

CITY OF
HAYWARD
HEART OF THE BAY

General Plan Update

**City Council/Planning Commission
Joint Work Session**

June 18, 2013

Sara Buizer, AICP, *Senior Planner*
Development Services Department



Major Steps

Public Outreach – Late 2012/Early 2013

Vision & Guiding Principles – Spring 2013

Background Reports – Spring/Summer 2013

Prepare Draft General Plan – Summer 2013

Environmental Impact Report – Late 2013/Early 2014

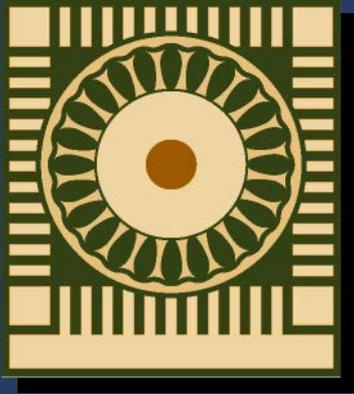
Adopt New General Plan – June 2014



Outline

1. Overview of Draft Goals and Policies
 - a) Economic Development
 - b) Public Facilities and Services
 - c) Education and Life-long Learning
2. Next Steps





Draft Goals and Policies



General Plan Update

Vision Statement



Guiding Principles



Goals



Policies



Implementation Programs



Feedback on Draft Goals and Policies

Are the Goals and Policies aligned with the Community Vision?

Do the goals and policies reflect the ideas that have been expressed by the community?

Are there any goals or policies that should be eliminated?

Are there any additional goals or policies needed to achieve the Community Vision?



Economic Development - Goals

A Diversified and Robust Economy:

Diversify the economic base of Hayward to support a robust and stable economy with a diverse range of employment, shopping, and cultural opportunities for local residents.

Local Entrepreneurship:

Cultivate a culture of entrepreneurship to encourage and support local business start-ups.

Business Expansion and Retention:

Grow the local economy and employment base by supporting efforts to expand and retain local businesses



Economic Development – Goals, cont.

Town-Gown Economy:

Develop a robust college-town economy through “town-gown” and “communiversity” partnerships.

City Image:

Encourage economic investment by enhancing the image and reputation of Hayward

A Business-Friendly City:

Achieve recognition as the most desirable and business-friendly place to locate and conduct business in the East Bay.



Economic Development – Sample Policies

Goal ED-1: A Diversified and Robust Economy:

Diversify the economic base of Hayward to support a robust and stable economy with a diverse range of employment, shopping, and cultural opportunities for local residents.

Policy ED-1.10: Local Serving Retail:

The City shall encourage the establishment and expansion of commercial businesses that increase local spending within Hayward and provide needed goods and services to local residents and businesses.



Economic Development – Sample Policies

Goal ED-2: Local Entrepreneurship:

Cultivate a culture of entrepreneurship to encourage and support local business start-ups

Policy ED-2.7: Training and Support Programs:

The City shall coordinate with local college, trade schools, and technical training institutes to promote programs that offer training and support to potential entrepreneurs.



Economic Development – Sample Policies

Goal ED-6: A Business-Friendly City:

Achieve recognition as the most desirable and business-friendly place to locate and conduct business in the East Bay.

Policy ED-6.2: Land Use Certainty:

The City shall strive to enhance land use certainty for businesses by identifying and removing unnecessary regulatory barriers that discourage private-sector investment.



Public Facilities & Services - Goals

General Public Facilities and Services:

Ensure the provision of adequate and efficient facilities and services that maintain service levels, are adequately funded, and strategically located.

Efficient Municipal Operations:

Operate and function in a sustainable manner, use public revenues and resources efficiently, and provide professional, high-quality service to residents and businesses.

Water Treatment and Delivery:

Maintain a level of service in the City's water system that meets the needs of existing and future development while protecting water quality and improving water system efficiency.



Public Facilities & Services – Goals, cont.

Wastewater Collection and Disposal:

Maintain a level of service in the City's wastewater collection and disposal system to meet the needs of existing and future developments while protecting environmental quality.

Stormwater Drainage:

Maintain an adequate capacity in the City's storm drainage system to securely accommodate runoff from existing and future development, prevent property damage due to flooding, and protect and improve environmental; quality

Flood Control Infrastructure:

Maintain flood control infrastructure to adequately protect life and property from flooding.



Public Facilities & Services – Goals, cont.

Solid Waste and Recycling:

Minimize the generation of solid waste, increase recycling, and provide for the efficient collection and responsible disposal of solid waste

Energy Utilities:

Ensure the provision of adequate gas and electric services to Hayward residents and businesses, encourage the production of environmentally friendly energy, and ensure all energy facilities are constructed in a fashion that minimizes their impacts on surrounding development and environment, and maximizes efficiency

Telecommunications:

Encourage state-of-the-art telecommunication services for households, businesses, institutions, and public agencies throughout the city to connect Hayward to the nation and the world.



Public Facilities & Services – Sample Policies

Goal PFS-2: Efficient Municipal Operations:

Operate and function in a sustainable manner, use public revenues and resources efficiently, and provide professional, high-quality service to residents and businesses.

Policy PFS- 2.4: Sustainable Contracting:

When awarding contracts, professional service agreements, or grants to businesses or non-profit agencies, the City shall request proposals or applications to include information about the sustainability practices of the organization.



Public Facilities & Services – Sample Policies

Goal PFS-3: Water Treatment and Delivery:

Maintain a level of service in the City's water system that meets the needs of existing and future development while protecting water quality and improving water system efficiency.

Policy PFS 3.12: Seismic Safety:

The City shall continue to improve the seismic safety of the water system, including seismic retrofits of reservoirs and improvements to pipes at fault line crossings.



Public Facilities & Services – Sample Policies

Goal PFS-9: Telecommunications:

Encourage state-of-the-art telecommunication services for households, businesses, institutions, and public agencies throughout the city to connect Hayward to the nation and the world.

Policy PFS 9.5: New Developments:

The City shall establish requirements for the installation of state-of-the-art internal telecommunications technologies in new planned developments and office and commercial developments.



Education & Life-long Learning- Goals

Childcare and Early Childhood Development:

Improve access to quality childcare and early childhood development programs so that more children succeed in school and life

Public School Performance and Reputation:

Enhance the performance and reputation of Hayward's public schools to improve student education and attract families and businesses to the Hayward community.

School Facilities and Amenities:

Provide exceptional school facilities and learning environments that give students, parents, teachers, and administrators a strong sense of school and community pride.



Education & Life-long Learning- Goals, cont.

Education-to-Jobs Bridge:

Improve Hayward's 'education-to-job bridge' through community partnerships that prepare students and residents for the future economy and expand their career choices.

Lifelong Learning:

Provide a variety of opportunities for residents to engage in an ongoing pursuit of knowledge and lifelong learning

Library Facilities:

Enhance and expand Hayward's library facilities to meet the evolving educational and life-long learning needs of the community.



Education & Life-long Learning – Sample Policies

Goal EDL-2: Public School Performance and Reputation:

Enhance the performance and reputation of Hayward's public schools to improve student education and attract families and businesses to the Hayward community.

Policy EDL 2.7: School Academic Test Scores:

The City shall coordinate with local school districts to evaluate the feasibility of developing supplemental training resources or study groups to help students prepare for school academic tests.



Education & Life-long Learning – Sample Policies

Goal EDL-4: Education-to-Jobs Bridge:

Improve Hayward's 'education-to-job bridge' through community partnerships that prepare students and residents for the future economy and expand their career choices.

Policy EDL 4.4: Business Partnerships with Schools:

The City shall coordinate with local schools, colleges, businesses, and business organizations to expand student exposure to various professions and local businesses through classroom presentations, internships, and on-the-job training.



Education & Life-long Learning – Sample Policies

Goal EDL-6: Library Facilities:

Enhance and expand Hayward's library facilities to meet the evolving educational and life-long learning needs of the community.

Policy EDL 6.4: Library Facility Maintenance and Renovations:

The City shall consider library facility renovations and expansions based on changing demographics and customer needs.



Next Steps

July 9, 2013

**CC/PC Meeting – Draft Goals and Policies
(Community Safety, Hazards, Mobility)**

July 30, 2013

**CC/PC Meeting – Draft Goals and Policies
(Natural Resources, Health and Quality of
Life, Land Use)**

Prepare Draft General Plan – Summer 2013

Release Draft General Plan – Fall 2013



Feedback on Draft Goals and Policies

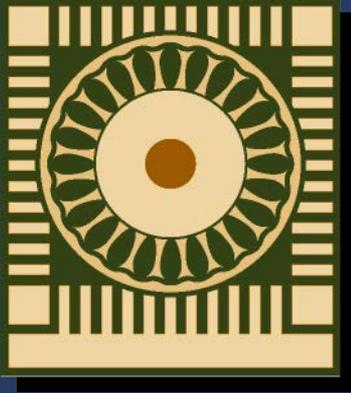
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