



CITY OF
HAYWARD
HEART OF THE BAY

**COUNCIL ECONOMIC
DEVELOPMENT COMMITTEE
JULY 1, 2013**

Table of Contents

Agenda	2
Approval of Minutes of June 3, 2013	
CEDC Minutes June 3, 2013	4
High-Speed Hayward Fiber Optic Network (Staff Report)	
Staff Report	10
Attachment 1 Site Map	14
Proposed FY 2014 and FY 2015 Water and Sewer Rates (Presentation)	
FY 2014 and FY 2015 Water and Sewer Rate Presentation.	15
Legacy/Eden Shores Rezoning Discussion (Staff Report)	
Staff Report	31
Attachment 1 Site Plan	35
Attachment 2 Mission Linen Letter	36
Attachment 3 Eden Shores Conceptual Land Use Map.	41
Attachment 4 Eden Shores Legacy Zoning Map	42
Economic Development Activities for June 2013	
ED Activity Summary June 13	43



CITY COUNCIL ECONOMIC DEVELOPMENT COMMITTEE MEETING
Monday, July 1, 2013
Conference Room 2A
4:00 P.M.

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS: *(The Public Comment section provides an opportunity to address the City Council Committee on items not listed on the agenda. The Committee 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 Committee 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.)*

1. Approval of Minutes of June 3, 2013

[CEDC Minutes June 3, 2013](#)

2. Update on Future Plans for Southland Mall (Oral Report)
3. High-Speed Hayward Fiber Optic Network (Staff Report)

[Staff Report](#)
[Attachment 1 Site Map](#)

4. Proposed FY 2014 and FY 2015 Water and Sewer Rates (Presentation)

[FY 2014 and FY 2015 Water and Sewer Rate Presentation](#)

5. Legacy/Eden Shores Rezoning Discussion (Staff Report)

[Staff Report](#)
[Attachment 1 Site Plan](#)
[Attachment 2 Mission Linen Letter](#)
[Attachment 3 Eden Shores Conceptual Land Use Map](#)
[Attachment 4 Eden Shores Legacy Zoning Map](#)

6. Economic Development Activities for June 2013

[ED Activity Summary June 13](#)

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT

NEXT REGULAR MEETING – 4:00 P.M., MONDAY, SEPTEMBER 16, 2013

****Materials related to an item on the agenda submitted to the Council Committee 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.****

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HAYWARD CITY COUNCIL, 777 B STREET, HAYWARD, CA 94541
[HTTP://WWW.HAYWARD-CA.GOV](http://www.hayward-ca.gov)

JULY 1, 2013





CITY OF
HAYWARD
HEART OF THE BAY

COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING SUMMARY NOTES – June 3, 2013

CALL TO ORDER: Chair Sweeney called the meeting to order at 4:01 P.M.

ATTENDANCE:

Committee Member	Present 6/3/2013	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Kanti Patel	✓	9	2 excused	8	2 excused
Chris Lam	✓	7	4 (2 excused)	6	2 (1 excused)
Waseem Khan	✓	9	2 (1 excused)	8	2 (1 excused)
Vacant					
Mayor Sweeney (Chair)	✓	11	0	10	0
Council Member Jones	✓	11	0	10	0
Council Member Salinas	✓	8	3**	7	3**

****CM Salinas taught a class on Monday that started at 4:15 P.M.**

OTHERS IN ATTENDANCE:

- Fran David, City Manager
- Kelly McAdoo, Assistant City Manager
- Michael Lawson, City Attorney
- Joseph Brick, Deputy City Attorney
- Maureen Conneely, Assistant City Attorney
- Lori Taylor, Economic Development Manager
- Sally Porfido, Economic Development Coordinator
- Omar Cortez, Housing Specialist
- Cecilia Manzo, Administrative Clerk
- Kimberly Jay, Summer Law Clerk
- Kim Huggett, President Hayward Chamber of Commerce
- David Stark, Bay East Association of Realtors

PUBLIC COMMENTS:

Kim Huggett reported on the Chamber golf tournament that took place on May 20th. Corporate teams and participants raised funds for the Kid's Breakfast Club. Street Parties begin this month and noted that he is going to be meeting with the Downtown Business Improvement Area Advisory Board (DBIA) on Wednesday, June 5th to discuss some of the details.

1. APPROVAL OF MINUTES:

The Minutes of April 1, 2013 and May 6, 2013 were approved as presented.

2. RESIDENTIAL REAL ESTATE UPDATE, DAVID STARK, GOVERNMENT AFFAIRS DIRECTOR, BAY EAST ASSOCIATION OF REALTORS (ORAL REPORT)

Sally introduced David Stark, Public Affairs Director for the Bay East Association of Realtors. He assists community leaders, the media, and the public in understanding real estate issues and works to include the Realtor perspective in the development of Public Policy. Prior to joining Bay East staff, he worked in municipal government managing housing and community development programs for cities in both southern and northern California.

He stated that currently people are not selling homes and inventory is very low. The lack of inventory might be benefiting the investors but it's really a challenge for everyone else. There is a limited supply of housing and a strong demand.

Mayor Sweeney asked for a copy of the slide "SFR Median Sales Price: 2001-2012" that shows sales prices are coming back.

Hayward housing prices have increased by thirty-seven percent from April 2012 – April 2013. However, Hayward housing prices are not as high as they should be due to short sales and foreclosure sales. There are still many people under water on their residences, where they owe more than the value of their home. The percentage of distressed homes sold in Hayward is forty-nine percent of sales vs. fifty-one percent normal units sold. A challenge for Hayward is that the appraised values continue to be lower in Hayward than in other nearby cities. Appraisers must calculate the market value based on recent comparisons; therefore, the high number of distressed properties sold in Hayward lower the average sales price.

To summarize:

- Residential real estate market is still fragile.
- Lack of inventory equals challenges for all buyers.
- Half the market is either short sale or foreclosure.
- Affordability is high and financing is difficult.
- Home ownership is under attack in Sacramento and D.C.

Mr. Stark concluded his presentation and asked for Committee questions or comments:

Council Member Mark Salinas told the committee that when he and his wife bought their home

in Hayward, the realtor tried to dissuade them from purchasing a home in Hayward. Realtors play a significant role in guiding people on whether or not to buy in Hayward.

Council Member Greg Jones explained that he had the same experience when he tried to buy in Hayward. The realtor he was working with at the time said, "If you have children, you do not want to move to Hayward and have them attend Hayward schools."

Chris Lam thinks we should invite realtors to Hayward. He suggested planning a meeting with realtors and letting them know what the City has planned for the future.

Fran David, City Manager, mentioned that she speaks periodically to the Bay East Realtors Association to update them about what is happening in Hayward.

Dave Stark asked that folks let him know when these types of realtor incidents happen. He wants to understand what is going on with Hayward realtors and requested that specific content or issues be forwarded to his attention.

3. ECONOMIC DEVELOPMENT ORDINANCE OVERVIEW (ORAL REPORT)

Lori Taylor, Economic Development Manager, described the possibility of a citywide Economic Development ordinance. Economic Development Ordinances are being pursued by other charter cities and are considered a potential tool to replace some of the land acquisition tools that redevelopment agencies once had available.

The ordinance could ensure that Hayward has the legal authority to undertake a robust economic development program. Other cities that have recently adopted Economic Development Ordinances are Alhambra, Glendale, and Temple City.

To summarize:

- Creates findings supporting the need for the program
- Creates a list of authorized activities which could include real property activities such as purchase, lease, operations, repair, rent, site work, demolition, improvements, etc. and the potential use of eminent domain. Disposition of real and personal property for less than fair reuse value if aids in goals of program could also be considered.
- May also include financing options, including bonds
- Formation of a Community Economic Development Corporation can also be included

The attempt is to review funding vehicles to allow some of the activities that previously were done under Redevelopment.

Michael Lawson, City Attorney introduced his colleagues and explained they would be the best advisors to address any questions as they have worked closely on this project.

CM Jones asked about tax increment financing, Mr. Lawson responded that the City would need to look at a revenue stream from the general fund or a new form of creating debit through bonds,

grants, partnerships with private businesses. Charter cities are examining varieties of strategies none of them as beneficial and long term as tax increment financing.

Ms. McAdoo stated that the ordinance itself is the legal framework to purchase land and partner with a developer. Projects would still need to be presented to council for approval and possible City funding. It would provide the authority to take on such projects. This would allow us to bring future proposals for City Council consideration.

Maureen Conneely, Assistant City Attorney, added that, as a charter city, we would have more latitude than general law cities with respect to land subsidies. Also, this ordinance would provide the policy framework that will provide a legal defense which would have been in place through the Redevelopment agency.

Mayor Sweeney asked if there was any way that the State could access the funding source that would go along with this plan. Ms. Conneely commented that is something that they could use their legislative analyst group to research and also use the Townsend Group, who is contracted with us to research that information.

Mayor Sweeney reiterated that he would want to make sure that these funds could not be taken away by the State as they did from the Redevelopment agency. He expressed interest and is open to learning more about the ordinance.

CM Jones supports the idea of having these tools and laying the groundwork for the City to stimulate Economic Development.

Mr. Patel asked if there was any information proving that this ordinance was working for the other cities that currently have it. Ms. Taylor mentioned that this is still very new and more research is needed to provide accurate information in the months to come.

4. BUSINESS VISITATION REPORTS:

Mr. Lawson and Mr. Patel went on a business visitation to Mi Pueblo Food Center on Harder Ave. They met with the Manager Miguel Larios and his assistant Gabriel. Mi Pueblo employs ninety-six people, sixty of which are full time and forty are part time. Seventy-eight percent of Mi Pueblo's employees live in Hayward. The store is open 365 days a year from 7:30 a.m. to 10 p.m. They requested that the Hayward Police Department stop by and visit periodically to make their presence known within the community. A message was sent to Chief Urban, and she has arranged for Captain Darryl McAllister to have the Southern District Commander, Dave Lundgren, along with other members of the Police Department, visit and introduce themselves. The store prefers that the Police stop by informally as a part of community outreach.

Mr. Lawson commented that he experienced a sense of community and family when visiting the store from the employees and patrons. Mi Pueblo would like to partner with the Alameda County Public Health Department so that all employees receive the same training regarding the health regulations because they work different shifts.

They would also like the City to assist in promoting the college system to encourage degrees in Business and Entrepreneurship among their employees. Many of their current employees are getting their education in Criminal Justice.

One of the concerns noted during the visit is a problem with shoplifting, especially concerning younger teens and seniors. Mi Pueblo Managers do not like to call Police for minor crimes, and understand there is an unspoken concern about their customer's immigration status.

Mr. Patel also added that the Managers expressed interest in teaching their employees better English and using any resources the City has to offer. Mr. Lawson and Mr. Patel did recommend the Hayward Adult School and Library programs currently available to the community.

The next Business Visit report was made by Mayor Sweeney. Mayor Sweeney and Matt McGrath visited the Mi Pueblo at the Hesperian location. The owner and the Store Manager met with the team. Their main concern was immigration reform at the National level. They had positive things to say about their student workers especially from Chabot College.

One area of concern was the A Street/Nimitz overpass due to the appearance, weeds, trash, and the traffic. Mayor Sweeney noted several Mi Pueblo carts in the surrounding areas, especially in the South Garden neighborhood. They agreed to do a better job of policing their carts.

CM Salinas and City Clerk Miriam Lens went to Inline Distributing Company and met with Mr. Henry Aparicio, Manager. This company specializes in disaster recovery, emergency response, hazardous material, construction, and packaging. They conduct a lot of business to business transactions. Mr. Aparicio has one hundred and fifty employees; many of the employees live in Hayward. He would like to see an increase in Police patrolling the industrial area.

Mr. Aparicio would like to establish a partnership with the City of Hayward and CM Salinas suggested that he join the Hayward Chamber of Commerce and also suggested he sign up for the City of Hayward Vendor Registration list through the Purchasing Dept.

One potential concern was raised regarding a pump filtration system that is next door to his building. The alarm on the pump periodically goes off, and the business is not sure who it belongs to or who to call. This filtration system does not have any City markings, but staff will look into this concern.

5. ECONOMIC DEVELOPMENT ACTIVITIES FOR MAY 2013:

Ms. Porfido reported that staff continues to meet with the team responsible for the development of a Lit Hayward project that will eventually provide high speed internet access throughout the industrial areas of Hayward.

Staff also met with the new Southland Mall Manager, Jennifer Duarte and interim Mall Manager Alan Clark. She is anxious to establish a good working relationship with the City of Hayward

and assist in meeting the needs of the community.

Mayor Sweeney suggested that they should consider bringing in a grocery store in the Hesperian side of the mall. Lori Taylor, Economic Development Manager assured him that the Southland Center owners and brokers are aware of this request from the City and community.

Mr. Lam suggested an Asian specialty grocery store as well. Ms. Taylor notified him that she has heard of plans to bring one in at the current Burlington Coat Factory site, since they are planning to relocate into the mall.

Ms. Taylor attended the International Council of Shopping Centers Las Vegas deal making event and met with the Southland Mall owners, retailers and brokers to discuss opportunities in Hayward.

Staff also attended the East Bay Biomedical Manufacturing Network on May 21st at Ohlone College in Newark.

Ms. Taylor reported on a visit with Mayor Sweeney and Sally Porfido, Economic Development Coordinator to Aurora Algae, a clean technology business. The Hayward location is their Corporate Headquarters and they will be expanding in the near future.

In response to an inquiry regarding the potential increase in water and sewer rates, Kelly McAdoo suggested that Public Works Director Alex Ameri present information on rates at the July 1 CEDC meeting.

Chris Lam inquired on the time frame for update reporting on the Economic Development Strategic Plan. Kelly McAdoo, Assistant City Manager requested Lori Taylor, Economic Development Manager, bring her ideas back to the committee and report on the follow-up dates.

CM Jones asked about who does the Environmental Award. Mayor Sweeney explained that we do it every year with the Chamber of Commerce. CM Jones mentioned that there is a Hayward company that is going all solar. Ms. McAdoo suggested that Erik Pearson come to the next meeting to discuss the process of how a business gets nominated for an Environmental Award.

COMMITTEE MEMBER ANNOUNCEMENTS:

None.

ADJOURNMENT: Meeting was adjourned at 5:48 P.M.

DATE: July 1, 2013

TO: Council Economic Development Committee

FROM: Information Technology Director
Economic Development Manager

SUBJECT: High-Speed Hayward Fiber Optic Network

RECOMMENDATION

That the Committee reviews and comments on this report.

BACKGROUND

In late 2012, the City was approached by representatives of San Leandro (SL) Dark Fiber LLC to discuss the idea of partnering with the City to create a fiber optic network capable of providing extremely high-speed data communications to Hayward businesses. SL Dark Fiber LLC recently built a similar 11-mile long fiber optic network in the City of San Leandro (called Lit San Leandro) and wanted to explore whether Hayward was interested in a similar partnership. This cost-effective high speed broadband service has the potential to serve as a business development tool, allowing Hayward to attract businesses that could benefit from very high-speed internet connectivity with the potential to move large amounts of data. This proposal was discussed at the June 19 Council Technology Application Committee and received general support.

DISCUSSION

SL Dark Fiber, LLC has proposed that the City enter into a long term license agreement with a new LLC (yet to be named, hereafter referred to as the 'new LLC'), formed specifically for the purpose of installing fiber optic facilities within the City's existing underground conduit. Under this agreement, the City would basically lease space inside its existing underground conduit for a minimum of twenty years. This existing underground conduit was installed for traffic control purposes; some sections contain fiber optic cable and/or copper cabling, while other sections were installed during other construction and are currently empty.

This new LLC would install and maintain a fiber optic network built inside this underground conduit. Another entity (tentatively named High-Speed Hayward) would be formed to operate the network and sell very high speed internet service to business and industrial subscribers in Hayward. The long term nature of this agreement is required because of the substantial investment needed to install and manage the fiber optic infrastructure.

The City's Economic Development Strategic Plan for FY 2014 – FY 2018 identifies exploring a public/private partnership to secure a broadband/fiber optic network in the industrial area as a work task to support the goal of expanding the public infrastructure that businesses need to thrive. Since this proposal works toward satisfying that goal, staff will continue to work cooperatively with High Speed Hayward to help identify and provide information on businesses that might gain value from this service, as well as provide information on opportunity sites that could benefit from having this service available.

A draft map showing the tentative location of the proposed fiber installation is attached as Attachment I. The plan outlined on the map follows the location of existing conduit identified by staff. The map also indicates areas where new conduit installation may be considered. Feedback from existing businesses and property owners will be important to ensure the maximum impact from this potential tool to assist businesses.

Once the lines are installed, it is hoped Hayward businesses could cost-effectively connect to the system. Currently, access to this type and speed of internet connection isn't possible in most parts of Hayward. This network, once completed, could service existing firms and allow easier recruitment of firms needing internet speed. To ensure maximum availability, as the project is implemented over the next several years, phasing and final fiber location will be determined based on the needs of businesses.

The cooperative nature of this arrangement is intended to allow High-Speed Hayward to become a profitable ongoing concern with the ability to offer cost-effective very high speed internet service. In order to accomplish this, the City would lease conduit space for \$1.00 per year for the first ten years. After ten years, the rate would revert to a to-be-determined market rate, unless High-Speed Hayward can demonstrate that they were not yet profitable.

Staff has worked for the past few months on negotiating a proposed license agreement similar to the license agreement used by the City of San Leandro and San Leandro Dark Fiber LLC. In addition to the points outlined below, the agreement as currently proposed limits the City's financial risk, protects the security of existing City infrastructure, and seeks to minimize the regulatory burden on the new LLC to the extent possible, and to maximize the likelihood of the fiber enterprise being successful. The Committee should be aware of the fact that these are ongoing negotiations and the terms outlined below are not final.

The terms of the proposed license agreement protect City interests while also laying the groundwork for a successful fiber enterprise. The following provides an overview of some of the key terms of the proposed agreement.

Term – The initial term is for twenty years, and the new LLC has the right to renew for four additional five-year terms. A long-term agreement is crucial to the success of the fiber system because a substantial capital investment is required by the new LLC to build the system.

License Fee – For the first ten years, the fee will be \$1.00 per year. For years eleven-twenty, the fee will be set at market rate unless High-Speed Hayward demonstrates that it is not yet profitable. This market rate will be determined by mutual consent based on review of recent comparable

commercial conduit license agreements. Again, because of the substantial investment required to build the network, it is unlikely that the fiber enterprise will be very profitable in the near-term. Use of a market rate fee structure will allow the City to collect equitable license fee revenue when the system becomes profitable. Beginning in year twenty-one, the fee will be set at market rate based on the criteria outlined above, regardless of the venture's profitability.

City Approval of Sale, Right of First Refusal and Abandonment – If the new LLC wishes to sell the system, the City will have the right of first refusal to purchase the system. If the City does not wish to purchase the system, it can be sold to another party with the City's consent. If the LLC abandons the system, the City will take ownership at no cost.

Dedication of Fiber Strands for City Use – The agreement requires the new LLC to dedicate thirty strands, or roughly ten percent of the new fiber system, to the City for its unrestricted use. (Thirty fiber strands could carry several thousand times more data than what is currently used on a daily basis by City staff located at City Hall.) These dark fiber strands would require additional investment by the City to make them operational. However, these strands would augment and enable future expansion of the City's existing fiber optic network. During design and construction, the City could choose to purchase additional dark fiber strands at a negotiated price.

Project Costs – The new LLC is solely responsible for all project costs incurred in order to install and operate fiber optic cables and related facilities in existing City conduit.

Maintenance – The new LLC is solely responsible for all costs associated with the installation, operation, maintenance, security, replacement, and repair of the new fiber network. The City retains its existing responsibility for the maintenance and repair of City conduit. This ensures that the City will oversee the maintenance and repair and maintain control over City underground conduit space, which also houses existing City assets.

As-Is Conveyance – The City grants this license for the property in its conduit "as-is" condition and makes no representation as to the condition of the property or its fitness for the new LLC's purpose.

FISCAL IMPACT

Other than City staff time utilized to work with Hayward Dark Fiber during design, construction, and marketing of the new system, there are no other City expenses anticipated. The system could conceivably generate license fee revenue if the license fee reverts to a market rate in 2023; however, it is not anticipated that this will generate substantial fee revenue for the City. As outlined earlier, the primary goal of this proposal is supporting economic development in Hayward. Therefore, any fiscal benefit to the City would be derived from its impact on improved economic activity and business expansion in industry sectors that would be attracted by and benefit from high speed internet connectivity.

NEXT STEPS

A tentative schedule for this project is as follows:

Introduction and discussion at CEDC	July 1, 2013
Introduction and discussion at Council Work Session	July 30, 2013
Council approval of license agreement	September/October 2013
Design and construction begins	January 2014
Ready for initial subscriber use	Fall 2014

Prepared and Recommended by: Mark Guenther, Information Technology Director
Lori Taylor, Economic Development Manager

Approved by:



Fran David, City Manager

Attachments:

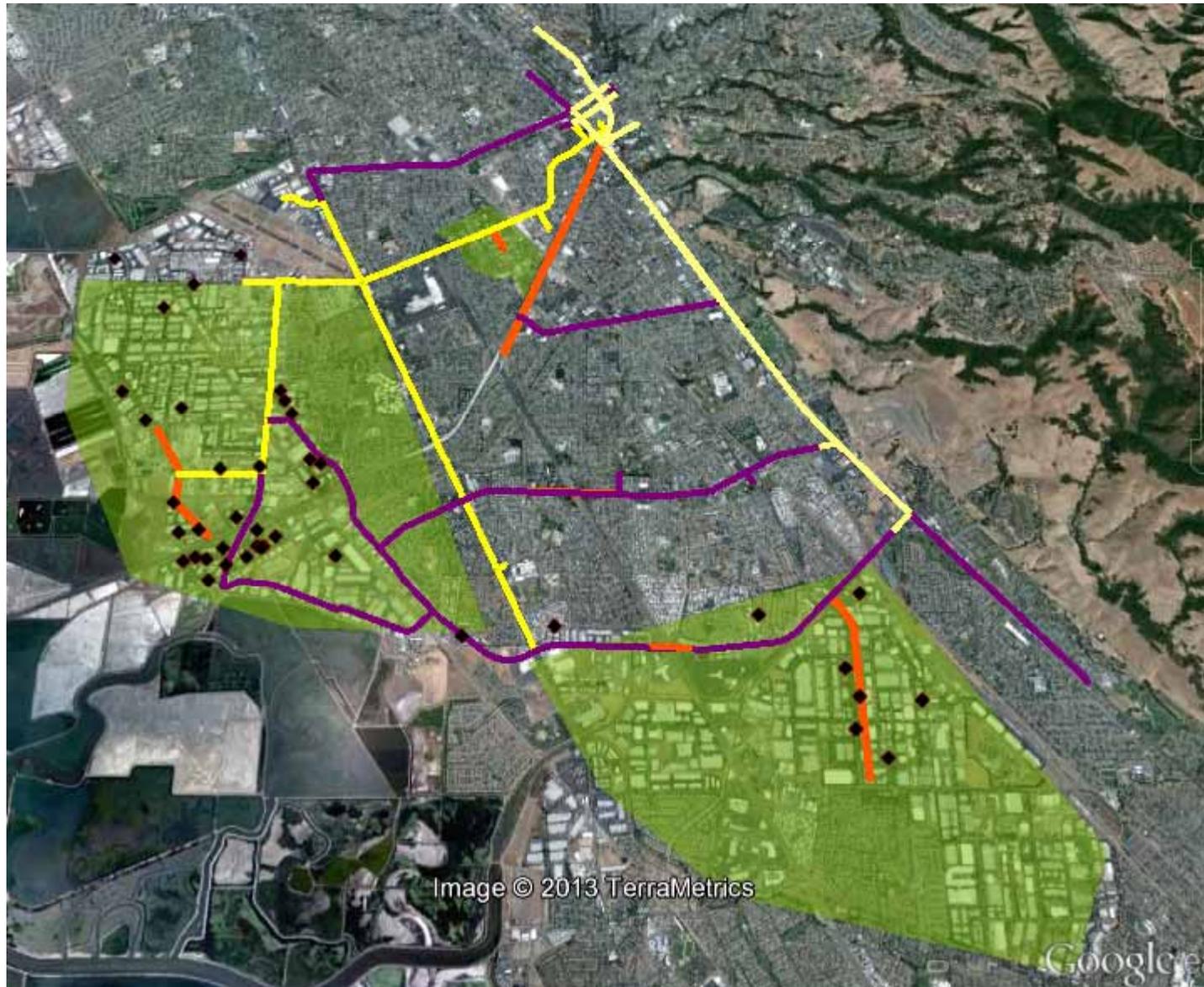
Attachment I: Draft map showing tentative location of the proposed fiber installation

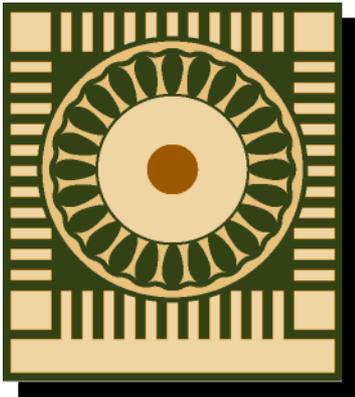
Existing
Conduit
with fiber
(Yellow)

Future
Conduit
(Orange)

Existing
Conduit
without
fiber
(Magenta)

High Interest
Service
Areas
(Green
shaded)





CITY OF
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**Proposed FY 2014 and FY 2015
Water and Sewer Rates**

**Council Economic Development Committee
July 1, 2013**

**Alex Ameri
Director of Public Works
Utilities & Environmental Services**

Why Water Rates Have Gone Up So Much?

- Hayward purchases all its water supply
- San Francisco is our sole water supply source
- SF Neglected Major Maintenance of Regional Water System for Decades
- Bay Area Wholesale Customers Compelled SF to Fix the System
- In 2005 SFPUC Undertook an Ambitious 10-Year, \$4B+ System Improvement
- We Pay for this Cost Through Wholesale Rates
- Wholesale Costs Have Trippld Since
- Almost 2/3 of City Water Enterprise Cost is for Purchase of Wholesale Water

City's Actions to Manage Costs

- ▶ Conducted comprehensive evaluation to reduce unaccounted-for-water
- ▶ Implemented efficiency measures, including significant restrictions on approval of overtime
- ▶ Review carefully all vacancies to identify potential efficiencies
- ▶ Implemented energy reduction measures

And,

- ▶ Continue to implement rate adjustments on October 1, rather than July 1 (when water use is highest)

Water Rates – Major Factors

Water Purchase Costs

- Increase in wholesale purchase costs over next two years
- BAWSCA debt surcharge – \$2.66 M annually
- Overall increase over two years: 21%

Water Consumption Trends

- Generally decreasing – more that 10% reduction in last two years
- Puts pressure on rates

Use of Fund Balance

- Emergency reserves
- Cash flow
- Allows City to “smooth out” fluctuations in wholesale water rates

Wholesale Water Purchase Costs

- ▶ SFPUC Wholesale Rates
- ▶ BAWSCA Debt Service Surcharge – fixed at \$2.66 M annually

Year	Projected Quantity (CCF)	SFPUC Rate/ CCF	Debt Service Surcharge/ CCF	Total Cost/ CCF	% Change
FY 2013	7,700,000	\$2.93	N/A	\$2.93	
FY 2014	7,900,000	\$2.45	\$2,659,000	\$2.79	-5%
FY 2015	8,100,000	\$3.23	\$2,659,000	\$3.56	28%

- ▶ Overall percentage rate change: 21% between FY 2013 and FY 2015

Proposed Water Service Rates

Recommendation:

- FY 2014 – 6% Increase
- FY 2015 – 6% Increase

- All rate changes effective October 1;
- The increase in typical SF Homes is shown above; Other uses may experience slightly different rate changes.

Major Factors in Proposed Rates:

- Wholesale Cost Increase
- Reduction in water usage over the past two years

Examples of Typical Non-Residential Increases

	Current Billing	FY 2014		FY 2015	
		Billing	% Change	Billing	% Change
Medium Restaurant (80 ccf, 1,000 GPD)	\$424	\$448	6%	\$473	6%
Supermarket (600 ccf, 7,500 GPD)	\$3,565	\$3,765	6%	\$3,985	6%
Food Processor (1400 ccf, 17,500 GPD)	\$8,445	\$8,925	6%	\$9,465	6%

Proposed Sewer Service Rates

Recommendation:

- FY 2014 – 0% increase
- FY 2015 – 3% residential increases
0% – 6% non-residential increases
(depending on discharge volume
and waste strength)

Major Factors in Proposed Rates:

- Modest increases in costs of providing sewer collection, treatment and disposal services
- Reduction in some industrial discharges

Proposed Sewer Rates

Examples of Non-Residential Fees

Per 100 cubic feet (1 CCF) of water

	Current	Proposed FY 2014	% Change	Proposed FY 2015	% Change
Restaurant (without grease interceptor)	\$8.28	\$8.28	0%	\$8.28	0%
Restaurant (larger w/grease interceptor)	\$6.31	\$6.31	0%	\$6.33	1%
Fabricated Metal	\$2.35	\$2.35	0%	\$2.41	3%
Large Beverage Bottler	\$12.85	\$12.85	0%	\$13.65	6%

Connection Fees – Water

- Pay for new projects and updated project costs for water system improvements needed to add system capacity, meet future demand, and improve system reliability
 - Recommendation – No change to Water Connection (“Facilities”) Fees

Connection Fees – Sewer

- Pay for new projects and updated costs for sewer system projects to improve reliability and meet future system demand
 - Recommendation – No change to Sewer Connection Fees

Continuation of Sewer Connection Fee Incentives

- Businesses enjoy significant reductions in required connection fee (i.e., 70% discount on a major portion of the fee related to strength of wastewater discharge) on the first 50,000 GPD of discharge capacity
- Restaurants, among other businesses, would significantly benefit from this.
 - Recommendation – No change to Sewer Connection Fees

Comparison of Proposed Non-Residential Sewer Connection Fees to Neighboring Agencies

	Restaurant (1000 gpd)	Medium Food Processor (5,400 gpd)	Large Food Processor (20,000 gpd)	Metal Finisher (12,000 gpd)
Oro Loma Serving San Lorenzo	\$45,000	\$340,000	\$1,500,000	\$360,000
Hayward	\$36,000	\$250,000	\$1,200,000	\$320,000
San Leandro	\$25,000	\$195,000	\$860,000	\$200,000
USD Serving Fremont, Newark & UC	\$22,000	\$250,000	\$1,200,000	\$150,000
EBMUD Serving Oakland, ...	\$16,000	\$170,000	\$800,000	\$70,000

Water Rate Comparisons

Agency	Bimonthly Billing
City of Redwood City	\$108.40
City of Mountain View (1) (2)	\$105.90
City of Hayward – Proposed	\$100.70
City of Hayward – Current	\$94.90
Contra Costa Water District (3) (Concord, Walnut Creek)	\$90.48
Dublin San Ramon Services District (3) (Dublin, San Ramon)	\$87.55
Alameda County Water District (2) (Fremont, Union City, Newark)	\$86.60
City of Daly City (2)	\$82.24
East Bay Municipal Utility District (3) (Oakland, Castro Valley, Unincorporated Alameda County)	\$79.74

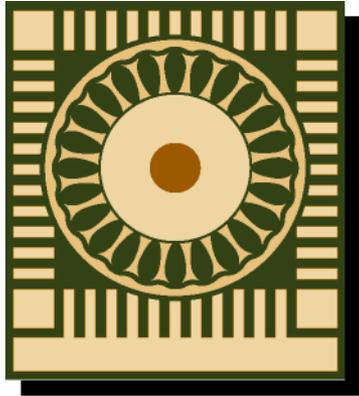
- (1) FY 2014 rate increases are unknown at this time
- (2) Multiple sources of water
- (3) Not an SFPUC wholesale customer

Sewer Rate Comparisons

Agency	Monthly Rate
City of Livermore (1)	\$40.75
Central Contra Costa Sanitary District (2) (Concord, Walnut Creek, Martinez)	\$33.75
City of San Leandro	\$31.18
Dublin San Ramon Services District (Dublin and San Ramon)	\$29.62
Union Sanitary District (2) (Fremont, Union City, Newark)	\$28.14
City of Hayward (Proposed FY 2015)	\$28.08
City of Hayward (Current and Proposed FY 2014)	\$27.27
Castro Valley Sanitary District (2)	\$23.41
Oro Loma Sanitary District (Unincorporated Alameda Co.)	\$16.25

(1) Rate adjustments for FY 2014 unknown

(2) Proposed FY 2014 rate



Proposed FY 2014 and FY 2015 Water and Sewer Rates

Questions/Comments/Discussion

DATE: July 1, 2013

TO: Council Economic Development Committee

FROM: Lori Taylor
Economic Development Manager

SUBJECT: Discussion of Potential Rezoning of Eden Shores

RECOMMENDATION

That the Committee discusses this report, and provides feedback to the developer related to the proposed uses shown on attached Exhibit A, which would require a Zone Change and amendments to the General Plan, South of 92 Specific Plan, and Development Agreement for Eden Shores. These amendments would be subject to Planning Commission and City Council review and approval.

BACKGROUND

Recently, Legacy Partners approached City staff about the possibility of changing some of the uses allowed on an approximately fourteen-acre portion of their Eden Shores project, which carries a Business Park (BP) zoning designation. These modifications are requested by Legacy Partners to address changes in the real estate development market.

BP zoning allows a variety of office uses, public agency facilities, and “restaurants, sports and fitness facilities/centers and other uses determined by the Planning Director to be compatible with and promoting business park/office development” (see BP Zoning District regulations at: <http://www.hayward-ca.gov/CITY-GOVERNMENT/DEPARTMENTS/CITY-CLERK/ZONING/Sec%2010-1.1700%20business%20park.pdf>). The purpose of the BP Zone is, “to provide for establishment of high quality business office parks in a campus environment at key locations within the Industrial Corridor.”

In 1998, the City of Hayward certified a Program Environmental Impact Report (EIR) associated with the approval of the South of Route 92 General Plan Amendment, Zone Change and Specific Plan for the Oliver Estate/Weber Properties. In 1999, the City approved and executed the Mount Eden Business and Sports Park Community Development Agreement in connection with the Oliver Estate properties. The original Specific Plan provided for a mixed-use development consisting of a business park, high-quality single-family housing, light manufacturing, open space and a 25-acre sports park on 333.5 acres. The Plan sought to expand the supply of owner-occupied housing and increase the variety of the City’s housing stock, particularly housing for professionals, technical specialists and managers and business

owners, and create opportunities for businesses that provide higher wage jobs and/or sales tax revenues to develop and expand in Hayward. The sports park and the Eden Shores residential community have been completed.

In November of 2005, the Specific Plan, Development Guidelines and Development Agreement were amended, as were the City's General Plan and Zoning Ordinance, to allow for residential development (Eden Shores East) on approximately 29 acres formerly designated for light manufacturing just east of the railroad tracks. The Bridgeport and Crossings projects, consisting of 139 single-family units and 122 condominiums, respectively, have been completed.

In 2006, Legacy Eden Shores, who acquired the property from Standard Pacific, expressed an interest in exploring other potential land uses for the remaining undeveloped approximately sixty acres. In October 2007, City Council approved a General Plan amendment, Specific Plan amendment, Development Guidelines revisions, Zone Change application, Zoning Text amendment, Development Agreement amendment, and Partial Assignment and Assumption of Mount Eden Business and Sports Park Community Development Agreement associated with a request to build 167 units (townhouse and single-family); and to provide regional commercial, neighborhood retail and business park-office space on undeveloped land generally located west of Hesperian Boulevard, along Marina Drive, south of Industrial Boulevard and north of Eden Park Place (see conceptual land use plan, Attachment III).

That 2007 action resulted in all of this land being zoned "Business Park," except for approximately 5.8 acres of undeveloped land, which is zoned "Neighborhood Commercial" (CN), approximately 16.5 acres that contains the Costco store and parking lot, and approximately 14.4 acres south of Eden Shores Boulevard and north of Eden Park Place that is zoned "Medium Density Residential" (RM) (see attached zoning information map, Attachment IV).

DISCUSSION

Legacy Partners has submitted a conceptual site plan showing potential proposed uses (Attachment I) for the approximately fourteen acres that are zoned BP and located west of Marina Drive, south of Industrial Boulevard and east of the railroad tracks.

Mission Linens - The proposed site plan (Attachment I) includes a 7.5 acre site along Industrial Boulevard along the railroad tracks for Mission Linen Supply (Mission Linens) to construct a 100,000 square foot commercial laundry facility, which would operate from 6:00 a.m. to 6:00 p.m. six days a week. During the summer months, operations may begin earlier due to generally warmer weather and to accommodate earlier schedules for drivers. A summary of Mission Linens and an overview of their operations are attached (Attachment II). In the first year, it is estimated that Mission Linens would create approximately 200 jobs at a variety of pay levels, increasing to 300 jobs in year five. According to estimates provided by Mission Linens, wages range from approximately \$26,000 annually for production employees, \$50,000 annually for service employees and various other wages for plant engineers, management, sales, and administrative staff. This use would generate an estimated forty truck trips per day, and, at build out in five years, it is estimated that this number would increase to sixty-five truck trips per day. They plan to have forty routes in

the beginning using primarily twenty-foot delivery vehicles and several tractor trailers. Growth in five years to 65 routes would require fifty 20-foot delivery vehicles and fifteen tractor trailers. Also, while not included in the summary, representatives from the firm have estimated that annual use taxes of between \$30,000 and \$80,000 may be generated by the proposed facility due to the purchase of replacement linens and uniforms. The facility would include more than \$30 million in real and personal property.

One of the significant considerations for this use is the large amount of water required to operate the facility. While Mission Linens has received awards for their water conservation efforts, it should be noted that this use would need twenty million gallons of water annually based on current customer base. These preliminary estimates provided by the user estimate that this will grow to between forty to fifty million gallons annually within five years. This is a significant amount of water capacity that the City would be obligated to provide and could limit the City's ability to recruit other water intensive businesses due to capacity limitations. Refined estimates of water usage and future growth will be needed to determine potential fees as well as determine the impacts of this amount of water usage. These issues will need to be carefully reviewed by staff.

Other Conceptual Uses - The conceptual land use plan (Attachment I) also indicates an unspecified manufacturing use on a 3.5-acre site south of the Mission Linens site. It is estimated that this site would allow for construction of a 60,000 square foot industrial building. An operator of this site has not yet been identified.

The proposed site plan also includes a three-acre site to the south of the manufacturing use site to accommodate an Assisted Living facility. Staff has not received any information regarding the number of units, size of development, potential operator or potential employment and fiscal impacts. Alternative A would leave approximately 5.8 acres currently zoned BP available for future development adjacent and to the west of the Costco site.

The property owner/proponent has indicated that it has been challenging, and will be in the future, to attract office uses to this site, in line with the BP zoning provisions. Throughout the region, there is a large supply of vacant office space and market demand is not expected to increase for years. Staff would support alternative uses to office uses as envisioned in the BP zone regulations, provided those uses would result in higher paying and a substantial number of jobs.

Also, staff has many questions about the potential operations and impacts of the proposed uses on the site, particularly given the proximity of residential uses to the south. After more information is provided by the applicant, staff will estimate potential operational impacts and conflicts, and will determine whether a traffic study or other environmental or hazardous material review will be needed. However, the property owner has requested to go before the CEDC at this time to share the proposed conceptual uses and receive initial feedback on the proposed uses, before deciding to proceed with development of plans, land use/zoning applications, etc.

In order to allow industrial and residential uses on these sites, Zoning and General Plan Amendments would be required to rezone the parcels from Business Park (BP) to Industrial (I) or Planned Development (PD) to allow Mission Linens and the manufacturing site; and Business Park

(BP) to Medium Density Residential or Planned Development (PD) to allow the assisted living facility. The General Plan Land Use Designations would also need to be amended from Industrial Corridor to Medium Density Residential (MDR) to allow residential use types (convalescent home). Additionally, the South of 92 Specific Plan and Development Agreement with Legacy Partners would need to be amended.

FISCAL IMPACT

The development of this site will result in new property taxes; however, it is difficult to estimate those amounts with the information we have received. Mission Linens estimates that they would be developing more than \$30 million in real and personal property. Also, it is likely that Mission Linens would generate use taxes between \$30,000 and \$80,000 annually, and it is possible that the industrial use would generate some taxable sales as well.

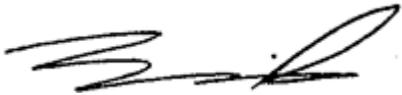
NEXT STEPS

Legacy Partners, the owner of the fourteen-acre Eden Shores site, has requested preliminary review by the CEDC to get feedback from Council and the business community on the proposed alternative.

Prepared by: Linda Ajello, AICP, Associate Planner

Recommended by: Lori Taylor, Economic Development Manager

Approved by:

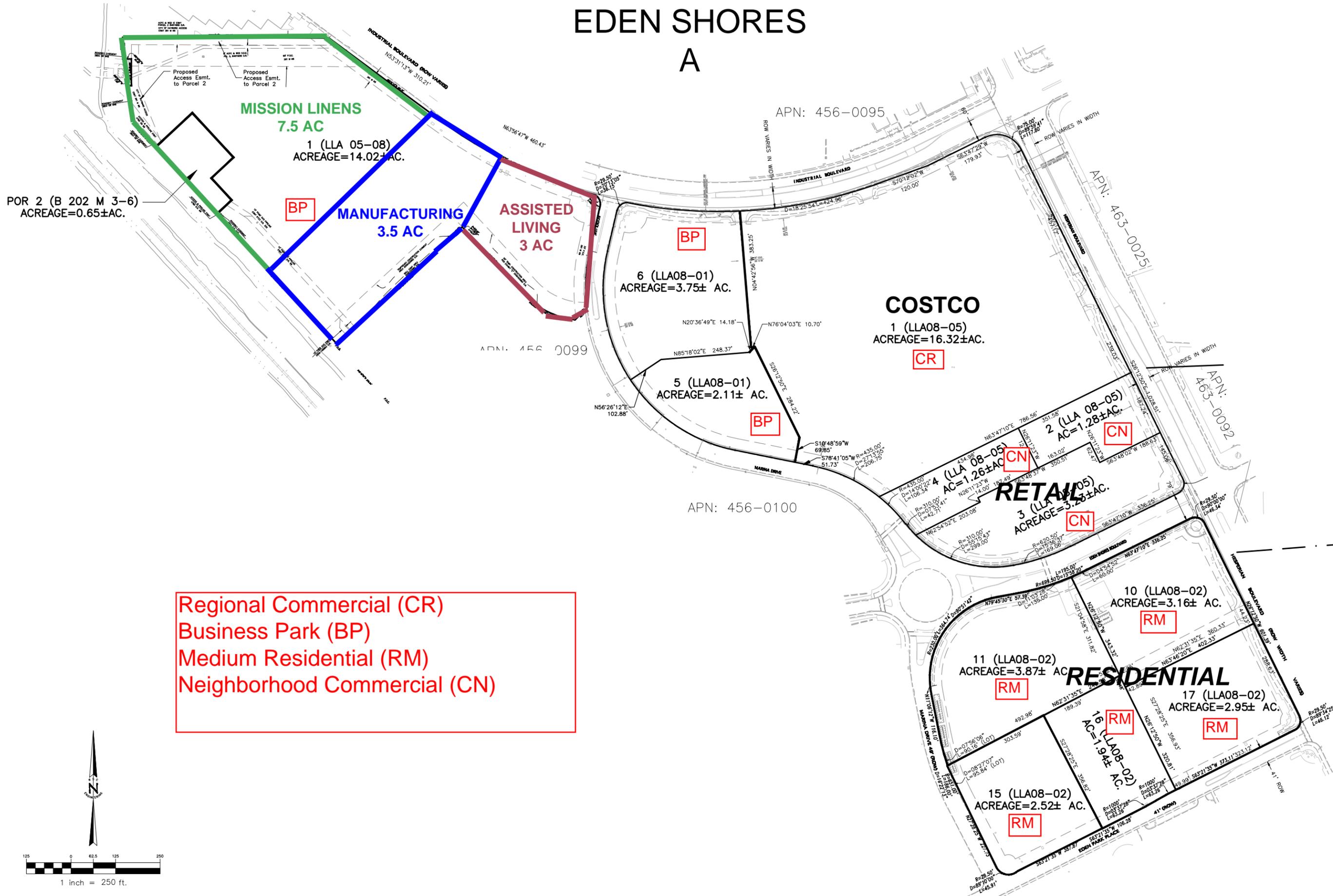


Fran David
City Manager

Attachments:

- Attachment I – Eden Shores Alternative Site Plan A
- Attachment II – Mission Linens Business Operation Summary
- Attachment III – 2007 Approved Conceptual Land Use Plan
- Attachment IV – Zoning Area Map

EDEN SHORES A



LEGACY PARTNERS

REV. NO.	DESCRIPTION	ENG. INT.	DATE

RSC ENGINEERING
2250 Douglas Blvd, Suite 150
Roseville, CA 95661
Ph: 916.788.2884 Fax: 916.788.4408

PROJECT NO: 053-001
DRAWN BY: K. BAXTER
CHECKED BY: RSC Eng
DESIGNED BY: RSC Eng

**ASSESSMENT EXHIBIT
EDEN SHORES**
INDUSTRIAL BLVD AND HESPERIAN BLVD
HAYWARD, ALAMEDA COUNTY, CA

SHEET TITLE
EXH

SHEET NO.
1
OF **1**

DATE: JUNE 4, 2009



Mission Linen Supply

MISSION LINEN & UNIFORM SERVICE

May 20, 2013

To Whom It May Concern:

Mission Linen Supply is a family-owned and privately-held regional textile supplier and a leading provider of rental products, services and supplies to hospitality, medical and industrial businesses. Founded in 1930 and headquartered in Santa Barbara, California, Mission Linen Supply provides service from 44 locations, operating 26 commercial laundry processing facilities and 18 remote depots. Operations span five states including California, Arizona, Texas, New Mexico and Oregon, employing over 3000 people. Core product offerings include uniforms and apparel, safety garments, healthcare scrubs, outerwear, sheets, terry, napery, floor mats, and restroom supplies.

Mission Linen Supply is expanding, with plans to open a 100,000 square foot processing facility that will service customers from northern California through the Bay Area to the Central Valley. The City of Hayward is one of the locations being highly considered as an ideal location for this operation. Initially Mission will be hiring approximately 200 new employees with plans to expand this base once the operation is up and running.

Environmentally, Mission Linen Supply offers an ideal partnership to the local community. Since 1960 the company has been pioneering environmental improvements in the industry, continually retrofitting existing plant facilities with wastewater pretreatment systems, water reclamation & conservation programs and more energy efficient equipment. Our environmental stewardship program focuses on the planet, continually seeking to conserve resources, reduce waste and increase safety. Our sustainability measures include:

- Water reclamation and conservation
- Heat reclamation
- Electrical Savings
- Greenhouse Gas Reduction
- Company wide recycling programs
- Phasing in the use of CNG (Compressed Natural Gas) delivery vehicles

Additionally, Mission Linen has been widely recognized for Safety and Health achievements. Cal/OSHA most recently recognized Mission's Morro Bay, CA facility for its Safety and Health Achievement Recognition Program (SHARP). The company qualified for the certification for its Fresno facility as well, making Mission Linen Supply the recipient of both the first *and* the second SHARP award given in the United States to any commercial/industrial laundry. To date, Mission Linen Supply has 7 facilities recognized as Golden Gate by Cal/OSHA.

We believe that it's the responsibility of corporations to balance environmental and economic concerns. That's why we strive to make business decisions that have a positive impact on people and the planet.

Thank you for your consideration.

Sincerely,

Tony Mancuso
Vice President, Corporate Services
Mission Linen Supply

MISSION LINEN SUPPLY SUSTAINABILITY MEASURES

Mission Linen Supply's facilities use many different technologies to reduce its use of utilities and increase its energy efficiency. This enables Mission to lessen its impact on the environment and at the same time lower its operating cost. Below is a brief summary of some of the measures employed.

TOTAL ANNUAL SAVINGS

The net effect of the measures outlined reduces the amount of water, natural gas, and electricity used by the following amounts:

- Water 51,000,000 Gallons
- Natural Gas 1,100,000 Therms
- Electricity 1,000,000 kWh
- Greenhouse Gas (CO2) Reduction 8,600 Tons

WATER RECLAMATION

Mission Linen Supply has a longstanding commitment to water conservation. In the early 1970's Mission founded a company called Pollution Control that designed and built water treatment systems for the treatment and reuse of wastewater. Mission's current facilities have systems to capture clean rinse water for reuse at the beginning of a wash cycle. Additional water saving measures include:

- Continuous Batch Washers (CBW's) use one-third the amount of water that a conventional washers uses; as low as 0.4 gallon per pound washed.
- Reclaim cooling water from the washer-hydraulic-drives for use in our washing processes.
- Recycle treated wastewater for use in our washing process.

HEAT RECLAMATION

Mission uses two different devices to capture heat waste. One is a plate and frame heat exchanger that extracts heat from the wastewater before it goes to the sewer. The other is a boiler stack economizer which extracts waste heat from the boiler stack.

- Wastewater and Boiler heat recovered allow for the increase of water temperature, reducing the demand for natural gas and GHG emissions.

ELECTRICAL SAVINGS

The principle methods applied by Mission Linen Supply to conserve electricity are the use of variable speed drives on the air compressor and process pumps, and energy-efficient lighting system upgrades. Electrical usage and demand have been decreased through:

- Variable speed drives on flatwork ironers reduces electrical usage and demand.
- Variable speed drives on water pumps match pump speed to demand, permitting “idle” during periods of low/no use resulting in decreased electrical usage and demand.
- Variable speed air compressors match speed of air compressor to air demand thereby reducing electrical usage and demand.
- Lighting system upgraded by replacing T12 lamps with more efficient T8 and T5 lamps, reducing electrical usage and demand.

WASHROOM CHEMICALS

Mission Linen Supply has a longstanding policy of not using any cleaning products containing solvents. The washroom chemicals Mission uses to process its laundry have little impact on the environment. Mission’s chemical program includes:

- An environmentally friendly surfactant with the EPA Design for the Environment designation
- High efficiency wash formulas which use less water and natural gas
- Concentrated chemistry that reduces the number of deliveries needed thereby reducing GHG emissions.
- Standardized washroom formulas produce uniform quality using the least amount of resources.
- Peroxide rather than chlorine bleach where possible. This extends linen life and helps reduce the discharge of chloroform in the wastewater.
- Half- load formulas are utilized for smaller loads to minimize the use of water, energy, and chemicals.

RECYCLING PROGRAM

- Cardboard is recycled.
- Recycle hangers.
- Paperless office functions.
- We presently are working on a pilot project to recycle brine water from the regeneration of water softeners.

WATER USAGE

- Annual water usage during the first year would be approximately 20,000,000 gallons based on our current customer base.
 - Estimated annual pounds of BOD's 160,000
 - Estimated annual pounds of SS 68,000
- Current water usage in our Sacramento plant to service the same customers is approximately 32,000,000 gallons.
- The savings is attributed to continuous batch washers vs conventional washers.
- In year five, our annual water usage should be between 40,000,000 and 50,000,000 million gallons.
 - Estimated annual pounds of BOD's 200,000
 - Estimated annual pounds of SS 100,000
- The reason that the BOD's and SS poundage does not increase at the same rate as water usage is due to the product mix. The growth opportunities in the Bay Area are in light soil products which produce far less BOD's and SS than our current customer base.

PLANT

- Office space will be between 5,000 and 10,000 square feet.
- Production space will be between 90,000 and 95,000 square feet.

JOB FUNCTION

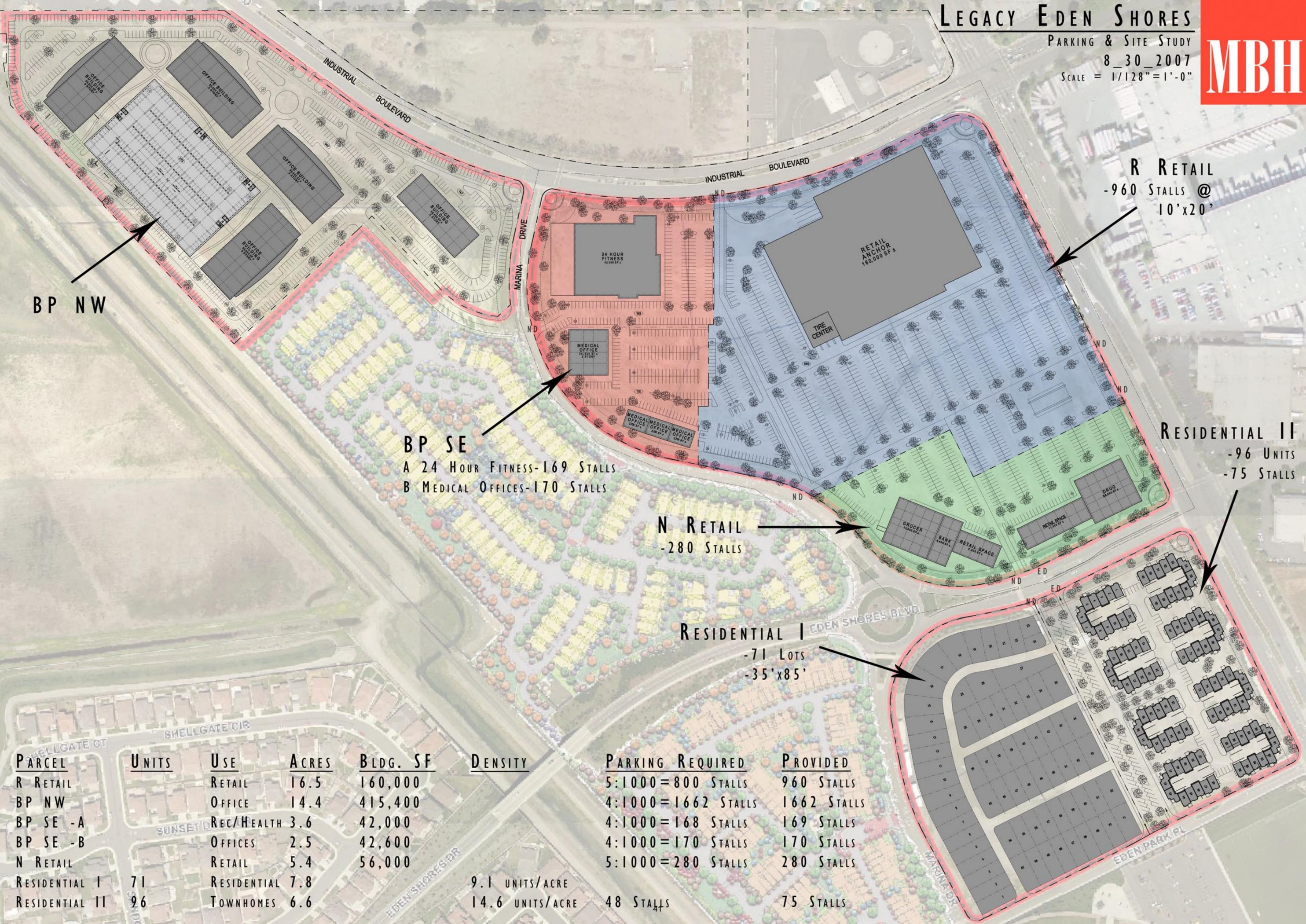
- Mission Linen Supply will employ approximately 200 employees in year 1 and 300 employees in year 5.
- Mission Linen Supply offers full time employment with health benefits and various retirement plans including pensions and 401K depending upon the position.
- Job breakdown
 - 115 Production employees, \$13 per hour
 - Average annual salary is approximately \$26,000.
 - 60 Service employees, \$22 plus commissions.
 - Average annual salary is approximately \$50,000.
 - 20 Management, sales and administrative, various wages
 - 5 Plant engineers, various wages.

LEGACY EDEN SHORES

PARKING & SITE STUDY

8_30_2007

SCALE = 1/128" = 1'-0"



BP NW

R RETAIL
-960 STALLS @
10'x20'

BP SE
A 24 HOUR FITNESS-169 STALLS
B MEDICAL OFFICES-170 STALLS

RESIDENTIAL II
-96 UNITS
-75 STALLS

N RETAIL
-280 STALLS

RESIDENTIAL I
-71 LOTS
-35'x85'

PARCEL	UNITS	USE	ACRES	BLDG. SF	DENSITY	PARKING REQUIRED	PROVIDED
R RETAIL		RETAIL	16.5	160,000		5:1000=800 STALLS	960 STALLS
BP NW		OFFICE	14.4	415,400		4:1000=1662 STALLS	1662 STALLS
BP SE - A		REC/HEALTH	3.6	42,000		4:1000=168 STALLS	169 STALLS
BP SE - B		OFFICES	2.5	42,600		4:1000=170 STALLS	170 STALLS
N RETAIL		RETAIL	5.4	56,000		5:1000=280 STALLS	280 STALLS
RESIDENTIAL I	71	RESIDENTIAL	7.8		9.1 UNITS/ACRE		
RESIDENTIAL II	96	TOWNHOMES	6.6		14.6 UNITS/ACRE	48 STALLS	75 STALLS

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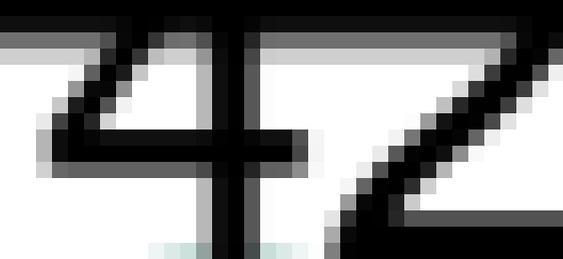
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DATE: July 1, 2013
TO: Council Economic Development Committee
FROM: Economic Development Manager
SUBJECT: **Economic Development Activities for June 2013**

In an effort to integrate the newly adopted Economic Development Strategic Plan into the monthly reporting to the CEDC, staff has integrated the three major focus areas and goals of the strategy. Activities of each month then can be reported directly after the goals they are seeking to address. In addition, there are other general administrative functions of the department that aren't clearly listed in either the strategies or goals of the work plan. They will be listed in the beginning of this summary under "Economic Development Administrative Activities" in hopes that members of the CEDC can gain a sense of the work program as it is built.

Economic Development Administrative Activities

The Economic Development Manager is in the process of hiring staff to build the Economic Development team. A Senior Secretary selection has been made and it is hoped that she will begin work in the department in July. The job descriptions for the two new Economic Development Specialists are being finalized and the recruitment will begin soon.

Research is underway to develop some of tools needed to expand our economic development program. Needs have been identified for a new business database and staff has begun meetings with internal City departments to develop a process for creating this list which will be used to support all aspects of the ED program.

Also, a comprehensive inventory of available properties and contacts is also needed. Effective marketing of available Hayward sites will require that we know what is available and the amenities, cost, and contact information. New demographic and psychographic reports are also needed to be able to provide businesses a more focused snapshot of the market attributes and potential tenants. In addition, further analysis of sales tax and employment data is underway to develop targeted strategies to attract new businesses.

Office of the City Manager

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Tel: 510-583-4300 • Fax: 510-583-3601 • Website: www.hayward-ca.gov

Focus Area 1

BRANDING AND MARKETING

Goal BM1	Identify and develop a brand that showcases Hayward’s strengths
Goal BM2	Develop and execute a comprehensive marketing program
Goal BM3	Strengthen and expand events and opportunities for community members, businesses, and visitors to engage with Hayward businesses

Activities in Focus Area 1:

Recruitment is underway for a new Communications Position. Marketing and branding efforts can begin in earnest once they are on board. (Goal BM1)

Staff is compiling current informational materials and establishing a list of prioritized new materials, such as opportunity maps, demographic fact sheets, and a “how to start a business” guide. Staff has also had a new general ED phone number created so that marketing materials can list a number which will serve as a mainline. (BM2)

Staff is designing a quarter-page ad for the Chamber Guide for 2014. The ad will be general to complement future branded materials. (BM2)

Staff is coordinating the participation of various departments for the Hayward Chamber of Commerce popular Street Party events. These are scheduled for the third Thursday each month through August, and the first was held on June 20. City participants include Fire, Police, Public Works, Hayward Animal Shelter, Hayward Library, City Clerk’s Office, and the Keep Hayward Clean & Green Task Force. (BM3)

Staff developed an events banner for upcoming Hayward Fun Events, including the Downtown Street Parties, Blues Festival, Mariachi Fiesta, Hayward’s Walk of Wine, and H.A.R.D. Movies on the City Plaza. (BM3)

Assist in interview with Business World Magazine, which is interested in highlighting Hayward’s sustainability efforts. (BM2)

Staff is working to recruit new board members to fill vacancies on the Downtown Business Improvement Area (BIA) Board as well as the Council Economic Development Committee (CEDC). (BM3, SR1)

The East Bay EDA reviewed their upcoming revised Business Resource Guide which is updated bi-annually. More information as to content and delivery of this business resource guide will be discussed at the next meeting on July 17. (BM1)

Staff partnered with Alameda County, Small Business Development Center and the Hayward Chamber of Commerce to sponsor a series of small business workshops to be held in Hayward this summer. Topics include Successful Business Plans, Retailing 101, and Accessing Capital. (BM3)

Focus Area 2	
INDUSTRIAL SECTOR	
Goal IS1	Support existing business, especially in the area of safety
Goal IS2	Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward
Goal IS3	Maintain and expand the public infrastructure that businesses need to thrive
Goal IS4	Create proactive, site-specific land use policies that clearly convey information to potential businesses
Goal IS5	Ensure a timely and predictable permit process
Goal IS6	Improve Hayward’s education-to-job bridge through an active community partnership

Kickoff meeting of the Food Manufacturers Forum held on June 6th. Staff is working to gauge interest in applying for a Pacific Gas and Electric Economic Vitality Grant by the end of July. (BM3, IS6)

Staff attended the Green Corridor partnership meeting in Berkeley on June 18 to discuss the future of the partnership which seeks to work to expand clean technology businesses in the region from Richmond to Hayward, in partnership with the cities and the Berkeley Lab. (IS2)

Staff attended the Focus Group Meeting which is held with Planning, Building, and other city representatives to discuss ways to improve Hayward’s permitting process and customer service. (IS5)

Staff is working on the expansion of the San Leandro/Hayward LIT (“High Speed Hayward”) project. We have been working to ensure that Hayward businesses can access the high speed internet connections as easily as possible. (IS3)

Working with Legacy/Eden Shores regarding a possible rezoning to allow more industrial uses to locate in their business park area. (IS2, IS4)

Staff coordinated the three upcoming July 15 bi-monthly business visits in accordance with the schedule for the Business Visitation Program. The results of these business visits will be reported at the September 16 CEDC meeting. (IS1)

Focus Area 3

SERVICE & RETAIL INDUSTRY

Goal SR1	Support existing business, especially in the area of safety
Goal SR2	Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward
Goal SR3	Maintain and expand the public infrastructure that businesses need to thrive
Goal SR4	Create proactive, site-specific land use policies that clearly convey information to potential businesses
Goal SR5	Ensure a timely and predictable permit process
Goal SR6	Improve Hayward's education-to-job bridge through an active community partnership

Staff had a meeting with the brokerage team representing the Cinema Place project and discussed new tenants, signage and permitting needs. A user is submitting plans for the corner site at Foothill and B Street. In addition, staff has been working with a planned tenant who is seeking to bring a coffee shop to the site. (SR2)

Staff attended a meeting with a visiting delegation for Yiwu, China who is interested in potentially developing an international trade mart project called "Star Bay Mall" and related distribution center in Hayward. (Goal SR2)

Staff has been holding informational meetings with a range of businesses to learn more about their needs and past experiences with permitting including Doc's Wine Shop and Buffalo Bill's Brewery. (SR1, SR4, SR5)

Staff has also been working to promote the BIA Board recruitment. (BM2, SR1, SR2, SR3, SR4)

Staff has been working to provide assistance to Big 5. In addition to assisting in completion of a parking agreement, staff arranged a meeting to bring in the property owner to discuss upcoming permitting concerns and a potential schedule. Our hope is the store can open in time for the holiday shopping season. (IS2, IS5)

Staff participated in discussions with the property owners on Foothill regarding the local municipal parking lot. The center (home of the new Dollar Tree) is concerned about safety in the parking lot and staff is working with them to develop solutions. (IS1)

Staff recruited and interviewed the recently expanded Chavez Supermarket for the July 1, 2013 Business Recognition Award. The Chavez family purchased the 24601 Mission Boulevard site and opened their second Hayward Chavez Supermarket in 2012. They now have nine locations. (SR1)