



CITY OF
HAYWARD
HEART OF THE BAY

Department of Community and Economic Development

Economic Development Committee
Hayward City Hall - 4th Floor Conference Room 4A
777 B Street, Hayward, CA 94541-5007

November 3, 2008

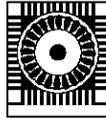
4:00 p.m.

A G E N D A

1. **Call to Order**
2. **Public Comments:** (Note: For matters not otherwise listed on the agenda. The Committee welcomes public comments under this section, but is prohibited by State Law from discussing items not listed on the agenda. Items brought up under this section will be taken under consideration and referred to staff for follow-up as appropriate. Speakers will be limited to 5 minutes each; organizations represented by more than one speaker are limited to 5 minutes per organization. All public comments are limited to this time period on the Agenda.)
3. **Approval of October 6, 2008 Summary Notes**
4. **Presentation and Discussion: Business Safety Program Overview. Lieutenant Reid Lindblom, Hayward Police Department**
5. **Presentation and Discussion: Overview of the CSUEB Economic Indicators Update Report and Indicators of Hayward Public School Performance in 2007 Report by Dr. Nan Maxwell, Executive Director, Human Investment Research and Education (HIRE), Professor of the College of Business and Economics at Cal State University East Bay**
6. **Review Business Survey Draft – Sally Porfido**
7. **Economic Development Activities Update - October 2008**
8. **Committee Member Announcements**
9. **Adjournment**



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CITY OF
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ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING SUMMARY NOTES
OCTOBER 6, 2008

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

ATTENDANCE:

Committee Member	Present 10/06/08	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	3	0	3	0
Council Member May*	✓	2	0	2	0
Council Member Zermeno*	✓	2	0	2	0
Ed Mullins	✓	2	1	2	1
Manny Sawit	no	1	2	1	2
Landis Lavell Graden (Chair)	✓	3	0	3	0
Carlos Gutierrez	no	2	1	2	1
Landon Baines (Vice Chair)	✓	1	2	1	2
Avtar Singh	✓	3	0	3	0

*First meeting as a committee member was September 2008.

OTHERS IN ATTENDANCE:

Greg Jones, City Manager
Maret Bartlett, Redevelopment Director
Morad Fakhrai, Deputy Director of Public Works
Yaw Owusu, Assistant City Engineer
Gloria Ortega, Redevelopment Project Specialist
Sally Porfido, Economic Development Specialist

2. **PUBLIC COMMENT:** None.

3. **APPROVAL OF September 8, 2008 SUMMARY NOTES:** The September 8, 2008 Summary Notes were approved.

4. PRESENTATION AND DISCUSSION: Marketing the City of Hayward, Claritas – Civic IQ Data and Gap Analysis. Speaker Gloria Ortega, Redevelopment Project Manager.

Chair Graden introduced Gloria Ortega, Redevelopment Project Manager, who detailed the Downtown Retail Attraction Initiative. The focus of the Retail Attraction Initiative is to:

- Attract new business owners to fill available retail spaces.
- Improve building conditions so that retail spaces are lease ready & attractive.
- Enhance the Downtown environment as a “clean & safe” destination for entertaining & shopping.
- Increase visibility of Downtown and the City as a great place for business opportunities.

Ms. Ortega reviewed the program strategies to date:

- Fill vacant retail spaces with businesses that provide needed services.
- Work with stakeholders to enhance and promote environmental features downtown.
- Develop collateral materials that support the Retail Attraction Program.
- Package existing City Services as a “One-stop-shop” for business and property owners.

The Downtown Retail Attraction Initiative accomplishments to date were reviewed followed by an overview of Claritas Civic IQ as a retail attraction tool to recruit retail business to Hayward. The Claritas Civic IQ provides key metrics for targeting attracting retailers to a city. It is used as a tool to identify a ranked list of the best retailers and restaurants for the community to target for recruitment. In addition, Claritas provides project analysis, scoring for each retailer and recruitment packages. This service includes an online Retail Tenant Directory to use for researching the retailers the City is attempting to recruit.

The next steps outlined by Ms. Ortega include:

- Go through all the retailers with the highest ranks;
- Use Retail Tenants Directory to match vacant spaces to retailer requirements;
- Engage building owners;
- Order recruitment packages;
- Begin recruitments.

5. PRESENTATION & DISCUSSION: Upgrading Electrical in the Core Downtown. Speaker: Morad Fakhrai, Deputy Director of Public Works

Sally Porfido, Economic Development Specialist, introduced Mr. Fakhrai who gave an overview of the Downtown electrical services study. This study was initiated due to the current, inadequate electrical capacity of the core downtown and to make this area more attractive to prospective tenants by upgrading the electrical capacity. The area identified as the core downtown is a 2 block area from B Street between Foothill and Main and A and C Streets, known as blocks I and VI.

Mr. Fakhrai gave the committee an overview of the 3 options under consideration for upgrading this area. He reported that typically PG&E does not upgrade electrical capacity until there is an application for the upgrade. The City will schedule a meeting with PG&E to review the recommendations.

6. REVIEW BUSINESS VISITATION PROGRAM – Sally Porfido, Economic Development Specialist.

Ms. Porfido reviewed a proposed Business Visitation Program to begin in January 2009. This program is designed to implement outreach to major Hayward businesses and will include a Business Survey that will enable City staff to understand and better serve the needs of the business community. Teams will consist of one City Department head or City Council Member and one Economic Development Committee member. The month following the visit, the team will report back to the Economic Development Committee what challenges the business is experiencing and other important information gained from the meeting.

Committee member Ed Mullins suggested that the Business Survey be brief. Ms. Porfido will provide a copy of the Business Survey to the committee members for review as well as a proposed structure for the business visits.

7. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (September 2008):

Staff met with representatives from Rofo which stands for Right of First Offer and provides a link to commercial properties available for lease in Hayward. Each property also has a Yelp link which shows all amenities available around the site. We are reviewing the use of this free service through the Hayward web site as a resource for those businesses looking to relocate or expand in Hayward.

Staff attended a Pre-Application meeting with Blake Hunt Ventures for a project conversion of a Hayward warehouse to a Mercado (100 merchant spaces) with indoor parking. This has potential as a significant sales tax revenue generator.

Staff interviewed the Vice President of Corporate Communications with OptiSolar for the October 7, Business Recognition Award. OptiSolar is currently in negotiations for their 3rd Hayward location and has over 500 employees. The company's headquarters, R&D, and first manufacturing facility are located in Hayward.

Staff attended the grand opening and ribbon cutting event for the Bijou Restaurant and Bar. This restaurant utilized both the Small Business Revolving Loan Fund loan program and the Redevelopment Agency Tenant and Building Improvement Program to assist with financing their equipment and tenant improvements...

A new loan application has been reviewed for a new yogurt and deli shop on Foothill. The small business revolving loan request is for funds to assist with the purchase of equipment. The applicant has many years of successful restaurant experience in San Francisco. A Loan Committee Meeting is scheduled for October 1, 2008.

Two start-up business requests were provided information about the Small Business Administration's (SBA) and the Lenders for Community Development loan programs. Additionally, information regarding the Hayward Chamber of Commerce's free business counseling program and handouts regarding other services for start-up businesses were distributed. The types of start-up

businesses requesting assistance were: a multi-lingual legal assistance provider and a Vietnamese Restaurant.

Five Hayward business owners were provided assistance in obtaining various City services:

Staff attended a Hanson Bridgett Sustainable Business Leadership Forum in San Francisco. State Treasurer Bill Lockyer was interviewed by journalist Joel Makower. The emphasis of the discussion was on the development of the “Green Economy and the Green Revolution.” The Green Revolution has enormous job potential. The state owns 202 million sq. ft. of office space around CA. There is great potential for the State to hire green contractors, etc. to make energy efficient upgrades to old State buildings. Attendees were encouraged to support AB2044 which allows Boards of Directors to take into account long term sustainability when making decisions.

Community & Economic Development staff continues to meet with Nan Maxwell Ph.D., Executive Director, Human Investment Research & Education, Professor of Economics, College of Business & Economics, CSUEB and students from the H.I.R.E. Center to finalize updating the Economic Indicators for the City of Hayward, local cities and Counties. A new section on Academic Performance Indicators has been completed. Both Indicator Briefs will be presented at the November 3 Economic Development Committee Meeting.

“Successful Marketing Plans” small business workshop was held at City Hall on September 25 from 9 am to noon. Fifty-five people attended. The 17th workshop is scheduled for October 23, 2008 from 9 am to noon. The topic will be “Starting a Business.”

8. COMMITTEE MEMBER ANNOUNCEMENTS:

Council Member Anna May reported that an exploratory meeting was held October 6, 2008 on Film and Media Activities.

Ed Mullins invited committee members to the Wednesday, October 8, Chamber of Commerce Mixer at St. Rose in the White Tent from 5 to 7 p.m.

9. ADJOURNMENT: Meeting was adjourned at 5:45 p.m.

CITY OF HAYWARD BUSINESS SURVEY

The City of Hayward is conducting a survey of the Hayward business community to enable us to better meet your needs. It would be greatly appreciated if you would take a few minutes to respond as completely as you can to the following questions:

1. Company name: _____
Address: _____
City, State, Zip: _____
2. Person interviewed (name): _____
3. Title: _____
4. Telephone and/or cell number: _____
5. Email: _____

Please provide the following general background information on your business:

6. What type of organization is your business:
 - Publicly traded corporation
 - Privately held corporation
 - Partnership
 - Employee-owned
 - Sole proprietorship
- 7a. Which of the following describes what your business does (check all that apply):
 - Manufacturing
 - Distribution
 - R & D
 - Retail
 - Professional service type _____
 - Construction
 - Service type _____
 - Other _____

- 7b. Products and/or Services:

8. Is your Hayward location a: Branch Headquarters

9. Does your firm have a parent corporation:
 - Yes No

If yes, please state the parent corporation's name and address below:

Parent Corporation name: _____

Address: _____

City, State, Zip: _____

10. When did the company open its Hayward facility (ies)? _____

11. Was this facility located elsewhere prior to opening in Hayward: Yes No

If yes, where was this facility previously:

Address: _____

City, State, Zip: _____

12. Why did the company locate in Hayward?

13. Has there been a change in ownership of your company within the past five years:

Yes No

14. Does the current owner have other plant(s) which produce the same or similar products:

Yes No If yes, where _____

15. Do you own or lease the Hayward facility (Facilities):

Own Lease If lease, when does your lease expire? _____

16. How many square feet in each Hayward facility: _____

17. Where are most of your customers located:

Hayward Bay Area Northern California Statewide
 Multi-state area National International

18. Is your Hayward location a "point of sale" for sales tax generation:

Yes No

19. How many employees currently work at your firm:

Full-Time _____ Part-time _____

20. Please estimate the percentages of your employees that work in Hayward who reside in the following areas:
- | | | | |
|--------------------|---------|---|---------|
| Hayward | _____ % | Fremont, San Leandro, San Lorenzo,
Union City, Newark, Castro Valley | _____ % |
| Oakland, Berkeley | _____ % | Tri Valley (San Ramon, Dublin,
Pleasanton, Livermore) | _____ % |
| San Francisco | _____ % | San Mateo County | _____ % |
| Santa Clara County | _____ % | San Joaquin Valley | _____ % |
| Other | _____ % | | |

21. Where does the principal/top local management of your Hayward facility live?
- _____
- _____

Please provide the following information on your experiences of conducting business in Hayward:

22. On a scale of 1 thru 5 (1 = most important, 5 = least important, n/a = not applicable) please rate each of the following conditions that you believe attracted your firm to Hayward:
- | | |
|--|---|
| _____ Hayward's physical location | _____ Affordability of building space |
| _____ Access to major transportation routes | _____ Affordability of housing |
| _____ Promotion & incentives by local
business park developer | _____ Quality of environment & living
conditions |
| _____ Access to suppliers | _____ Other (please specify) _____ |

23. Do you anticipate that your Hayward activity will expand or downsize (check all that apply)?

	Expand	Downsize	No Change Anticipated
In 2008	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2009-2010	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2011 or later	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 24a. Do you anticipate that your company will move part or all of your Hayward business operation to another location in the future:

- | | |
|--|---|
| <input type="checkbox"/> No | <input type="checkbox"/> Within Hayward city limits, where? _____ |
| <input type="checkbox"/> Within Alameda/Contra Costa
County | <input type="checkbox"/> Within California, where? _____ |
| <input type="checkbox"/> Outside California, where _____ | |

- 24b. When do you anticipate your move? _____

25. What can the City do to help you stay here? _____
- _____
- _____

26. What are the most urgent problems facing your business that might compel you to relocate or close? _____

27a. What is your overall opinion of the Hayward community as a place to do business:

- Excellent Good Fair Poor No Opinion

27b. If poor, what would you recommend to improve it? _____

28. On a scale of 1 thru 5 (1 = most favorable, 5 = least favorable, 0 = no impact) please rank each of the following conditions which impact your doing business in Hayward:

- | | |
|---|---|
| _____ Cost of labor | _____ Retail stores |
| _____ Quality of labor | _____ Police/Fire protection |
| _____ Availability of labor | _____ Professional Services |
| _____ Union relations | _____ Business services (restaurants, banks, lodging, etc.) |
| _____ Availability of additional space | _____ Affordability of additional space |
| _____ Local public schools | _____ College and university resources |
| _____ Vocational training | _____ Image of area |
| _____ Area growth potential | _____ Ease of development (e. g. permits) |
| _____ Commuting time | _____ Government regulations |
| _____ Proximity to customers | _____ Local government attitude |
| _____ Public transportation | _____ Local community attitude about business growth |
| _____ Traffic conditions | _____ Quality of public services |
| _____ Parking | _____ Crime/Vandalism |
| _____ Available community/Social services | |

29. On a scale of 1 thru 5 (1 = best, 5 = lowest) please rate the availability of the local labor supply for the following functions in your business:

- | | | |
|---------------------|-----------------------|----------------|
| _____ Skilled labor | _____ Unskilled labor | _____ Clerical |
| _____ Technician | _____ Middle Managers | _____ Managers |

30. If training programs were to be offered to your business, what skills would you like your current employees to acquire to become more productive?

31a. Do you have any questions regarding any of the following City or community services, or regulatory agencies such as:

- | | | |
|---|--|---|
| <input type="checkbox"/> Water System | <input type="checkbox"/> Building Code | <input type="checkbox"/> Garbage Collection |
| <input type="checkbox"/> Waste Disposal | <input type="checkbox"/> Airport | <input type="checkbox"/> Traffic Engineering |
| <input type="checkbox"/> Electric Power | <input type="checkbox"/> Fire Protection Services | <input type="checkbox"/> Street Maintenance |
| <input type="checkbox"/> Drainage | <input type="checkbox"/> Fire Code Enforcement | <input type="checkbox"/> City Purchasing/Contracting |
| <input type="checkbox"/> Permits | <input type="checkbox"/> Police Protection | <input type="checkbox"/> Social Services |
| <input type="checkbox"/> Zoning | <input type="checkbox"/> Hazardous Materials Regulations | <input type="checkbox"/> Other (please specify) _____ |

31b. Please explain nature of the questions (s) marked above: _____

Thank you very much for your time and cooperation. Your answers will help us determine how we can better meet the needs of the business community in Hayward.

FOR OFFICE USE ONLY

Interview Date: _____ City of Hayward Business License/Tax No: _____

Name of interviewer completing this form: _____

Names of others participating in the interview (both City & representatives of the business being interviewed): _____

Comments/Follow-up: _____
