

# **Department of Community and Economic Development**

## **Economic Development Committee Meeting**

**December 4, 2006**

**4:00 p.m.**

**4<sup>th</sup> Floor Conference Room 4A**

**City Hall**

**777 B Street**

**Hayward, CA 94541-5007**

### **A G E N D A**

**Public Comments:** (Note: For matters not otherwise listed on the agenda. The Committee welcomes your comments under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff. Speakers will be limited to 5 minutes each.)

- 1. Call to Order**
- 2. Approval of Minutes (November 6, 2006)**
- 3. Economic Development Activities Update (November 2006)**
- 4. Economic Development Committee to select Economic Indicators**
- 5. Committee Member Announcements**
- 6. Adjournment**



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Katy Ramirez at 510/583-4250 or by calling the TDD line for those with speech and hearing disabilities at 510/247-3340.

**ECONOMIC DEVELOPMENT COMMITTEE  
REGULAR MEETING MINUTES  
NOVEMBER 6, 2006**

**CALL TO ORDER:** Chair Sawit called the meeting to order at 4:05 pm.

**ATTENDANCE:**

Committee Member	Present 11/06/06	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	3	0	3	0
Council Member Ward	no	1	3	1	3
Council Member Dowling	no	1	3	1	3
Ed Mullins	✓	3	1	3	1
Manny Sawit (Chair)	✓	3	1	3	1
Landis Lavell Graden	✓	4	0	4	0
Carlos Gutierrez (Vice Chair)	✓	3	1	3	1
Liz Morales	no	3	1	3	1
Vacant					

**OTHERS ATTENDING:**

Jesús Armas, City Manager  
 Susan Daluddung, Director of Community and Economic Development  
 David Korth, Acting NED Manager  
 Sally Porfido, Economic Development Specialist  
 Andy Wilson, Fairway Park, Hayward Resident  
 Matt O'Brien, Reporter, Daily Review

**PUBLIC COMMENT:** Mr. Wilson gave the committee his ideas about areas they may want to review to improve the City of Hayward's image.

**APPROVAL OF MINUTES:** The minutes of October 2, 2006 were approved.

**ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (OCTOBER 2006):**

Staff provided site selection assistance to Mr. Arthur Dotson of Vacant Property Security, headquartered in Chicago, Illinois. They are interested in one of the sites for expansion into Hayward.

Staff assisted 12 telephone requests for various types of small business information and for small business start-up assistance. Staff referred the start-up applicants to appropriate contacts at the SBA regarding the MicroLoan and Small Office Home Office (SOHO) Programs and gave appointment information for the Hayward Chamber of Commerce SBA Score counselor. In addition, SBA Start-Up Information booklets and "Starting a Business in Hayward" were sent to

those who were interested in receiving one.

Staff attended a Biotechnology Education & Training alliance (BETA) meeting put on by Ohlone College in Fremont. Ohlone College has received additional grant funds to provide job development incentive training and to create career pathway programs between high schools and the community college. Chabot College is in the process of developing a program for Biotech workforce training.

**ECONOMIC DEVELOPMENT COMMITTEE SELECTED PRIORITIES/COMMITTEE ACTION PLAN:**

Susan Daluddung reviewed the minutes and stressed that land and infrastructure are a top priority. To review this we need to know what are the existing conditions and the data we have is approximately 5 years old. She recommends the Committee's next steps would be:

1. Update and refresh the City's economic profile. Dr. Daluddung can contract with a group to update the economic information. She suggested at least ten indicators will be needed for the economic profile.
2. Review sales tax profile of Hayward's industrial base.
3. Review potential speakers that can add to the committee's knowledge of the Hayward economy. Potential speakers: Christopher Thornberg, Senior Economist UCLA/Anderson Forecast, speaker from Small Business Development Center, check with Cal State for a speaker.

Susan Daluddung presented some of the economic indicators used by other jurisdictions that would be helpful to the City of Hayward:

1. Point of sale; sales tax revenue.
2. Educational level.
3. Jobs/housing balance.
4. Job trends (what are they and how much do they pay).
5. Commuting patterns.
6. Other interesting information would be the number of industrial parks in Hayward, a map showing the industrial parks, names of the parks and how many employees per space.

After some experience the City would develop a baseline of information that we measure over time.

Jesús Armas informed the group that updated economic information will be available soon when the Association of Bay Area Governments (ABAGs) 2007 projection is published.

**COMMITTEE MEMBER ANNOUNCEMENTS:**

Ed invited committee members to the Hayward Chamber Table Top Mixer, Wednesday, November 8, 2006 at La Quinta Inn & Suites from 5 to 7 pm.

**ADJOURNMENT:** Meeting was adjourned at 5:10 p.m.



# CITY OF HAYWARD

## DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT

### *Interoffice Memorandum*

**DATE:** November 20, 2006

**TO:** Economic Development Committee

**FROM:** Susan J. Daluddung, Director of Community and Economic Development

**SUBJECT: COMMUNITY INDICATORS - HAYWARD**

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Community indicators are measurement tools that tell us how well we are doing in relation to expressed community objectives or goals. Indicators inform us as to past trends and current realities. They can also help to surface key issues of the day. A good indicator has several characteristics; such as: it should represent key fundamentals of a community; it is clear and easily understandable for all members of the community; it comes from a reliable source and can be tracked over time to show trend patterns; it is easy to communicate in concepts as well as importance; it measures outcome not inputs or assumed solutions.

Following are three examples of economic indicators that were used to guide staff's recommendations for the City of Hayward:

National Level Economic Indicators Developed for the United States	
1.	Capital Assets
2.	Labor Productivity
3.	Total Materials Per unit of Investments and per Personal Consumption Expenditures
4.	Investment in Research and Development as a Percentage of Gross Domestic Product
5.	Economy Management Index
6.	Consumption and Government Expenditures Per Capita
7.	Home Ownership
8.	Percentage of Households with Housing Problems
9.	Vehicle Ownership, Fuel Use, and Travel Per Capita and Percentage of Renewable Energy

Sustainable Seattle  
Economic

1. Population, Number of Households, Employment
2. Household Income
3. Income Distribution
4. Livable Wage Income
5. Persons Below Poverty Level
6. Adequate Food
7. Low-Income-Housing Units
8. Housing Affordability
9. Home Ownership
10. Family-Friendly Employee Benefits

Napa Valley Economic Vitality

1. Rates of employment in Napa County by sector for the years 1993 and 2003 and the composition of the labor market for 2003
2. The percentage of people currently and historically participating in the labor market in Napa County between 1990 and 2003
3. The percentage of the workforce that is unemployed. The BLS classifies people as unemployed if they do not have a job, have actively looked for work in the prior 4 weeks, and are currently available for work.
4. Total vacant industrial and office space as percentage of total rentable square feet in Napa County.
5. Total Napa County taxable sales and total taxable retail sales in current dollars.
6. The percentage of households in Napa County that fall into designated income ranges.

The economic challenges facing Hayward are similar to other cities' economies throughout California. The City of Hayward's goal of becoming a strong retail and destination area while maintaining a diversified approach to developing industry is stated in the General Plan Update. Hayward faces a variety of interrelated challenges to continued economic vitality, and having a current database, current information, is first place to start.

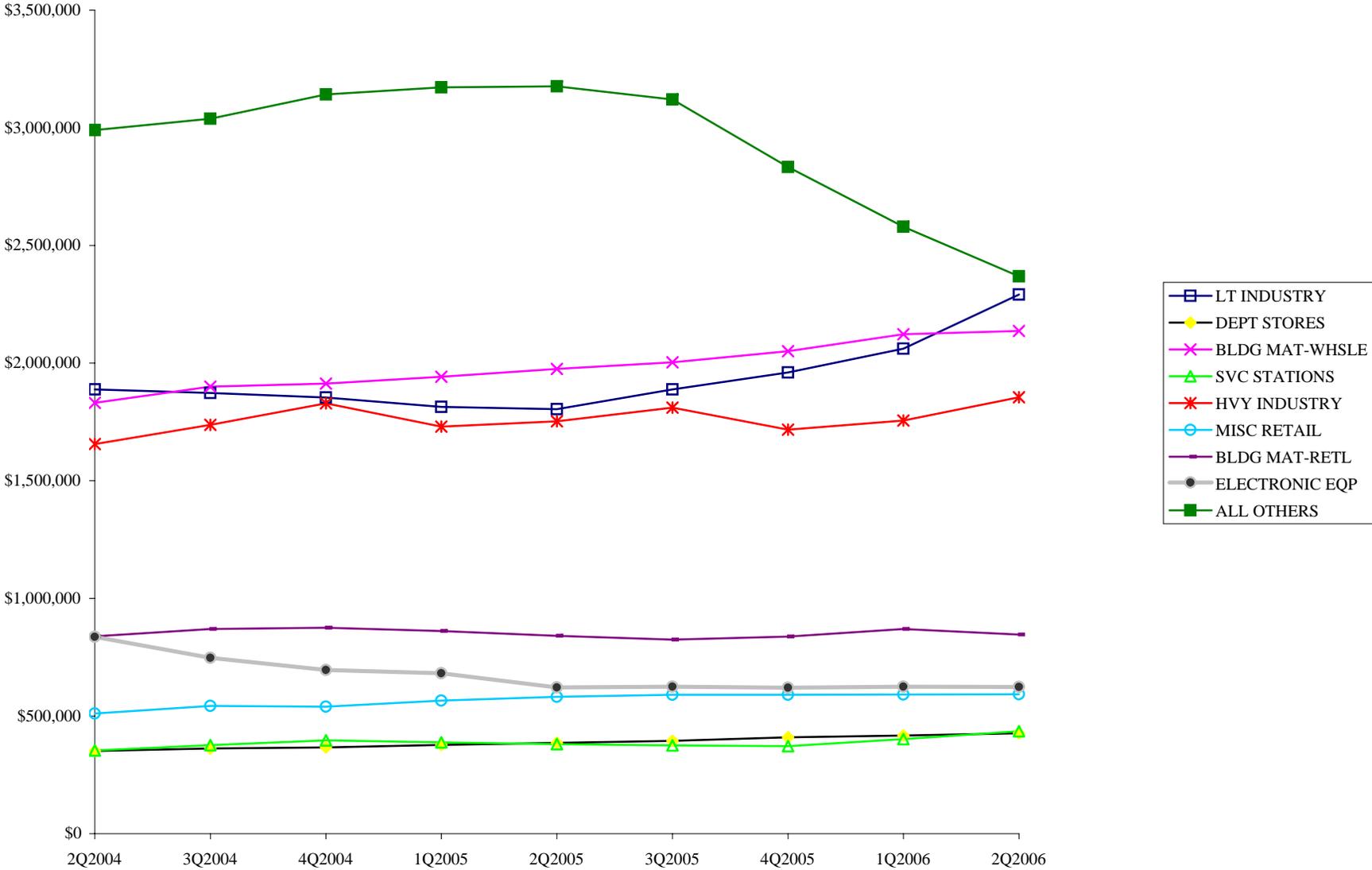
Staff recommends the EDC Committee select the Indicators for the City of Hayward to track and update annually. The chart on the following page contains the staff recommended indicators for economic development use and review by the City:

### Suggested City of Hayward Economic Indicators

1. Typical demographic information: population, number of households, household size, education, income levels, etc.
2. Home ownership - housing affordability.
3. Rate of employment by business sector.
4. Job trends - numbers of positions by sector.
5. Total vacant industrial and office space as a % of total rentable space.
6. Average cost of space per square foot industrial, office, and retail.
7. Sales tax by economic category (see example attached).

The recommended indicators were selected based on their ability to guide us on past trends and current realities in order to project into the future. Most of the data available from reliable sources and can be tracked over time. The economic and demographic trends will provide a good basis for future committee recommendations.

# CITY OF HAYWARD INDUSTRIAL DISTRICT



**SALES TAX BY ECONOMIC CATEGORY: BENCHMARK YEAR ENDING QUARTER**

SOURCE: MUNI SERVICES 2ND QUARTER 2006