



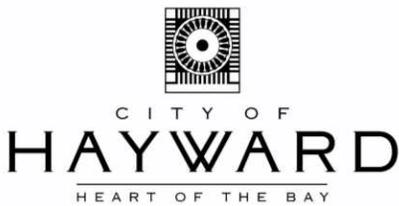
# **General Plan Update Task Force Agenda**

## **Meeting #2 – November 8, 2012**

7:00 pm to 9:00pm

City Hall, Conference Room 2A

- I. Call to Order**
- II. Roll Call**
- III. Introductions: Task Force Members and City Staff**
- IV. Comments/Approval of Meeting #1 Summary Notes**
- V. Existing Conditions and Policy/Regulatory Framework**
  - Overview of Existing Hayward Transportation Plans: Circulation Element, Bicycle Master Plan, Neighborhood Plans, and Climate Action Plan
  - Overview of Complete Streets
  - Alameda County Transportation Commission Approved of Complete Streets Policy
  - California State Legislation and Local funding programs Related to Complete Streets
- VI. Small Group Exercise**
  - Exercise Instructions and Guidelines
  - Identify potential transportation needs in Hayward related to vehicle, transit, bicycling and pedestrian travel
  - Identify potential solutions to these needs.
- VII. Small Group Presentations and Discussion**
- VIII. Public Comment Period**



# General Plan Update Task Force

## Meeting #1 - October 25, 2012: Summary Notes

### I. Call to Order

### II. Roll Call

Task Force Members:	Present	Absent
Alan L. Parso	X	
Alex Harmon	X	
Dana Caines	X	
Daniel B. Goldstein	X	
Diane Laine	X	
Edward W. Bogue	X	
Heather Enders	X	
Julius C. Willis Jr.		X
Justin D. King	X	
Lory Hawley	X	
Monica M. Schultz	X	
Pedrito C. Gella	X	
Ryan Fernandez	X	
Stacy Snowman		X
Veronica Martinez	X	

City Staff at Meeting: Erik Pearson, David Korth, Mary Thomas  
Consultants at Meeting: Jason Jones

### III. Introductions: Task Force Members and City Staff

City staff and Task Force Members were introduced.

### IV. "Get to Know You" Exercise

Task Force members participated in an exercise to get to know each other and the interests of the group. Below is a general summary profile of the Task Force members present at the meeting:

- 2 members were born in Hayward

- 3 members spent the majority of their childhood in Hayward
- 6 members have spent the majority of their adult life in Hayward
- 4 members graduated from high school in Hayward
- 5 members went to Cal State East Bay/Hayward or Chabot College
- 1 member is a Hayward business owner
- 8 members work/volunteer for a non-profit organization: members volunteer for homeowners' associations, Fairway Parks Neighborhood Associations, Cub Scouts, California Library Association, HARD, disaster preparedness/relief groups, Prospect Hill Neighborhood Association, Costanoian Tribe, Woodlands Estates HOA, Maine Coon Adoption, and National Night Out
- 6 members work in Hayward
- 9 members love the Hayward Zucchini Festival
- 9 members are prepared for the next earthquake on the Hayward Fault
- 5 members take BART or Amtrak regularly
- 2 members ride the bus regularly
- 2 members bike regularly
- 6 members have children
- 2 members have grandchildren
- 1 member speaks more than one language
- 10 members are on Facebook
- 5 members are on Twitter
- 6 members say "Go Niners"
- 5 members say "Go Raiders"
- 6 members say "Go A's"
- 8 members say "Go Giants"

As a brainstorming activity, members of the taskforce were asked to complete the following sentence: "Hayward Needs \_\_\_\_\_." Below is a general summary of their responses:

- Entertainment and night life
- A better or more positive image and the reputation to back it up
- A Vision
- Shoreline development/activities
- More middle class families
- Safer neighborhoods in the flats (reduced crime)
- More jobs (at every level)
- More businesses and services for local citizens (businesses are leaving)

- More activities/programs for youth
- Professional jobs
- More businesses/activities to make Hayward a true college town
- More arts and culture
- A restaurants and dining experience, entertainment and nightlife
- Branding
- More pride in itself
- To take on more risks
- Community gardens
- To become a more inclusive community (more inclusive of the poor and diverse cultures)
- To do something with the abandoned car lots on Mission Boulevard
- To turn vacant lots into urban farms (see San Leandro for an example)
- To improve our demographics to attract more businesses to town and get more professional jobs in town (improve the demographic base).
- To eliminate blight along Mission Boulevard (lack of businesses and car dealers have moved to San Leandro)
- To become a destination for culture and arts
- To prepare for 21<sup>st</sup> century: internet, charging stations, green infrastructure, etc.
- An arts cinema
- Better communications and news coverage
- A Hayward Twitter Feed (one that is less oriented to government and more oriented to local events and activities)
- A “wow” factor that attracts people to Hayward

## **V. Overview of General Plan and General Plan Update Process**

Staff provided an overview of the City’s website for the General Plan Update and the Task Force, and summarized the contents of the General Plan Update Task Force binder.

Staff provided a presentation on the General Plan. The following points were emphasized:

- The General Plan is the City’s primary policy document that guides land use, circulation, and economic development decisions, and the overall growth and development of the City.
- The general plan provides the basis for the Zoning ordinance.

- Hayward’s first General Plan was adopted in the 1950s and has been updated every 10 to 15 years. The last comprehensive update was in 2002.
- Hayward General Plan has seven required elements (Land use, Housing, Circulation, Conservation, Open Space, Noise, and Safety) and two optional elements (Economic Development and Community Facilities and Amenities). The Conservation, Open Space, and Noise elements are grouped into the Conservation and Environmental Protection Element.
- The City of Hayward is updating its General Plan to:
  - Better reflect the City Council’s Safe, Clean, and Green priorities.
  - Better address public safety concerns and priorities (Fire and Police services)
  - Comply with State law related to Complete Streets (Complete Streets are streets that are designed for all users, including pedestrians, bicyclists, and transit riders).
  - Incorporate measures to improve public health.
  - Incorporate the recently completed Climate Action Plan into the General Plan (the Climate Action Plan is designed to reduce greenhouse gas emissions).
  - Incorporate the Sustainable Communities Strategy, which links regional housing and regional transportation planning. The Sustainable Communities Strategy identifies Priority Development Areas in Hayward (Cannery, Downtown, the Mission Boulevard Corridor, South Hayward BART). Hayward is expected to grow by 12,000 new households by 2040, and 79% of this growth will be directed to Priority Development Areas.
  - Qualify for the One Bay Area Grant program, which links funding to communities that comply with the Sustainable Communities Strategy and Complete Streets policies.
  - Address the Regional Housing Needs Assessment (4,000 housing units over the next 8 years, 12,000 over the next 30 years).
  - Update and enhance existing topics that are addressed in the General Plan: fire protection, public safety, water supply, water treatment, solid waste, open space, biological resources, water, air quality, floods, noise, economic development, community facilities and amenities (schools, libraries, parks, historical resources, etc.).
  - Incorporate new content into the General Plan: sustainability, health (food, air quality, access to medical care, walking and bicycling), and toxic air contaminants.

Staff provided an overview of the General Plan Update Work Program and Schedule. The following points were emphasized:

- The project will be done in Seven phases: Project Initiation, Background reports, formulate vision, drafting the General Plan, EIR, Housing Element, Adoption Hearings/Final General Plan.
- The General Plan needs to be complete by June of 2014. This is a very aggressive schedule.
- There will be three phases of public outreach: challenges and opportunities, vision and policies, and Draft General Plan.

During the General Plan presentation, Task Force members brought up the following questions, issues, and ideas for the General Plan:

- Creating a Historic District to preserve neighborhood character.
- Park standards: Many residents are not within walking distance of parks.
- Mixed-use and noise: how can we create entertainment and nightlife in Downtown if there is more Downtown housing and residents complain?
- Are we reserving enough land for jobs: offices/high technology businesses? We need to ensure that we do not lose commercial and industrial land to housing. Need to look at the Economic Development Strategic Plan.
- We need to recognize that we are in a changing environment, and there is less demand for office and retail space because of telecommuting and purchasing on-line.
- How are the Regional Housing Needs Assessment numbers calculated? Why does Hayward get more housing than Pleasanton and is the calculation fair? Staff explained that the regional allocation was complex and based on access to transit and past performance of achieving housing goals.
- Can the General Plan address the removal of signs of businesses that have closed down?
- Bus service in Hayward is not reliable. Can we improve transit with Bus Rapid Transit (BRT)? Hesperian and Mission are potential BRT corridors. Having dedicated bus lanes could create more congestion for automobiles.
- Can we address lighting to reduce light pollution and maintain views of the night sky
- How will the success of the plan be monitored? Could the Task Force stay together to monitor implementation? Staff explained that this would be something to discuss with the Council in the future.
- Concerns were raised related to doing accurate traffic counts during roadway construction.
- Roadway and way-finding signs need to be improved for both cars and pedestrians.
- The one-way street system in Downtown was discussed.

- Questions about the Caltrans properties were raised. Staff explained that the freeway will not be built and Caltrans is beginning to sell properties.

## **VI. Overview of General Plan Task Force**

Staff overall Meeting Schedule for the Task Force and described the roles, responsibilities, and expectations of the Task Force:

- Advise City staff
- Promote the project and public outreach events: survey, meetings, and workshops

The Bylaws and Rules of Procedure for the Task Force were discussed and the following points were emphasized:

- The Task Force would operate by consensus and not Roberts Rules of meeting procedures.
- All Task Force members have to complete a harassment course. The course will probably be offered on-line.
- The Task Force must comply with the Brown Act. The purpose of the Brown Act is to keep meetings in the public and to avoid secrecy.
- If approached by the media, Task Force Members are to speak as an individual and shall not imply that their opinion represents the views of the entire Task Force

Staff asked if the Task Force members had any concerns or comments on the Bylaws and Rules of Procedure. No concerns or comments were expressed by the Task Force.

During the discussion, it was determined that three Task Force Members are on the Fairway Park Homeowners' Association, and there was concern that they would not be able to meet with their HOA to discuss the General Plan Update because of the Brown Act. Staff will consult the City Attorney to determine how these Task Force members can engage their HOA without violating the Brown Act.

Task Force Members had the following ideas for promoting upcoming workshops and events:

- Use the Electronic Signs at local schools
- Use the Electronic Freeway signs
- Use street banners for advertising

## **VII. Upcoming Training Sessions and Workshops, and Expectations for Task Force Involvement**

Staff presented information about attending and promoting the upcoming training session and workshops:

- Training Session 1 – November 1, 7 pm to 10 pm in Council Chamber: Staff to determine if the meeting will be televised
- Public Workshops: November 29<sup>th</sup> and December 1<sup>st</sup>

Task Force members encouraged staff to select meeting locations that are accessible to transit.

## **VIII. Public Comment Period**

No members of the Public made Public comments.