

# DISCOVER HAYWARD HEART OF THE BAY

[HAYWARDOPENFORBUSINESS.ORG](http://HAYWARDOPENFORBUSINESS.ORG)

[ECONDEV@HAYWARD-CA.GOV](mailto:ECONDEV@HAYWARD-CA.GOV)

+1 510 583 4236



# GROW WITH US

## OPPORTUNITY AHEAD

For well over a century, the City of Hayward has capitalized on its strategic location and natural assets to become a regional hub for commerce and trade.

Comprising 45.32 square miles on the eastern edge of the San Francisco Bay, Hayward is an economically and ethnically diverse city of approximately 151,247 residents.

A regional center of retail, industrial and public activities, Hayward combines a hometown atmosphere, an ideal climate, cultural attractions, parks and recreational facilities, with easy access to suppliers and customers throughout the Bay Area and beyond.

*Old City Hall,  
Alex Giuliani Plaza*



# WHY HAYWARD?

#01

## Strategic

Hayward is the Bay Area's most strategic business location, with quick access to multiple air and shipping ports, freeways and mass transit.

#02

## Educated

Boasting five separate institutions of higher education serving 30,000 students, Hayward produces a strong, educated local workforce.

#03

## Accessible

With real estate costs skyrocketing throughout the Bay Area, Hayward offers a range of affordable business locations to facilitate future growth.

#04

## Diverse

Hayward is one of the most diverse cities in the state of California, attracting people from all over the world to learn, build and grow here.

# HAYWARD: STRATEGICALLY POSITIONED FOR GROWTH

## 01 GROUND

Served by three major freeways, Hayward companies enjoy overnight delivery by more than 100 commercial and radial carriers to California, Nevada & Oregon.

## 02 RAPID TRANSIT

Hayward enjoys two well-located BART (Bay Area Rapid Transit) stations, as well as a number of AC Transit, Union City Transit and Dumbarton Express bus lines.

## 03 RAIL

The City of Hayward is served by Union Pacific Freight Service, the Capitol Corridor Amtrak train, and port and barge facilities in Oakland and San Francisco.

## 04 AIR

Hayward enjoys quick, easy access to three international airports: Oakland (17 mi), San Francisco (19 mi), San Jose (25 mi). We also boast our own executive airport.



### ECONOMIC PROFILE

Hayward's 47,601 households have a median income of \$62,376. The City's 8,685 businesses provide 81,860 local jobs. Annual sales tax revenue amounts to \$25.9M.

### KEY INDUSTRY CLUSTERS

- Food and beverage manufacturing
- Life sciences
- Manufacturing
- Logistics

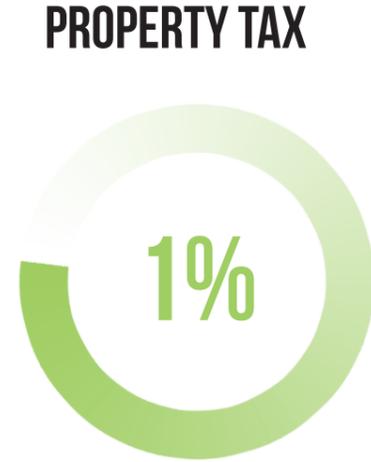


### INDUSTRIAL REAL ESTATE SNAPSHOT

Hayward currently offers more than 40 million square feet of warehouse, manufacturing and R&D space with rental rates ranging from \$0.39 - \$0.89.

### RESIDENTIAL REAL ESTATE DETAILS

Hayward's residential sale prices have appreciated 46% since 2009. The City's median home price is \$410,000 and the average 2-bedroom rent is \$1,456/mo.



The City of Hayward's tax profile includes a 9% sales tax, 1% property tax, 5.5% utility users tax and an 8.5% transient occupancy tax.

Hayward is known as the "Heart of the Bay" because of its central and convenient location in Alameda County: 25 miles southeast of San Francisco, 14 miles south of Oakland, 26 miles north of San Jose and 10 miles west of the valley communities surrounding Pleasanton. Hayward is connected directly to Silicon Valley by the seven-mile Hayward/San Mateo Bridge and is within 25 minutes of three major international airports by car. The City is also served by its own thriving executive airport.



## EDUCATION CITY

More than **30 percent** of Hayward residents have a college degree or higher. Another 20 percent have attended some college and 29 percent are high school or GED graduates.



Hayward is home to California State University East Bay, Chabot College, Heald College, Life Chiropractic College West, and Bryman College, providing an educated local workforce and lifelong learning opportunities.



The City of Hayward's student population is large and growing. Currently, nearly 30,000 students from all over the world come to Hayward to pursue higher education opportunities.

**31%**

Of all Hayward residents have a bachelor's degree or higher.

**5**

The City of Hayward boasts five institutions of higher learning.

**29,461**

Hayward's student population at its higher-education institutions.

## DIVERSITY & VISION

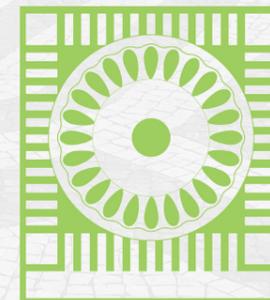
Hayward is routinely billed as the second-most diverse city in the state of California. We're proud of that. We thrive on the vibrant mix of cultures and customs that makes Hayward such a wonderful place to live, work and play.

For well over a century, Hayward has been a "community of opportunity," a city with open arms and an enviable list of resources to help newcomers build their dreams. Unlike many other Bay Area cities, Hayward remains accessible, affordable and primed for growth.

Business owners and entrepreneurs are beginning to see Hayward for everything it has to offer: a warm and inviting climate, easy access to three international airports, affordable industrial, commercial and R&D real estate, superior water resources, well-run city government, considerable open space and a wide range of recreational opportunities.

Add an educated workforce, a wide range of housing options and one of California's most diverse populations, and you have the ingredients for an unparalleled business location:

Hayward, the Heart of the Bay.





HAYWARD CITY HALL

**CITY OF HAYWARD**  
**HEART OF THE BAY**

