**Rotary Club of Castro Valley**

**Meeting Highlights - October 1, 2019**

**Jennifer Ott - Deputy City Manager for the City of Hayward**

***Economic Development in Hayward***

Jennifer Ott, the Deputy City Manager for Hayward, reviewed currently economic development in Hayward and discuss several long-range planning initiatives. She has 18-years of experience in land use planning as well as economic and community development. Jennifer has served in multiple strategic development roles in the Bay Area and prior to coming to the City of Hayward served as Acting Assistant City Manager for the City of Alameda.

Hayward is the sixth largest city in the Bay Area with a population of 149,392 in 2014. Jennifer shared current economic statistics and how Hayward compares favorably to U.S. averages in the following categories:

Hayward compares quite favorably to averages in the Us as evidenced in the chart below:

|  |  |  |
| --- | --- | --- |
| **Economic Factor** | **Hayward** | **United States** |
| Unemployment Rate | 3.7% | 3.7% |
| Recent Job Growth | 1.4% | 1.6% |
| Future Job Growth | 36.1% | 33.5% |
| Income per Capita | $29,533 | $31,177 |
| Household Income | $74,947 | $57,652 |
| Commercial Real Estate Market Vacancy |  |  |
| Industrial | 2.7% |  |
| Office | 2.3% |  |
| Retail | 1.5% |  |

After setting the stage regarding the economic conditions in Hayward, Jennifer reviewed several new developments in residential, retail and industrial market that included the following:

* New residential apartments are being built in the south and central Hayward to address the housing shortages. About 20 of the 72 rental units and 28 of the homes will be priced at below market rates making them affordable to moderate-income buyers.
* Lincoln Landing (on the site of the former Meryn’s headquarters) recently broke ground and will add 476 apartments and more than 80,500 square feet of retail space. [Read more](https://www.hayward-ca.gov/discover/news/sep19/developer-break-ground-housing-and-new-retail-space-former-mervyns-department).
* The city has re-acquired the City Center Tower for future residential and office space.
* The 21st Century Library and Community Learning Center which opened its doors on September 21 is state-of-the-art modern library with multiple educational facilities and learning center. [Read more](https://www.hayward-ca.gov/public-library).
* The City of Hayward and Chabot-Las Positas Community College District have reached agreement on a partnership to jointly develop a new regional center for firefighter, paramedic, rescue, and emergency response education and training. [Read more](http://www.chabotcollege.edu/news/2018-11-13-hayward-clpccd-partner-fire-training-center.php).
* Hayward City Council has $28.6M for affordable housing and $26M for street repairs and upgrades.
* A Downtown Benefit District has been formed. [Read more](https://www.hayward-ca.gov/discover/news/aug18/downtown-community-benefit-district-formed).
* An easier and streamlined permitting process has been established for new businesses to encourage growth.
* The General Plan has been revised to allow 11-story building in the downtown area, which could lead to a restructuring of the downtown loop road in the long term.
* For more information regarding the City of Hayward, [click here](http://www.hayward-ca.gov).