



CITY OF
HAYWARD
HEART OF THE BAY

CITY COUNCIL AGENDA
JANUARY 29, 2013

MAYOR MICHAEL SWEENEY
MAYOR PRO TEMPORE MARVIN PEIXOTO
COUNCIL MEMBER BARBARA HALLIDAY
COUNCIL MEMBER FRANCISCO ZERMEÑO
COUNCIL MEMBER MARK SALINAS
COUNCIL MEMBER GREG JONES
COUNCIL MEMBER AL MENDALL

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CITY COUNCIL MEETING FOR JANUARY 29, 2013
777 B STREET, HAYWARD, CA 94541
WWW.HAYWARD-CA.GOV

CLOSED SESSION
Closed Session Room 2B – 5:00 PM

1. **PUBLIC COMMENTS**
 2. Public Employment
Pursuant to Government Code 54957
 - Performance EvaluationCity Manager
 3. Public Employment
Pursuant to Government Code 54957
 - Performance EvaluationCity Attorney
 4. Conference with Legal Counsel
Pursuant to Government Code 54956.9
 - Anticipated Litigation (One Case)
 5. Adjourn to Special City Council Meeting
-

SPECIAL CITY COUNCIL MEETING
Council Chambers – 7:00 PM

CALL TO ORDER Pledge of Allegiance Council Member Peixoto

ROLL CALL

CLOSED SESSION ANNOUNCEMENT

PUBLIC COMMENTS

The Public Comment section provides an opportunity to address the City Council on items not listed on the agenda or Work Session, or Informational Staff Presentation items. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

NON-ACTION ITEMS: *(Work Session and Informational Staff Presentation items are non-action items. Although the Council may discuss or direct staff to follow up on these items, no formal action will be taken. Any formal action will be placed on the agenda at a subsequent meeting in the action sections of the agenda.)*

WORK SESSION

1. Downtown Marketing and Pathfinder Sign Program (Report from Assistant City Manager McAdoo and Director of Public Works-Engineering and Transportation Fakhrari)

[Staff Report](#)

[Attachment I](#)

[Attachment II](#)

[Attachment III](#)

COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

Oral reports from Council Members on their activities, referrals to staff, and suggestions for future agenda items.

ADJOURNMENT

NEXT MEETING – 7:00 PM, TUESDAY, FEBRUARY 5, 2013

PUBLIC COMMENT RULES: *The Mayor may, at the beginning of the hearing, limit testimony to three (3) minutes per individual and five (5) minutes per an individual representing a group of citizens or organization. Speakers will be asked for their name and their address before speaking and are expected to honor the allotted time. A Speaker Card must be completed by each speaker and is available from the City Clerk at the meeting.*

PLEASE TAKE NOTICE *that if you file a lawsuit challenging any final decision on any public hearing or legislative business item listed in this agenda, the issues in the lawsuit may be limited to the issues that were raised at the City's public hearing or presented in writing to the City Clerk at or before the public hearing.*
PLEASE TAKE FURTHER NOTICE *that the City Council has adopted Resolution No. 87-181 C.S., which imposes the 90 day deadline set forth in Code of Civil Procedure section 1094.6 for filing of any lawsuit challenging final action on an agenda item which is subject to Code of Civil Procedure section 1094.5.*

******Materials related to an item on the agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office, City Hall, 777 B Street, 4th Floor, Hayward, during normal business hours. An online version of this agenda and staff reports are available on the City's website. Written comments submitted to the Council in connection with agenda items will be posted on the City's website. All Council Meetings are broadcast simultaneously on the website and on Cable Channel 15, KHRT. ******

January 29, 2013



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Clerk at (510) 583-4400 or TDD (510) 247-3340.

Please visit us on:



January 29, 2013



DATE: January 29, 2013

TO: Mayor and City Council

FROM: Director of Public Works – Engineering and Transportation
Assistant City Manager

SUBJECT: Downtown Marketing and Pathfinder Sign Program

RECOMMENDATION

That Council reviews and comments on the recent Downtown Marketing program and the proposed Pathfinder Sign program.

BACKGROUND

The Route 238 Corridor Improvement project has been one of the largest public works projects the City of Hayward has undertaken in recent memory. The project has created some challenges during construction and presents an even greater opportunity to improve the overall look and feel of our community for both residents and visitors. During construction, traffic flow and pedestrian access, particularly in the Downtown area, were disrupted. This caused ancillary impacts to local merchants in this area. As such, the Council asked staff to work with Downtown merchants on a targeted marketing plan during the recent holiday season. This report provides an update on the plan.

Merchants have also expressed concerns about how patrons, residents, and traffic in the downtown will find their way around after implementation of the downtown traffic loop, which will change the traffic circulation pattern in the core downtown area. The business community expressed an interest in providing directional signs that will promote businesses and identify locations of key Hayward destinations. The City of Hayward has not yet implemented a prominent and attractive sign program that would guide downtown patrons to their desired destinations. The Route 238 Corridor Improvement project has created the opportunity for initiating implementation of such a program. Furthermore, the program could be expanded to include more of the Downtown area. The Route 238 project did include basic directional signs, which staff proposes to replace with the design concepts presented in this report.

DISCUSSION

Downtown Marketing Plan: In response to Council direction, staff developed a short-term marketing plan for Downtown Hayward during the recent holiday season. The intent of this plan was to let people know that “Hayward is open for business” in spite of the recent construction.

While the plan was a good start, it is not a long-term marketing strategy for the Downtown area. The key elements of the plan were as follows:

- 1) Daily Review - Two full-page ads in the TO (Time Out) supplement that reached the entire East Bay (one during the Thanksgiving week and one in mid-December)
- 2) CSU East Bay's Pioneer - One half-page ad during finals week, a high-traffic period on campus.
- 3) Tri-City Voice - One ad at end of holiday period
- 4) City's Twitter Feed – Several messages each week promoting Downtown and many of the merchants over several weeks throughout November and December. This is an effective way to reach lots of people already interested in Hayward and will be continued in the future.
- 5) Creation of DowntownHayward.org website – Staff developed this website with the intent that local merchants could utilize it to post ads, specials, or other promotional materials. There was not a significant response from the merchants on this, but staff will continue to host the website address for use in future marketing efforts.
- 6) Repeat of Twitter feed messages on KHRT slides and Southland reader board, as well as Clear Channel electronic reader boards on I-880 and SR92, through the end of December.
- 7) Water bill inserts were sent citywide during November and December inviting Hayward citizens to shop locally and alerting them that businesses are open despite construction.

Attachment I include samples of the ads that ran in the various newspapers mentioned above and Attachment II shows some examples of posts to the City's Twitter feed. These outreach efforts were all undertaken by various staff in addition to their regular duties and with the vacancy in the Economic Development Manager position. As mentioned, this was a short-term effort during the Holiday season with a fairly limited budget. One item worth noting: one of the most vocal merchants in the Foothill area often calling out the negative impact of the construction on his business, commented to staff that his business had the best December ever in the history of their business.

Once the Economic Development Manager position is filled (by late March 2013) and the Economic Development Strategic Plan is adopted by Council, staff intends to engage in a much more comprehensive marketing and branding effort for all of Hayward, including the Downtown.

Pathfinder Sign Program: In August 2012, staff entered into a professional services agreement with Arrow Sign Company to provide for design of the pathfinder program. The design provides for freestanding way-finder signs on both streetlight poles and monument signs at select medians in key locations. The proposed locations allow for adequate notification to motorists, bicyclists, and pedestrians of upcoming key destinations well in advance of any turn movements leading to those locations. Two sign types will be utilized as part of this program – median monument signs and pole mounted signs. Each sign features a list of destinations on Hayward green metal sign sheets with directional arrows indicating the next turn to a destination. Attachment III shows typical pole-mounted and median monument signs.

The key City of Hayward destinations initially considered for this program are as follows:

City Hall	Museum
Main Library	Lone Tree Cemetery
Post Office	Animal Shelter
Cal State University	Shops
St. Regis Retirement Center	Cinema
Sun Gallery	BART
Japanese Gardens	Downtown
Hayward Plunge	Parking
Farmers Market	

The current plan includes sign locations limited to the Route 238 Corridor Improvement project area. However, as noted above, the program may be expanded to other parts of the City with future projects. The way finding sign program informs people with a design that is consistent with the City’s logo and color palette, creating a cohesive program throughout the city. The median signs create a more permanent identity icon that helps to reinforce the City of Hayward brand. The staff presentation will provide additional details regarding the locations and design of the proposed signage.

FISCAL IMPACT

The pathfinder sign project cost is estimated at \$100,000, including \$25,000 for design services and \$ 75,000 for fabrication and installation. This cost will be included as part of the Route 238 Corridor Improvement project.

In addition, the Route 238 improvement project also funded the marketing plan costs, which totaled approximately \$4,100. This does not include any staff costs associated with ad design and coordination of the ad publications, Twitter feeds, or postings to other outlets.

PUBLIC CONTACT

Staff presented the Pathfinder Sign Program to the Downtown Business Improvement Area (DBIA) Board on January 23; and to businesses at the regular Route 238 construction update meeting on January 24, 2013. The program generally received positive responses from businesses and the residents who attended these meetings.

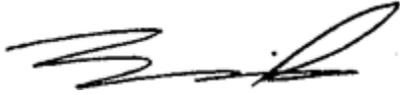
SCHEDULE

If approved by Council, the initial phase of Pathfinder Sign Program in the Downtown will be completed by mid-March.

Prepared by: Yaw Owusu, Assistant City Engineer

Recommended by: Morad Fakhrai, Director of Public Works – Engineering and Transportation
Kelly McAdoo, Assistant City Manager

Approved by:



Fran David, City Manager

Attachments:

Attachment I: Advertisements from Downtown Marketing Plan

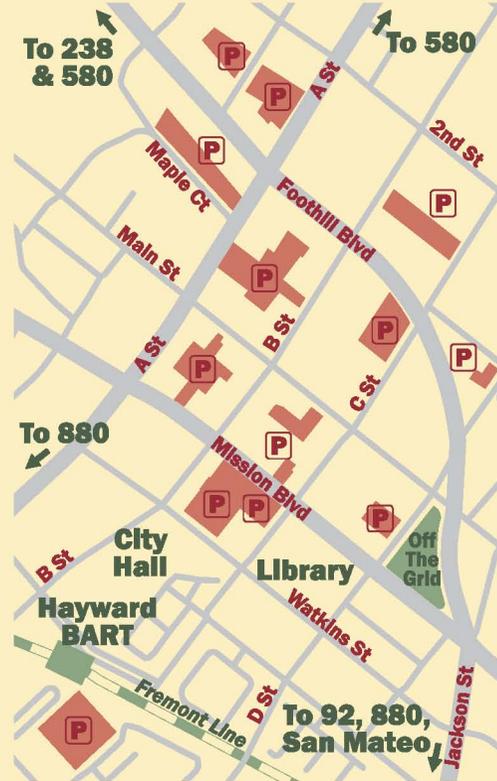
Attachment II: Sample Twitter feed screen shots

Attachment III: Way Finding Sign Types

BUY IT HERE... ...SHOP LOCAL



HISTORIC DOWNTOWN Central Location, Free Parking



DOWNTOWN HAYWARD & THE HOLIDAY SEASON

From the Foothill Shops to Saturday's Farmers Market...

*...from Tu Tienda Azteca's cosas interesantes...
...to The Cobbler's and Kraski's Nutrition...*

Great restaurants offering delicious food & savory drinks of all kinds...

*...Snappy's Café on A St to Bijou on B St...
...Julian's BBQ, Siam Palace on Foothill...*

From brews to yogurt: Something for the entire family to enjoy...

*...Buffalo Bill's and Yogurt Hill...
...Akaihana and Sapporo for sushi & more...*

Off The Grid every Monday: Mobile gourmet food...



Lots of shopping and services: Books, bikes, styling salons & more...

*...bikes at Cyclepath, books at The Book Shop...
...Vintage Alley on B Street, too*

Century Theaters at Cinema Place...

...make the trip any day of the week!



Learn more about Hayward's Downtown
merchants and what they have to offer!
www.DowntownHayward.org

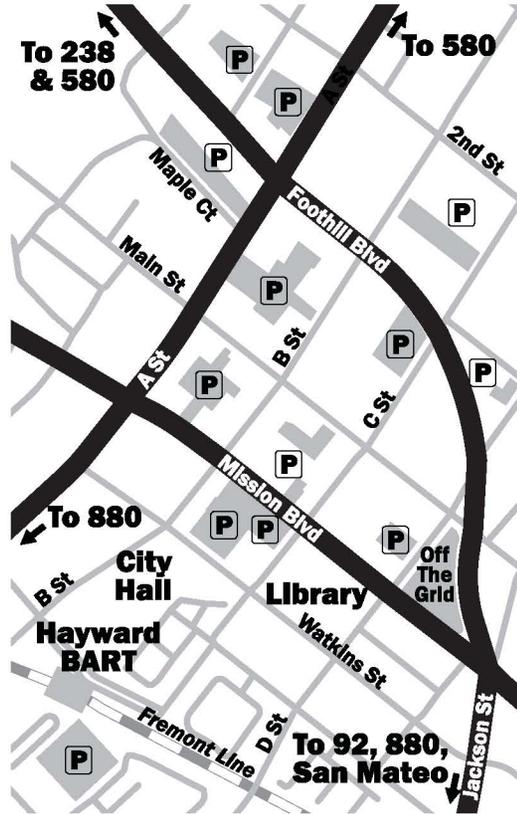


SHOP HAYWARD

GET OFF THE HILL... ...AND SHOP LOCAL



**HISTORIC DOWNTOWN
Central Location, Free Parking**



**DOWNTOWN HAYWARD &
THE HOLIDAY SEASON**

**From the Foothill Shops to
Saturday's Farmers Market...**

*...from Tu Tienda Azteca's cosas interesantes...
...to the Cobbler's and Kraski's Nutrition...*

**Great restaurants offering delicious
food & savory drinks of all kinds...**

*...Snappy's Café on A St to Bijou on B St...
...Julian's BBQ, Siam Palace on Foothill...*

**From brews to yogurt: Something
for everyone to enjoy...**



*...Buffalo Bill's and Yogurt Hill...
...Akaihana and Sapporo for sushi & more...*

**Off The Grid every Monday:
Mobile gourmet food...**

**Lots of shopping and services:
Books, bikes, styling salons & more...**

*...bikes at Cyclepath, books at The Book Shop...
...Vintage Alley on B Street, too*

**Century Theaters at Cinema Place...
...make the trip any day of the week!**



SHOP



HAYWARD

BUY IT HERE... Attachment I ...SHOP LOCAL

DOWNTOWN HAYWARD &
THE HOLIDAY SEASON



**From the Foothill Shops to
Saturday's Farmers Market...**



**Great restaurants offering delicious
food & savory drinks of all kinds...**



**Off The Grid every Monday:
*Mobile gourmet food...***



**Lots of shopping and services:
*Books, bikes, styling salons & more...***



Century Theaters



Free parking Downtown...

...Everyday!


SHOP

HAYWARD



City of Hayward @cityofhayward

29 Dec

Downtown has lots of Asian restos: Sapporo, Akaihana, Kokyo Sushi Buffet, Hayward Japan Grill, Wakamatsu, Le Paradis.

[#EatHayward](#)

Expand



City of Hayward @cityofhayward

29 Dec

Everyday Downtown has free, two-hour parking. Come on down for some food or a quick shopping stop. [#Hayward](#) [#HistoricDowntown](#)

Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#)



City of Hayward @cityofhayward

28 Dec

Food Downtown: Independent, local pizza? Sure! Taqueria Americana and Pizza House. Shop Downtown via delivery, too!

Expand



City of Hayward @cityofhayward

28 Dec

From brews to yogurt: Downtown Hayward has something for the entire family to enjoy any day of the week. [#ShopHayward](#)

[#EatHayward](#)

Expand



City of Hayward @cityofhayward

27 Dec

Vintage Downtown: 2525 Vintage & Downtown Consignments on Foothill; Vintage Alley, Valley Antiques, Antique Connection on B St. [#ShopLocal](#)

Expand



City of Hayward @cityofhayward

27 Dec

The façade work on Foothill? It's restoring the historic look to those buildings! YES: Merchants still OPEN! [#ShopHayward](#)

[#HistoricDowntown](#)

Expand



MEDIAN SIGN

SCALE: 1/2" = 1'-0"



S/F PANEL MOUNTED TO EXISTING POLE

SCALE: 1/2" = 1'-0" 1 of 1