



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Economic Development Committee**  
**Hayward City Hall - 4<sup>th</sup> Floor Conference Room 4A**  
**777 B Street, Hayward, CA 94541-5007**  
**December 1, 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 November 3, 2008 Summary Notes**
- 4. Presentation and Discussion: Buxton, Inc. Speaker: Amy Wetzel, Senior Vice President, Community ID Division, Western Region**
- 5. Review Business Visitation Program – Memo from Greg Jones**
- 6. Review Business Visitation Program, Business Survey Draft – Sally Porfido**
- 7. Economic Development Activities Update - November 2008**
- 8. Committee Member Announcements**
- 9. Adjournment**



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**ECONOMIC DEVELOPMENT COMMITTEE**  
**REGULAR MEETING SUMMARY NOTES**  
**NOVEMBER 3, 2008**

1. **CALL TO ORDER:** Chair Graden called the meeting to order at 4:00 pm.

**ATTENDANCE:**

Committee Member	Present 11/03/08	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	4	0	4	0
Council Member May*	✓	3	0	3	0
Council Member Zermeno*	✓	3	0	3	0
Ed Mullins	✓	3	1	3	1
Manny Sawit	✓	2	2	2	2
Landis Lavell Graden (Chair)	✓	4	0	4	0
Carlos Gutierrez	no	2	2	2	2
Landon Baines (Vice Chair)	✓	2	2	2	2
Avtar Singh	✓	4	0	4	0

\*First meeting as a committee member was September 2008.

**OTHERS IN ATTENDANCE:**

- Greg Jones, City Manager
- Lieutenant Reid Lindblom, Hayward Police Department
- 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
- Sally Porfido, Economic Development Specialist
- Jim Wieder, President/CEO Hayward Chamber of Commerce
- John Gouveia, Hayward Area Recreation Department
- Myron Freedman, Hayward Area Historical Society
- Darlene Crane, Business Value Alliance
- Gary Carter, Dean, Arts & Humanities Division, Chabot College

2. **PUBLIC COMMENT:** None.
3. **APPROVAL OF October 6, 2008 SUMMARY NOTES:** The October 6, 2008 Summary Notes were approved.

4. **PRESENTATION AND DISCUSSION: Business Safety Program Overview.**

**SPEAKER: Lieutenant Reid Lindblom.** Greg Jones, City Manager introduced Lieutenant Lindblom to discuss the Hayward Police Department's new "Business Academy." Lieutenant Lindblom has been with the Hayward Police Department (HPD) for 27 years. He has worked all major assignments within the HPD and is currently assigned as Northern District Commander for HPD's Community Policing program.

Lieutenant Lindblom explained that Hayward Business Academy offers business owners and their employees some of the best practices in reducing business-related crimes; information regarding state of the art crime reduction technology; the laws regarding business owner's responsibilities toward protecting customer's credit information; and other important topics every business owner should know.

The Business Academy will be offered free of charge to City of Hayward Business owners in three, two hour sessions beginning November 18, 2008, with topics including:

- Crime Prevention Strategies & Environmental Design
- Safe Guarding Your Business Against Embezzlement, Fraud, Forgery, and ID Theft.
- Employee Safety & Robbery Prevention.

5. **PRESENTATION & DISCUSSION: Overview of the CSUEB Economic Indicators Update Report and Indicators of Hayward Public School Performance in 2007 Report**

**SPEAKER: 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.**

Dr. Maxwell presented a summary of how Hayward compares with 13 Alameda County Cities and 6 Bay Area Counties. In February 2007 the City of Hayward developed an Economic Development Strategic Plan that provided a structured framework to guide its development activities and included prioritized economic goals and strategies. The Strategic Plan helped ground the City's thinking about its future in data-driven indicators that describe its current status by establishing a project to develop a data base of indicators to measure the City's overall business environment. By maintaining and analyzing the indicators over time, the City can assess the long term impact of its economic development activities.

Implementation of the Strategic Plan began immediately and included the HIRE Center developing a data base of indicators, comparing Hayward's indicators to those in Alameda and Contra Costa Cities and six Bay Area Counties, and developing a series of reports for City policymakers and administrators to use in decision making. The indicators developed were those outlined in the Strategic Plan for the years 2000-2007, and allowed the City to chart its evolution in the 21<sup>st</sup> century and establish benchmarks by which to measure change.

This year the HIRE Center prepared an updated indicator report that focused on changes that occurred between 2007 and 2008. Dr. Maxwell presented a summary of three indicator categories as follows:

1. Demographic indicators that include:
  - Population
  - Population Density

- Number of Households
  - Average Household Size
  - % Household by Size and by income
  - Per Capita Income (in 2000 \$)
  - % Population by Race and by Ethnicity
2. Business indicators that include:
- Number of Total Jobs 2005
  - Jobs-Housing Balance
  - Per Capita Total Sales Tax Revenue (in 2000\$)
  - Commercial Housing Vacancy and Average Asking Rate for Warehouse, Manufacturing and R&D
  - Violent Crime Rate Per 1000 Persons
  - Property Crime Rate per 1000 Persons
3. Economic indicators that include:
- Unemployment Rate (Yearly)
  - Median Price of Housing (in 2003 \$)
  - Residential Vacancy Rate
  - Average Rental Rates
  - % Population 16+ by Civilian Employment
  - % Population 25+ by Education

Dr. Maxwell requested the EDC Committee set a future meeting date for her to report on a new indicator report of the performance of the City's public school system titled Indicators of Hayward Public School Performance in 2007: A Comparison with Alameda County Districts and Bay Area Averages.

Due to the importance of this report, Chair Graden suggested that the committee invite the Hayward School Board and the School Superintendent to attend Dr. Maxwell's presentation. He also suggested forming a sub-committee to determine how to engage the school district to partner with the City in formulating ways to increase student test scores and keep students from dropping out of school.

**6. REVIEW BUSINESS SURVEY DRAFT – SALLY PORFIDO**

Committee members requested this be reviewed at the December EDC meeting.

**7. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (October 2008):**

Staff worked with Mayor Sweeney and representatives from Hewlett-Packard (HP) to welcome the new HP Indigo Distribution facility to Hayward. This facility is the third HP Indigo distribution center in North America and will serve customers in the western United States and western Canada.

Staff is working to develop an Economic Development web site with the goal of providing web access to Hayward's many business, dining, educational, housing, and cultural resources. A web site draft has been developed and a prototype set up through the web master.

Staff developed a Business Visitation program scheduled to begin in January 2009. This program will engage the City's Executive Team, City Council members and Economic Development Committee members in an outreach to the City's largest sales tax revenue generators and employers. Details of the program will be distributed to the EDC members at the December 1, 2008 meeting.

Staff had a follow-up with Jimmy Lau, the owner of Dragon Rouge in Alameda. Mr. Lau, his brother and mother and want to open a Vietnamese restaurant on B Street. He is in the process of raising more capital for this restaurant and wants to apply for both the Downtown Retail Attraction Program and the Small Business Revolving Loan Fund Program.

**Three** 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 publication business, a yogurt shop, and a restaurant.

**Four** additional business owners were provided assistance in obtaining various City services:

Staff attended the East Bay Economic Development Alliance Growing the Green Economy: Annual Stop Waste Partnership Awards in Oakland. Fourteen East Bay companies received awards for their recycling efforts. Columbus Distributing Company of Hayward received an award for their recycling program.

## **8. COMMITTEE MEMBER ANNOUNCEMENTS:**

Greg Jones, City Manager, handed out a recruitment form from Peckham & McKenney, for the new Economic Development Manager position at the City and requested committee members refer qualified applicants.

Mr. Jones then introduced members of the newly formed Film and Media Group.

Ed Mullins invited committee members to the Wednesday, November 12, Chamber of Commerce annual Table Top Trade Show and Mixer at La Quinta Inn & Suites from 5 to 7 p.m. The December 10 mixer will be at the Hayward Historical Society and catered by Neumanali fro 5 to 7 p.m.

**9. ADJOURNMENT:** Meeting was adjourned at 5:50 p.m.



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MEMORANDUM

DATE: November 18, 2008  
TO: Economic Development Committee Members  
FROM: City Manager  
SUBJECT: **Business Visitation Program**

In an effort to reach out to our major Hayward businesses (by sales tax revenue generated or large employers), we will begin an outreach to these businesses through a Business Visitation Program to begin in January 2009.

The goal of this program is to:

1. Foster goodwill with our major businesses;
2. Engage our Economic Development Committee members in this important outreach effort;
3. Expansion of the Executive Team's understanding of the Economic Development role;
4. Establish a better understanding of the Hayward business community to enable the City of Hayward to better meet their needs.

Three visits per quarter will be scheduled with an Executive Team Member or Council Member and a Member of the Economic Development Committee. To respect the time constraints of all involved, these visits will be limited to one hour.

**Business Visits Schedule** - Set up Quarterly Business Visitations for the weeks of:

January 12, 2009  
April 13, 2009  
July 13, 2009  
October 12, 2009

**For 2009 the following details the teams and companies to be visited:**

Week of January 12, 2009:

1. Ron Ace and Landon Baines to visit Hayward Toyota
2. Council Member Kevin Dowling and Landis Graden to visit Target Stores on Whipple
3. Robert Bauman and Carlos Gutierrez to visit Target Stores on Hesperian

Office of the City Manager

777 B Street • Hayward • CA • 94541-5007  
Tel: 510-583-4300 • Fax: 510-583-3601 • Website: [www.hayward-ca.gov](http://www.hayward-ca.gov)

Week of April 13, 2009:

1. Craig Bueno and Council Member May to visit Gexpro
2. Debra Auker and Ed Mullins to visit Costco Wholesale
3. Council Member Bill Quirk and Manny Sawit to visit Home Depot

Week of July 13, 2009:

1. Michael Lawson and Avtar Singh to visit Xpedx Packaging
2. Matt McGrath and Mayor Sweeney to visit Mohawk Carpet Distribution
3. Angelena Reyes and Council Member Zermeno to visit Honda of Hayward

Week of October 12, 2009:

1. Lisa Rosenblum and Landon Baines to visit Butler Animal Health
2. Council Member Barbara Halliday and Landis Graden to visit Gillig Corporation
3. Council Member Olden Henson and Carlos Gutierrez to visit Graybar Electric Company

**The Economic Development Committee members will report back to the EDC Committee the results of their three business visits the month following the visits as follows:**

**February 2, 2009 EDC meeting.** Landon Baines, Landis Graden, and Carlos Gutierrez to report on survey results.

**May 4, 2009 EDC meeting.** Council Member May, Ed Mullins and Manny Sawit to report on survey results.

**September 7, 2009 EDC meeting.** Avtar Singh, Mayor Sweeney, and Council Member Zermeno to report on survey results.

**November 2, 2009 EDC meeting.** Landon Baines, Landis Graden, and Carlos Gutierrez to report on survey results.

**The Executive Team Assistant or Council Member Assistant will do the following:**

1. One month prior to the business visit, the assigned Executive Team Member or Council Member will have their assistant call the company to set up the meeting with the head of the company or their representative.
2. The Executive Team member or Council Member will have their assistant send out the Business Survey form one week prior to the scheduled meeting date so the company representative has a chance to review it prior to the visit.

**Survey form mailing schedule:**

January 5, 2009

April 6, 2009

July 6, 2009

October 5, 2009

**The Economic Development Specialist will do the following:**

1. The Economic Development Specialist will provide the Executive Team or Council Member assistance with the company contact information and the Business Survey forms one month prior to the scheduled visit week.
2. Each November, the Economic Development Specialist will work with the City Manger to set up the program details including the companies to be visited for the four quarters of the following calendar year.
3. Provide coordination between team member visits and other logistical support as needed.

If you have any questions, please contact Sally Porfido at (510) 583-4236.

# 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: \_\_\_\_\_
2. Person interviewed (Name & Title): \_\_\_\_\_
3. Telephone and/or cell number: \_\_\_\_\_
4. Email: \_\_\_\_\_

*Please provide the following general background information on your business:*

5. What type of organization is your business:  
Publicly traded corporation  Partnership   
Privately held corporation  Sole proprietorship
- 6a. Which of the following describes what your business does (check all that apply):  
Manufacturing  Professional service type \_\_\_\_\_  
Distribution  Construction   
R & D  Service type \_\_\_\_\_  
Retail  Other \_\_\_\_\_
- 6b. Products and/or Services:  
\_\_\_\_\_  
\_\_\_\_\_
7. Is your Hayward location a:            Branch            Headquarters
8. 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: \_\_\_\_\_
9. When did the company open its Hayward facility? \_\_\_\_\_
10. Was this facility located elsewhere prior to opening in Hayward:            Yes            No  
If yes, where was this facility previously: \_\_\_\_\_

11. Why did the company locate in Hayward?  
\_\_\_\_\_
12. Has there been a change in ownership of your company within the past five years: Yes No
13. Does the current owner have other plant(s) which produce the same or similar products:  
Yes No If yes, where \_\_\_\_\_
14. Do you own or lease the Hayward facility (Facilities):  
Own Lease If lease, when does your lease expire? \_\_\_\_\_
15. How many square feet in each Hayward facility: \_\_\_\_\_
16. Where are most of your customers located:  
Hayward Bay Area Northern California Statewide  
Multi-state area National International
17. Is your Hayward location a "point of sale" for sales tax generation: Yes No
18. How many employees currently work at your firm: Full-Time \_\_\_\_\_ Part-time \_\_\_\_\_
19. Please estimate the percentages of your employees that work in Hayward who reside in the following areas:
- |                    |         |   |         |
|--------------------|---------|---|---------|
| Hayward            | _____ % | Fremont, San Leandro, San Lorenzo,<br>Union City, Newark, Castro Valley | _____ % |
| Oakland, Berkeley  | _____ % | Tri Valley (San Ramon, Dublin,<br>Pleasanton, Livermore)                | _____ % |
| San Francisco      | _____ % | San Mateo County  | _____ % |
| Santa Clara County | _____ % | San Joaquin Valley  | _____ % |
| Other              | _____ % |   |         |
20. 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:*

21. 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<br>business park developer | _____ Quality of environment & living<br>conditions |
| _____ Access to suppliers  | _____ Other (please specify) _____                  |
22. Do you anticipate that your Hayward activity will expand or downsize (check all that apply)?  
Expand When \_\_\_\_\_ Downsize When \_\_\_\_\_ No Change Anticipated
- 23a. Do you anticipate that your company will move part or all of your Hayward business operation to



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**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: \_\_\_\_\_

November 18, 2008

DRAFT