese Garden
- My grandsons house
- Hiking in the Hills- off Oakes and Campus Drive...views from the hills
- Canyons around Woodland Estates
- Buffalo Bills Brew House
- Boun Appetito Italian Restaurant
- Not sure, still exploring –would like to find one (2)
- Movie theatre- beautiful deco
- “B” Street Downtown- a walk down the street is a social occasion
- Library (2)
- Garin Park – vast amounts of fab trails
- The trail behind Hayward Plunge – mountain biking in the Hills-serene and peaceful (2)
- Boun Appetito Italian Restaurant
- Sulfur Creek Park/Memorial Park
- Farmers Market because I get to meet my Hayward neighbors
- B Street
- My home
- Movie theater, Buffet Restaurant on B Street
- Downtown and stores

- College
- Senior Center and Japanese Garden
- All Saint Catholic Church on D Street, Senior Center on E St., and Photo Central
- Senior Center
- Kennedy Park and Senior Center
- Japanese Tea Garden, Little Theater, Senior Center (camaraderie of people at center)
- Hayward Senior Center
- Japanese Gardens
- Movie Theater Area
- Cinema Place
- Home
- Restaurants like Bon Appetito and other nice restaurants with a bar
- shoreline
- Any baseball field where kids can play
- Buffalo Bills – friendly people – good food
- Garin Park (2)
- Stonebrae
- Parts of Downtown/Japanese Gardens
- Lots of HARD parks
- East Avenue Park
- Chabot College – huge diversity of students is what makes it special
- Downtown, including the Japanese gardens and the library. This area still has the old-fashioned “downtown” feeling – a place where you can walk everywhere and do all your errand: library, post office, farmers market, hardware store.
- I love the shopping areas and restaurants around my school, such as Target, Home Depot, Quickly, etc. It’s convenient because I can drop by on the way to school fo quick food or quick shopping.
- Movie theatre (3) – Cinema Place Gallery & Theater
- Downtown- restaurants and walking before midnight (6)
- Skywest Golf Course (2)
- Garin Park – great hiking (3)
- Shoreline
- The Book Store
- Japanese Garden
- The New Burbank School
- Farmers Market
- Chabot Flea Market (3)
- My village neighborhood (2)
- Siam Palace
- Red Chilli
- City Hall and surrounding park feels like a thriving city center
- Hayward Art Gallery
- Silver Star Veteran’s Park