

Miriam Lens

From: Kelly McAdoo
Sent: Tuesday, December 02, 2014 2:06 PM
To: Al Mendall; Barbara Halliday; Elisa Marquez; Francisco Zermeno; Greg Jones; Marvin Peixoto; Sara Lamnin
Cc: Fran David; Michael Lawson; Miriam Lens
Subject: 12/2 Council agenda questions
Attachments: Capitol Advocacy Partners Federal Advocacy Proposal 10 14 19.pdf

Good afternoon Mayor and Council-

There were several Council questions on agenda items this evening and we wanted to share the staff responses with the full Council (see below). Please let Fran or me know if you have any questions.

Thank you-
Kelly

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Agenda Item 2 – Alcohol Regulations Work Session:

Question: For the citations, are there any trends/commonalities in the infractions? Ex: are they primarily related to service to minors?

Staff Response: **None of which staff is aware but we are double checking.**

Question: Have there been requests from Bar owners or patrons to eliminate the Happy Hour ban? And, are there any economic development implications in extending the ban (ex: marketability to millennials, for example)?

Staff Response: **No requests to eliminate it at this time. As to the economic development implications, there is the example of Elephant Bar that went from the bottom of its sister group in the East Bay to the top regarding gross revenue, relative to pre and post happy hour.**

Question: For the two recommendations related to modifying (or not) the 500 foot separation on page 22, aren't both of those recommendations already in place? Is clarifying language needed?

Staff Response: **A Councilmember has raised the idea of doing away with or modifying that element of the current regulations (or making exceptions). Staff does not recommend either suggested modification.**

Question: Does the education provided include the dangers of over consumption of alcohol in general (given that not everyone drinks at establishments?)

Staff Response: **Not really unless it is provided through the schools.**

Question: Are there existing regulations regarding large volume sales and selling to obviously intoxicated individuals that apply in Hayward?

Staff Response: **Yes, at least regarding selling to obviously intoxicated individuals.**

Items 3 and 4 – State and Federal Lobbyist Contract:

Question: Was there input from Alex Ameri on this item? I'm asking because, if I'm reading it correctly, some of the funding is coming from his Enterprise funds? (same question for item 4).

Staff Response: **Yes.**

Question: For the same reason, will there be a priority on Utilities and Environmental Services funding (after, police and fire)? (same question for item 4).

Staff Response: **No, not necessarily. This is the City's general lobbyist contract and the work program will follow need and opportunity guided by Council priorities.**

Question: Has there been exploration of bringing this service in-house at some point?

Staff Response: **No nor does the City Manager recommend it given current staff capacity.**

Question: The last line on page 98 states "please find a Sample Work Timetable for the City's federal advocacy efforts". Is there a sample?

Staff Response: **See attachment to email.**

Question: Are the legislative agenda and/or monthly reports shared with council as available/updated? (similar question for item 4).

Staff Response: **Not usually unless it relates to a piece of legislation on which Council has taken a position or in some other way relates to Council priorities or expressed interests.**

Question: Is there coordination between our DC and Sacramento lobbying efforts? Ex: leveraging existing relationships. Coordination on shared goals.

Staff Response: **Yes, that is staff's responsibility as part of the contract administration/program management.**

Agenda Item 5 – Emergency Solutions Grant Program Funding:

Question: What is the status/outcome of the current ESG grant with Abode?

Staff Response: **The current ESG grant is in progress providing rapid re-housing services to 20 unduplicated Hayward families that are currently homeless, or at risk of homelessness, by providing short-term rental assistance and housing placement services.**

Question: What would the new application propose?

Staff Response: **The new application proposes providing rapid re-housing services to additional unduplicated Hayward families (approximately 20) that are currently homeless, or at risk of homelessness, by providing short-term rental assistance and housing placement services.**

Agenda Item 8 – Housing Element Adoption:

Question: Page 2-4 of the Draft Housing Element, Section H-2.3: “The City shall enforce the Inclusionary Housing Ordinance to ensure that a certain percentage of new residential units will be made affordable to lower- and moderate-income households.” Does “lower” in this case includes, extremely, very, and low income levels?

Staff Response: **Yes. This would be all affordability levels.**

Question: Thank you for H-2.4. I appreciate innovation. Does H-3.9 (Adaptive Reuse) limit our ability to preserve industrial uses? “Adaptive Reuse: The City shall support innovative strategies for the adaptive reuse of residential, commercial, and industrial buildings to provide for a variety of housing types and residential uses.”

Staff Response: **No. The General Plan contains other goals and policies related to the preservation of our Industrial area.**

Question: Is it possible to be consistent in the phrase “people who are homeless” rather than “the homeless”? Similarly for people (or persons) with disabilities (Mostly this is consistent, thank you)

Staff Response: **We can do a word search and make sure we are being consistent.**

Question: Should H-6.9, Student and Faculty Housing, include additional institutions? “The City shall engage and work with Chabot College, and CSU East Bay, and other post-secondary academic institutions to update campus master plans and provide housing accommodations for students, faculty, and employees that reflect the housing needs and preferences of their respective institutions.”

Staff Response: **We can if that is the desire of the Council, but other institutions may not have the same demands for housing as Chabot and CSU East Bay.**

Question: Small Typo on Page 4-40? In the middle of the third line from the bottom of the page, does “Eden Council for Hope & Opportunity” start a new agency bullet point?

Staff Response: **Yes, I think that is correct. We can fix that.**

Question: Also on page 4-46? TABLE 4-33 please double check the total?

Staff Response: **Thanks, we will make that correction. It looks like the number was repeated. The correct number is \$37,864.**

Sample Work Timetable

	October-December	January-March	April-June	July-September
<p>First Year</p> <p>Approximately October 1, 2014</p> <p>October 1, 2015</p>	<p>Comprehensive day-long meeting with City staff in Hayward to discuss priorities and review political landscape.</p> <p>Communication with City's Congressional delegation regarding priorities and goals.</p> <p>Review and analysis of possible funding opportunities.</p> <p>Assist in development and drafting of federal positions and priorities.</p> <p>Determine and engage on funding goals.</p> <p>Work with Fire Chief to draft Assistance to Firefighter Grant application.</p> <p>Draft, request and secure AFG support letters</p> <p>Develop and execute strategies for achieving legislative program goals and priorities.</p> <p>Provide election re-cap.</p> <p>Invite Congressman Swalwell, Senators, key officials to local events.</p> <p>Provide ongoing information on competitive grant opportunities.</p> <p>Provide ongoing legislative updates on federal budget and issues of interest to City.</p> <p>Plan and possibly execute DC advocacy trip.</p> <p>Monthly conference calls.</p>	<p>Dana DeBeaumont to visit Hayward.</p> <p>Provide progress on legislative strategies.</p> <p>Draft and amend legislation, as needed.</p> <p>Engage Members and Agencies with follow-up on meetings and developments.</p> <p>Provide ongoing information on competitive grant opportunities and write application/s.</p> <p>Identify a minimum of one grant for the City to apply.</p> <p>Schedule local site visits by Member/Congressional staff to highlight priorities.</p> <p>Continue dialogue with Agencies to engage them on the viability of priorities and projects.</p> <p>Position officials as experts for appropriate Congressional hearings.</p> <p>Review and adjustment of priorities.</p> <p>Engage decision-makers on targeted grant programs.</p> <p>Monthly conference calls.</p>	<p>Discuss progress of legislative strategies.</p> <p>Provide ongoing information on competitive grant opportunities and draft applications as needed.</p> <p>Continue to work with key members on Hayward-sponsored legislation/amendments.</p> <p>Continue dialogue with Agencies to engage them on the merits of priorities.</p> <p>Ongoing review and adjustment to priorities.</p> <p>Potential in-person Federal update, meetings in City.</p> <p>Engage officials in DC and California on targeted grant programs.</p> <p>Determine legislation that is "moving" as possible vehicle for City legislative priorities.</p> <p>Monthly conference calls.</p>	<p>Work with key Members on priority legislation/amendments and determine what legislation needs to be reintroduced.</p> <p>Continue dialogue with Agencies to engage them on priorities.</p> <p>Schedule local site visits by Member/Congressional staff to highlight priorities.</p> <p>Provide ongoing information on competitive grant opportunities and review/edit applications.</p> <p>Ongoing review and adjustment priorities.</p> <p>Prepare and finalize suggested report language desired by City.</p> <p>Provide overview of likely Congressional legislative priorities for next year.</p> <p>Monthly conference calls.</p>