



CITY OF
HAYWARD
HEART OF THE BAY

DATE: August 2, 2013

TO: Responsible Agencies, Trustee Agencies, and Interested Persons

FROM: Sara Buizer, AICP, Senior Planner
Development Services Department
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Hayward, CA 94541
(510) 583-4191
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RE: **NOTICE OF PREPARATION OF A PROGRAM ENVIRONMENTAL IMPACT REPORT AND SCOPING MEETING FOR THE CITY OF HAYWARD 2040 GENERAL PLAN**

COMMENT PERIOD
August 5 - September 5, 2013

Scoping Meeting: Thursday, August 15, 2013, 6:30 to 8:30 PM
at Hayward City Hall, Council Chambers, 777 B Street, Hayward, CA 94541

The City of Hayward, as the Lead Agency, will prepare an Environmental Impact Report (EIR) for the proposed City of Hayward 2040 General Plan (the project). We are interested in your views as to the appropriate scope and content of the EIR pertaining to your agency's statutory responsibilities in connection with the project. The proposed project, its location, and its potential environmental effects are described below.

Due to the time limits mandated by State law, your response must be sent to Sara Buizer at the address listed above no later than 30 days after receipt of this notice. Please provide a contact name for your agency with your comments.

INTRODUCTION

The City of Hayward (City) is the Lead Agency for preparation of a Program Environmental Impact Report (Program EIR) for the proposed City of Hayward 2040 General Plan, which is a comprehensive update of the General Plan adopted in 2002. The Program EIR is an environmental review document being prepared by the City in compliance with the California Environmental Quality Act (CEQA) to evaluate the potential significant environmental impacts that may result from General Plan implementation and to recommend mitigation measures to avoid or reduce those impacts. The Program EIR also is intended to help the City review future project proposals pursuant to section 15168 of the CEQA Guidelines.

Pursuant to CEQA and upon deciding to prepare an EIR, the Lead Agency must issue a Notice of Preparation (NOP). This NOP introduces the project (2040 General Plan) and its potential environmental impacts in order to solicit agency and public comments regarding the scope and content of the Program EIR.

PROJECT LOCATION

Located in southwest Alameda County in the nine-county San Francisco Bay Area, the Hayward Planning Area is on the east side of San Francisco Bay, an area commonly referred to as the “East Bay.” The project location comprises all the land in the City’s Sphere of Influence as defined by the Alameda County Local Agency Formation Commission (LAFCO), including all land within the Hayward city limits and adjacent unincorporated county land, including Garin Regional Park, open space areas east of the city, portions of San Lorenzo and Castro Valley, and the communities of Hayward Acres, Cherryland, and Fairview. The Planning Area totals approximately 72.18 square miles and has a population of about 183,350 (147,113 in the city and 36,236 in the remainder of the Planning Area).

Hayward is a major crossroads for key interstate highways (I-238, I-580, and I-880) and State highways (SR 92 and SR 185). Two Bay Area Rapid Transit (BART) lines (Fremont-Richmond and Fremont-Daly City/Millbrae) serve the city, with a third line (East Dublin/Pleasanton-SFO Airport) operating just north of the city. Also, Amtrak service connects Hayward via a station near Downtown to Oakland, Sacramento, and San Jose.

PROJECT BACKGROUND

A general plan is a State-required legal document (Government Code section 65300) that guides decisions of local elected officials when determining the allocation of resources and the physical form and character of development in cities and counties. The general plan is a jurisdiction’s official statement regarding the types and extent of development needed to achieve its community vision for physical, economic, social, and environmental goals.

The purpose of a general plan is to: (1) identify land use, transportation, environmental, economic, and social goals and policies as they relate to land use and development; (2) provide a basis for a community’s decision-making regarding land use; (3) provide citizens an opportunity to participate in the planning and decision-making process; and (4) inform citizens, developers, decision-makers, and others of the ground rules that guide development in the community.

State law requires a general plan to include an integrated and internally consistent set of goals, policies, standards, programs, and diagrams. State law and the State General Plan Guidelines require a general plan to be maintained and amended or updated periodically as conditions and needs change.

The City of Hayward City Council adopted the community’s existing General Plan in March 2002. The Housing Element of the General Plan was updated in June 2010. Since 2002, the City has adopted several corridor and area plans and a Climate Action Plan, and has made a substantial effort through several new initiatives to reshape and enhance the community and its neighborhoods. Also, there have been several significant changes in State law since 2002, compelling the City to undertake a General Plan update.

In late 2012 and early 2013, members of the Hayward community helped create a unified Vision and Guiding Principles for the community's future. The Vision and Guiding Principles: (1) set the overall focus and priorities for the 2040 General Plan; (2) helped the City and community develop and evaluate alternative solutions to achieve desired outcomes; and (3) guided the development of the General Plan goals, policies, and implementation programs.

The City of Hayward 2040 Vision is:

"Hayward will be a distinct and desirable community known for its central Bay Area location, vibrant Downtown, excellent schools, robust economy, growing reputation as a great college town, and sustainable neighborhoods that have adapted to climate change. With a variety of clean, safe, and green neighborhoods, and an accessible network of parks and natural open space, Hayward will be home to one of the most diverse, inclusive, educated, and healthy populations in the Bay Area. It will be a destination for life-long learning, entertainment, arts and culture, recreation, and commerce. It will be a community that values diversity, social equity, transparent and responsive governance, civic engagement, and volunteerism. **Hayward will be a thriving and promising community that individuals, families, students, and businesses proudly call home.**"

The accompanying Guiding Principles are:

#1: Hayward should value, challenge, and support youth by providing excellent public schools and youth enrichment activities and programs.

#2: Hayward should have safe and clean neighborhoods with an expanded network of parks and thriving commercial centers that incorporate attractive design, provide easy access to jobs, support a diverse population, encourage long-term residency, and inspire all residents to live active, healthy, and green lifestyles.

#3: Hayward should develop and enhance its utility, communications, and technology infrastructure; and provide exceptional police, fire, and emergency services.

#4: Hayward should be a business-friendly community that has a robust and diversified economy based in innovation, creativity, and local entrepreneurship.

#5: Hayward should have a safe, walkable, vibrant, and prosperous Downtown that serves as an attractive area for businesses and a destination for shopping and dining, arts and entertainment, and college-town culture.

#6: Hayward should have a reputation as a great college town and a community that offers a range of opportunities for life-long learning.

#7: Hayward residents, workers, and students should have access to an interconnected network of safe, affordable, dependable, and convenient transportation options.

#8: Hayward should preserve, enhance, increase, and connect its baylands, hillsides, greenway trails, and regional parks to protect environmental resources, mitigate the impacts of rising sea levels, and provide opportunities to live an active outdoor lifestyle.

The Vision and Guiding Principles set the foundation for the 2040 General Plan goals, policies, and implementation programs.

PROJECT DESCRIPTION

The City of Hayward 2040 General Plan represents the community's view of its future and expresses the community's conservation and development goals for the next 26 years (2014-2040). Some of the City's post-2002 planning efforts that have helped guide the new General Plan process include the Bicycle Master Plan, South Hayward BART/Mission Boulevard Form-Based Code, Draft Mission Boulevard Corridor Specific Plan and Form-Based Code, and Route 238 Bypass Land Use Study. The new 2040 General Plan addresses sustainability, preservation and maintenance of distinct neighborhood characteristics, and the fostering of complementary and innovative infill and redevelopment opportunities. In addition, the vision, guiding principles, goals, policies, and programs contained in the 2040 General Plan were developed through an extensive community outreach and engagement process that included public workshops, an online citizen engagement program and survey, and a citizen Task Force.

The 2040 General Plan also addresses new State mandates and topics relevant to the city that were not part of the 2002 General Plan, such as community health, police services, greenhouse gas emissions and climate change (AB 32 and SB 375), flood safety planning (AB 162), and complete streets (AB 1358).

In addition to meeting all State content requirements, the plan takes an integrative approach to addressing the following broad topics and/or State mandates:

- **Sustainability and Community Resiliency.** The 2040 General Plan comprehensively identifies policies and strategies for dealing with changing economic, environmental, and social circumstances, while continuing to maintain fiscal stability, high quality of life, and economic growth. Sustainability is addressed throughout the plan, rather than in one specific element or section, because it deals with cross-cutting issues from compact development patterns and green development, to mobility and connectivity, to water and energy conservation and efficiency. In addition to addressing sustainability, the plan also emphasizes community resiliency and self-reliance related to public safety and healthy communities. In particular, the plan focuses on the ability for the City of Hayward and its residents and businesses to emphasize and build upon the community's strength from within, rather than react to outside influences. In this way the 2040 General Plan prepares the City and community to be resilient to future impacts and quickly respond to them and bounce back.
- **Climate Action Plan (CAP) Integration.** The City prepared and adopted a Climate Action Plan in 2009. As part of the General Plan update process, the City re-evaluated greenhouse gas reduction estimates assigned to individual actions contained in the adopted CAP, leading to the development of new or modified CAP actions. The 2040 General Plan includes CAP-related policies within its policy framework. This integrated approach allows the 2040 General Plan to be recognized as a "Plan for the Reduction of Greenhouse Gas Emissions" as allowed for in section 15183.5 of the CEQA Guidelines and, more specifically, as a "Qualified GHG Reduction Strategy" by the Bay Area Air Quality Management District. As a result, the elements of what would otherwise be a "stand-alone" CAP have been incorporated into the 2040 General Plan.

- **Community Risk Reduction Strategy (CRRS) Integration.** The Bay Area Air Quality Management District adopted guidelines to encourage local jurisdictions to prepare a Community Risk Reduction Strategy to ensure that community health risk associated with toxic air contaminants (TACs) and fine particulate matter (PM2.5) is minimized in both existing and new development. Similar to the CAP integration, the 2040 General Plan integrates the typical content of a CRRS into the overall policy framework. This includes specific long-term goals, policies, and best practices to reduce communitywide exposure to increased health risk from TACs and PM2.5. This integrated approach will allow the City to incorporate the analysis and components of a stand-alone CRRS into appropriate General Plan elements, background report sections, and the EIR.

CITY OF HAYWARD 2040 GENERAL PLAN

The City of Hayward 2040 General Plan consists of two documents: the Background Report and the Policy Document. The following provides a summary of these two component documents:

- **Background Report.** The Background Report takes a “snapshot” of current (2012) conditions and trends within the Planning Area. It provides a detailed description of a wide range of topics, such as demographic and economic conditions, land use, public facilities, and environmental resources. The report provides decision-makers, the public, and local agencies with context for making policy decisions. Unlike the Policy Document, the Background Report is objective and policy-neutral. The Background Report also serves as the “Environmental Setting” section in the Environmental Impact Report prepared for the General Plan.
- **Policy Document.** The Policy Document is the essence of the General Plan. It contains the Vision and Guiding Principles and the goals and policies that will guide future decisions within the city. It also identifies a full set of implementation programs that will ensure the goals and policies in the General Plan are carried out.

BACKGROUND REPORT

The Background Report provides a “snapshot” in time of the existing conditions and trends within the Planning Area. The Background Report presents the physical, social, and economic information supporting General Plan goals and policy. The data and information in this report generally reflects current (2012) conditions. The Background Report serves as the foundation document upon which subsequent planning policies and programs were formulated. The document is also used as the “Environmental Setting” section of the General Plan Environmental Impact Report (EIR).

The Background Report is organized in the following nine topical chapters:

Chapter 1: Land Use and Community Character

This chapter reviews the present (2012) context for land use planning in the City of Hayward. It provides a comprehensive overview of how land resources are used and regulated within Hayward and its immediate surroundings. It also identifies potential challenges and opportunities related to the long-term growth and development of the city, and analyzes the development potential of Hayward under existing plans, policies, and regulations. This chapter also discusses community character, historic and cultural resources, and the plans and policies of other agencies that regulate or influence land use within the city.

Chapter 2: Mobility

This chapter describes the transportation and circulation systems that allow people and goods to move through and around the city. Centrally located in Alameda County, the transportation system in Hayward serves both regional and local travel needs. With a significant portion of traffic volume on its local streets attributable to regional through traffic, the City must coordinate with adjacent communities as well as county, regional, and state agencies to address local traffic congestion. In addition to the role that the transportation system plays in the regional context, travel in the city is closely related to the local land use pattern and affects the air quality, noise, and safety in the city. While much of the content of this chapter focuses on vehicular travel, this chapter presents mobility from a multimodal perspective, including public transit, bicycling, and walking. In addition, parking, aviation, and goods movement are discussed.

Chapter 3: Economic Conditions

This chapter describes the economic and fiscal trends in Hayward. It presents information on employment trends in Alameda County and the surrounding region, since business conditions and market opportunities reflect a broader market area than the city boundaries. Part of the analysis identifies potential target industries that the City may wish to attract or develop as part of its Economic Development Strategy. Similarly, the chapter analyzes the market for retail businesses in Hayward and identifies additional retail development opportunities. It should be noted that the General Plan has a broad long-term focus, and market conditions can change over a period spanning multiple decades. This chapter also includes a fiscal discussion that summarizes the City budget and issues related to the City's tax base and demand for public services by residents and local businesses.

Chapter 4: Housing

The Housing Element is currently being prepared as a separate project from the 2040 General Plan update, and as such, will not be included under this EIR.

Chapter 5: Community Services and Safety

This chapter presents an overview of public and community services provided by the City of Hayward and other agencies within the Planning Area. This includes police protection and community safety, fire protection and fire hazards, emergency response, parks and recreation, civic and community facilities, schools and education, and libraries.

Chapter 6: Community Health and Quality of Life

This chapter describes issues related to community health and wellness in the Planning Area. Increasingly, communities are facing the challenges of childhood and adult obesity, asthma, diabetes, and other health issues resulting from an unhealthy and sedentary lifestyle. Past efforts to address these issues have typically focused on changing individual behaviors and have not succeeded in reversing trends. Recent research has found that neighborhood conditions have a profound impact on one's health and life expectancy. Where people live greatly determines their access to resources that enable them to be healthy – such as clean air and water, safe streets, nutritious foods, quality housing, good jobs, access to healthcare, and excellent schools. Where people live also impacts their exposure to environmental risks that harm health, such as toxic air pollution, crime and violence, and substandard housing. A healthy community promotes a positive physical, social, and economic environment that supports the overall well-being of its residents. As a result, many health advocates are focusing their efforts more on improving the qualities of neighborhoods and communities, rather than trying to change individual behaviors.

Chapter 7: Natural Resources

This chapter describes the location and extent of existing natural resources within the Planning Area. This includes biological, open space, agricultural, energy, mineral, water, paleontological, and scenic resources. The chapter also includes a discussion of air quality and greenhouse gas emissions.

Chapter 8: Utilities

This chapter presents an overview of the public utilities provided by the City of Hayward and other agencies within the Planning Area. Issues addressed include water supply and distribution, wastewater collection and treatment, stormwater drainage and flood control, solid waste management, energy use and conservation, and telecommunications facilities.

Chapter 9: Hazards

This chapter describes the existing conditions related to hazards in the Planning Area. It provides an overview of location specific issues relating to hazardous materials, geologic and seismic materials, and hazards associated with floods, airports, and noise. As a community in the San Francisco Bay Area, geologic and seismic conditions present unique challenges. This chapter identifies and discusses issues resulting from Hayward's location in an Earthquake Fault Zone and a Seismic Hazard Zone. It identifies and examines the existing noise sources in the city and includes a discussion of relevant acoustical background information and the existing community noise environment. It also identifies potential challenges and opportunities in the context of global climate change and the impacts of rising sea levels.

POLICY DOCUMENT

PART 1: INTRODUCTION

Part 1 of the General Plan provides an overview of the 2040 General Plan, including the vision and guiding principles (described above). Part 1 also describes how the plan is organized; explains what the plan is and how it should be used; summarizes the process that was used to develop the plan; and explains the plan's relationship to other local, regional, State, and Federal agency documents and regulations.

PART 2: GOALS AND POLICIES

Part 2 of the General Plan is comprised of 10 integrated and internally consistent topical "elements" that provide the overall policy framework for the City of Hayward. Each element includes specific goals and policies that are guided by the Vision and Guiding Principles. The following is a summary of each topical element.

Land Use and Community Character Element

This element of the General Plan provides policy direction for how the City will make decisions regarding the overall pattern, composition, location, and timing of growth and development in Hayward. The purpose of this element is to (1) establish a series of land use designations that identify the type and intensity of land uses permissible on property within the city, and (2) establish the policy framework that will guide City decisions regarding growth and change. This includes: addressing future growth, infill, and annexations; preserving, enhancing, and transforming different areas of Hayward; mapping the location of existing and future land uses; providing standards for the density and intensity of development; and guiding the urban form of neighborhoods, districts, and corridors.

The element includes a proposed Land Use Diagram (see Figure 1 in the back of this NOP) that designates land uses throughout the Planning Area. The Land Use Diagram is based on already

adopted plans and initiatives--such as those noted above--as well as on housing and population projections issued by the Association of Bay Area Governments (ABAG).

The current (2012) number of dwelling units in the city is approximately 48,671, and the current population is about 147,113. The estimated residential buildout of the Hayward Planning Area under the 2002 General Plan and the current Alameda County General Plan is 85,794 dwelling units; assuming an average household size of 3.1 persons per household, the population of the Planning Area at buildout would be 265,962. Based on the 2002 General Plan, the estimated buildout of the city of Hayward (city limits) is 67,112 dwelling units and a population of 208,047.

ABAG projects that the city will grow to a total of 60,584 dwelling units by 2040, which is the horizon year of the new General Plan. This projection is significantly lower (by over 6,500 dwelling units) than the estimated buildout of Hayward under the 2002 General Plan. Therefore, it is unlikely that the city will reach full buildout by 2040. Consistent with these projections, the proposed 2040 General Plan does not significantly alter existing or create new land use designations, or result in significant redesignation of land, in the Hayward Planning Area.

To reduce transportation-related greenhouse gas emissions (GHGs), State law requires the preparation of a regional Sustainable Communities Strategy (SCS), which must coordinate local land use planning with regional transportation and housing plans. The SCS for the Bay Area, which incorporates ABAG housing and population projections, directs 79 percent of Hayward's 2010-2040 housing growth (9,685 units) to five Priority Development Areas (PDAs):

- Downtown Hayward (3,223 new units),
- South Hayward BART Neighborhood (2,698 new units),
- South Hayward BART Corridor (1,173 new units),
- Cannery (752 new units), and
- Mission Corridor (1,839 new units).

PDAs that are within (or partially within) the unincorporated areas of the Hayward Planning Area are the Hesperian Boulevard Transit Neighborhood, Meekland Avenue Corridor, and East 14 Street and Mission Boulevard Corridor.

Table 1 lists the proposed 2040 General Plan land use designations and their acreages within the Planning Area. Some conclusions drawn from Figure 1 and Table 1 are:

- (1) Almost 45 percent of the Planning Area is San Francisco Bay, where no development is permitted, and adjacent Baylands, where minimal development (e.g., limited public educational and recreational access) is permitted.
- (2) The Land Use Diagram includes and respects existing, adopted Urban Limit Lines.
- (3) The Planning Area will continue to be primarily a residential community. Approximately 17 percent (7,641 acres) of the Planning Area is designated for low- and medium-density residential uses, and about 2 percent (992 acres) is designated for higher density residential and mixed-use residential.
- (4) Approximately 7 percent (3,306 acres) of the Planning Area, primarily in the west and south, is designated for industrial uses.

(5) Almost 10 percent (4,550 acres) of the Planning Area is designated for parks and recreation, including local parks throughout the Planning Area and Garin Regional Park in the east.

(6) Primarily Downtown Hayward and portions of Foothill Boulevard and Mission Boulevard are designated for mixed-use development.

(7) Commercial uses are generally located along the city's major arterial streets.

(8) The Land Use Diagram reflects the Priority Development Areas (PDAs) from the Sustainable Communities Strategy (SCS).

Table 1
Hayward 2040 General Plan
Planned Land Uses
Hayward Planning Area

<u>Land Use Diagram Designation</u>	<u>Acreeage</u>	<u>Percent of Total Area*</u>
Rural Estate Density Residential (0.2-1.0 dwelling units/net acre)	509.36	1.1
Suburban Density Residential (1.0-4.3 dwelling units/net acre)	1,264.76	2.7
Low Density Residential (4.3-8.7 dwelling units/net acre)	3,680.80	8.0
Mobile Home Park (8.7-12.0 dwelling units/net acre)	252.82	0.5
Limited Medium Density Residential (8.7-12.0 dwelling units/net acre)	595.09	1.3
Medium Density Residential (8.7-17.4 dwelling units/net acre)	1,338.63	2.9
High Density Residential (17.4-34.8 dwelling units/net acre)	457.31	1.0
Retail and Office Commercial	368.76	0.8
General Commercial	97.73	0.2
Sustainable Mixed Use (17.4-100.0 units/net acre)	392.39	0.8
Commercial/High Density Residential	102.77	0.2
Central City - Retail and Office Commercial	145.90	0.3
Central City - High Density Residential (40.0-110.0 dwelling units/net acre)	39.66	0.1
Industrial Technology and Innovation Corridor	3,234.17	7.0
Mixed Industrial	72.07	0.2
Public/Quasi-Public	1,506.26	3.3
Parks and Recreation	4,550.49	9.9
Baylands	8,567.95	18.5
Limited Open Space	3,918.44	8.5
San Francisco Bay	12,041.10	26.1
Public Rights-of-Way/Other	<u>3,061.19</u>	6.6
Total	46,197.65	

Source: City of Hayward, July 2013.

* Total may not add up to 100% due to rounding.

Note: This table accompanies Figure 1 (Land Use Diagram) in the back of this NOP.

The adopted 2002 General Plan can already accommodate projected 2040 housing and population growth in the Planning Area. Therefore, the 2040 General Plan focuses primarily on new and revised goals, policies, and implementation programs to reflect the City's recent accomplishments, adopted plans and initiatives, and new priorities. The 2040 General Plan does not significantly alter existing or create new land use designations, or result in significant redesignation of land, in the Planning Area.

The element carries forward, with some modification, the following goal from the 2002 General Plan:

- Goal LU-7: Preserve the rural and natural character of hillside development areas.

In addition, the element includes the following new goals:

- Goal LU-1: Promote local growth patterns and sustainable development practices that improve quality of life, protect open space and natural resources, and reduce resource consumption, traffic congestion, and related greenhouse gas emissions.
- Goal LU-2: Revitalize and enhance Hayward's Priority Development Areas to accommodate and encourage growth within compact, mixed-use, and walkable neighborhoods and districts that are located near the city's job centers and regional transit facilities.
- Goal LU-3: Create complete neighborhoods that provide a mix of housing options and convenient access to parks, schools, shopping, jobs, and other community amenities.
- Goal LU-4: Create attractive commercial and mixed-use corridors that serve people traveling through the city, while creating more pedestrian-oriented developments that foster commercial and social activity for nearby residents and businesses.
- Goal LU-5: Promote attractive and vibrant community and regional centers that provide convenient and enhanced opportunities for shopping, services, entertainment, social interaction, and culture.
- Goal LU-6: Enhance the Industrial Technology and Innovation Corridor to expand the economic and employment base of Hayward and to achieve a healthy balance between a manufacturing-based economy and an information- and technology-based economy.
- Goal LU-8: Preserve Hayward's historic districts and resources to maintain a unique sense of place and to promote an understanding of the regional and community history.
- Goal LU-9: Provide quality public and quasi-public uses that benefit residents and businesses and enhance the city's overall quality of life and economic viability.

Mobility Element

This element of the 2040 General Plan provides policy direction for how the City will design and construct a complete transportation system within Hayward necessary to support current and

future development as identified in the Land Use Diagram. This includes: mapping future transportation and circulation improvements; providing standards for roadways and levels of services; establishing parking policies for efficient, fiscally responsible use of parking resources; encouraging the use of Transportation Demand Management (TDM) to provide equal incentives for users to walk, bike, or take transit; and incorporating policies and programs from the Bicycle Master Plan and Alameda County Safe Routes to School program. The element also includes Complete Streets policies that meet the Bay Area Metropolitan Transportation Commission's expectations for multi-modal streets consistent with the Complete Streets Act of 2005 (AB 1358).

The element includes a proposed Circulation Diagram that identifies the location of current and planned roadways throughout the Planning Area. The Circulation Diagram is based on improvements and changes necessary to support and implement the Land Use Diagram (discussed above). To complement the Circulation Diagram, the element also establishes a roadway classification system and appropriate level of service standards.

The element carries forward, with some modifications, the following goals from the 2002 General Plan:

- Goal M-2: Connect Hayward to regional and adjacent communities' transportation networks and reduce the impacts of regional through traffic in Hayward.
- Goal M-4: Enhance and maintain local access and circulation, while protecting neighborhoods from through traffic.
- Goal M-7: Improve coordination among public agencies and transit providers to meet public transit needs and provide greater mobility.
- Goal M-8: Encourage transportation demand management strategies and programs to reduce vehicular travel, traffic congestion, and parking demand.
- Goal M-9: Provide and manage a balanced approach to parking that meets economic development and sustainability goals.
- Goal M-10: Develop the airport to meet projected airside and landside facilities needs and improve the overall efficiency of operations as a reliever airport.
- Goal M-11: Balance the safe and efficient movement of goods with local access and circulation needs.
- Goal M-12: Maintain sufficient funding to provide for existing and future transportation facility and service needs, including the operation and maintenance of the transportation system.

In addition, the element includes the following new goals:

- Goal M-1: Provide a comprehensive, integrated, and connected network of transportation facilities and services for all modes of travel.
- Goal M-3: Provide complete streets that balance the diverse needs of users of the public right-of-way.

- Goal M-5: Provide a universally accessible, safe, convenient, and integrated pedestrian system that promotes walking.
- Goal M-6: Create and maintain a safe, comprehensive, and integrated bicycle system and support facilities throughout the city that encourage bicycling that is accessible to all.

Economic Development Element

This element of the 2040 General Plan provides policy direction for how the City will partner with the business community to retain existing businesses and attract new industries. The element establishes long-range strategies for economic growth and development within the city and in the greater market area. This includes: capitalizing on existing assets; identifying the level of economic development that can be sustained and lead to a more resilient local economy; addressing key economic issues that will lead to a strong, diversified local economy that generate sufficient public revenues commensurate with a high quality of public services; improving the jobs/housing balance; and establishing key performance measures to balance development with projected City revenues, track employment growth, and monitor economic diversification.

The element carries forward, with some modifications, the following goals from the 2002 General Plan:

- Goal ED-3: Grow the local economy and employment base by supporting efforts to expand and retain local businesses.
- Goal ED-6: Achieve recognition as the most desirable and business-friendly place to locate and conduct business in the East Bay.

In addition, the element includes the following new goals:

- Goal ED-1: 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.
- Goal ED-2: Cultivate a culture of entrepreneurship to encourage and support local business start-ups.
- Goal ED-4: Develop a robust college-town economy through “town-gown” and “communiversity” partnerships.
- Goal ED-5: Encourage economic investment by enhancing the image and reputation of Hayward.

Housing Element

The current 2009-2014 Housing Element was adopted in 2010. The Housing Element is currently being updated as part of a separate process that includes a separate CEQA analysis.

Community Safety Element

This new element of the 2040 General Plan provides policy direction for how the City will improve community safety. This includes: preventing crime by reducing one or more of the three factors of crime (criminal, target, or opportunity); enhancing the services of the Hayward Police

Department and to creating stronger community partnerships; protecting life and property by preventing structural fires in the Hayward community; enhancing the fire protection and emergency medical services of the Hayward Fire Department; preparing residents and businesses for disasters; and ensuring that the City of Hayward and other government agencies are ready to respond to protect lives and property during an emergency.

The element includes the following new goals:

- Goal CS-1: Strengthen partnerships with the Hayward community to develop strategies and solutions that prevent crime.
- Goal CS-2: Provide exceptional police protection services to promote a safe and secure community.
- Goal CS-3: Prevent fires by conducting routine inspections, incorporating fire safety features in new development, and educating the public to take proactive action to minimize fire risks.
- Goal CS-4: Provide coordinated fire protection and emergency medical services to promote a safe and healthy community.
- Goal CS-5: Prepare the Hayward community for future emergencies and disasters to minimize property damage, protect and save lives, and recover as a resilient community.

Education and Life-Long Learning Element

This new element of the 2040 General Plan provides policy direction for how the City, in coordination with local School Districts, colleges and universities, will improve access to education and life-long learning in Hayward. This includes: providing Hayward families with greater access to quality and affordable childcare and early childhood development programs; upgrading and constructing new school facilities; preparing local students for college, vocational schools, and successful careers; creating exceptional school facilities that inspire students and foster a strong sense of school and community pride; improving the education and job skills of Hayward's high-school students and adult residents so that they are qualified for local and regional jobs; creating a variety of lifelong learning opportunities that extend beyond an individual's formal education and career training; and creating a broad range of library programs, services, and activities.

The element includes the following new goals:

- Goal EDL-1: Improve access to quality childcare and early childhood development programs so that more children succeed in school and life.
- Goal EDL-2: Enhance the performance and reputation of Hayward's public schools to improve student education and attract families and businesses to the Hayward community.
- Goal EDL-3: Provide exceptional school facilities and learning environments that give students, parents, teachers, and administrators a strong sense of school and community pride.

- Goal EDL-4: Improve Hayward’s “education-to-job bridge” through community partnerships that prepare students and residents for the future economy and expand their career choices.
- Goal EDL-5: Provide a variety of opportunities for residents to engage in an ongoing pursuit of knowledge and lifelong learning.
- Goal EDL-6: Enhance and expand Hayward’s library facilities to meet the evolving educational and life-long learning needs of the community.

Natural Resources Element

This element of the 2040 General Plan provides policy direction for how the City will address open space and resource conservation issues. This includes: managing compatibility and interfaces between urban and natural areas; maintaining and enhancing wildlife habitats and corridors; protecting biological resources; conserving and protecting water resources and improving water quality; enhancing and improving air quality and reducing air pollution and greenhouse gas emissions; increasing energy efficiency and the production of renewable energy; and protecting archeological, historical, and cultural resources.

The element carries forward, with some modifications, the following goals from the 2002 General Plan:

- Goal NR-1: Protect, enhance, and restore sensitive biological resources, native habitat, and vegetation communities that support wildlife species so they can be sustained and remain viable.
- Goal NR-3: Preserve, enhance, and expand natural baylands, wetlands, marshes, hillsides, and unique ecosystems within the Planning Area in order to protect their natural ecology, establish the physical setting of the city, provide recreational opportunities, and assist with improved air quality and carbon dioxide sequestration.

In addition, the element includes the following new goals:

- Goal NR-2: Improve the health and sustainability of the community through continued local efforts to improve regional air quality, reduce greenhouse gas emissions, and reduce community exposure to health risks associated with toxic air contaminants and fine particulate matter.
- Goal NR-4: Reduce energy consumption through increased production and use of renewable energy, sustainable energy purchasing, and improved energy efficiency.
- Goal NR-5: Protect the economic viability of State-identified mineral resource extraction areas, while avoiding potential land use conflicts and minimizing adverse environmental impacts.
- Goal NR-6: Improve overall water quality by protecting surface and groundwater sources, restoring creeks and rivers to their natural state, and conserving water resources.
- Goal NR-7: Identify, honor, and protect historically significant paleontological resources so they can be scientifically studied and preserved for current and future generations.

- Goal NR-8: Enhance, preserve, and increase the aesthetic qualities of Hayward's undisturbed natural hillsides and shoreline, and designated scenic transportation corridors.

Hazards Element

This element of the 2040 General Plan provides policy direction for how the City will address the safety of Hayward's existing and future residents. This includes: protecting property and the stability and growth of the local economy; ensuring rapid recovery from disasters; mitigating natural and human-made hazards (e.g., emergency preparedness, seismic and geologic hazards, flooding hazards, airport safety hazards, wildland fire safety, human-made hazards, and noise); minimizing or eliminating excessive noise and noise-related nuisances and providing noise standards; addressing potential climate change-related impacts, including sea level rise and wildland fire susceptibility, and methods to address them; ensuring public safety and emergency services are sufficient; and maintaining communication with residents about potential hazards and emergency preparedness.

The element carries forward, with some modifications, the following goals from the 2002 General Plan:

- Goal HAZ-2: Protect life and minimize property damage from potential seismic and geologic hazards.
- Goal HAZ-5: Protect life and minimize potential property damage from urban wildfire hazards in hillside areas.
- Goal HAZ-6: Protect people and environmental resources from contaminated hazardous material sites and minimize risks associated with the use, storage, transport, and disposal of hazardous materials.
- Goal HAZ-8: Minimize human exposure to excessive noise.

In addition, the element includes the following new goals:

- Goal HAZ-1: Promote a disaster-resilient region by reducing hazard risks through regional coordination and mitigation planning.
- Goal HAZ-3: Protect life and minimize property damage from potential flood hazards.
- Goal HAZ-4: Safeguard the Hayward shoreline, open space, recreational resources, and urban uses from flooding due to rising sea levels.
- Goal HAZ-7: Minimize exposure to safety hazards associated with aircraft using the Hayward Executive Airport.

Public Facilities and Services Element

This element of the 2040 General Plan provides policy direction for how the City will ensure adequate infrastructure and services are provided for water, wastewater, stormwater drainage, solid waste and recycling, and telecommunications. This includes: establishing level of service standards for the provision of infrastructure and services; phasing new development with mechanisms for funding infrastructure improvements and maintaining service expansions; and

ensuring fire protection, law enforcement, and code enforcement facilities and services are sufficient to protect residents and property.

The element includes the following new goals:

- Goal PFS-1: Ensure the provision of adequate and efficient facilities and services that maintain service levels, are adequately funded, accessible, reliable, and strategically allocated.
- Goal PFS-2: Operate and function in a sustainable manner, use public revenues and resources efficiently, and provide professional, high-quality service to residents and businesses.
- Goal PFS-3: Maintain a level of service in the City's water system that meets the needs of existing and future development while improving water system efficiency.
- Goal PFS-4: Maintain a level of service in the City's wastewater collection and disposal system to meet the needs of existing and future development.
- Goal PFS-5: Maintain an adequate level of service in the City's storm drainage system to accommodate runoff from existing and future development, prevent property damage due to flooding, and improve environmental quality.
- Goal PFS-6: Maintain flood control infrastructure to adequately protect life and property from flooding.
- Goal PFS-7: Minimize the generation of solid waste, increase recycling, and provide for the collection and disposal of solid waste.
- Goal PFS-8: Ensure the provision of adequate gas and electric services to Hayward residents and businesses, and ensure energy facilities are constructed in a fashion that minimizes their impacts on surrounding development and maximizes efficiency.
- Goal PFS-9: Encourage state-of-the-art technology and telecommunication services for households, businesses, institutions, and public agencies throughout the city to connect Hayward residents to the city, nation, and world.

Community Health and Quality of Life Element

This new element of the 2040 General Plan provides policy direction for how the City will improve the community health and the quality of life for all residents, workers, and visitors. This includes: reducing crime; improving safety, cleanliness, and childhood health; establishing place-based public health solutions; promoting environmental justice; promoting healthy lifestyles for children, youth, adults, and seniors, and the well-being of all residents; expanding access to health care and health/emergency services; increasing the availability and consumption of locally grown, healthy foods; improving access to open space and trails; increasing the availability of affordable housing; and avoiding disparate environmental impacts on any one neighborhood or area.

The element includes the following new goals:

- Goal HQL-1: Improve the health and well-being of all Hayward residents.

- Goal HQL-2: Create convenient and safe opportunities to incorporate physical activity into the everyday activities of residents, employees, and visitors.
- Goal HQL-3: Expand year-round access to affordable, fresh, and healthy foods throughout the city.
- Goal HQL-4: Promote access to affordable health care and medical services for all residents.
- Goal HQL-5: Facilitate social interaction and foster a sense of security and community pride by assuring safety in neighborhoods and public spaces.
- Goal HQL-6: Create neighborhoods that enable residents to remain in their homes and live healthy, productive lives as they age,.
- Goal HQL-7: Protect residents from the harmful effects of pollution, toxic substances, and environmental contaminants.
- Goal HQL-8: Maintain, enhance, and increase the city's urban forest as an environmental, economic, and aesthetic resource to improve Hayward residents' quality of life.
- Goal HQL-9: Build a foundation for community resilience to future threats and challenges to help ensure the City of Hayward will be able to respond and recover as quickly as possible to such threats and challenges.
- Goal HQL-10: Create and support a diverse public park system, connecting trails, and recreation facilities suited to the needs of Hayward residents and visitors.
- Goal HQL-11: Provide a continuous system of trails and open space corridors that connect local parks, regional open space areas, and other destination points within and beyond the city of Hayward.
- Goal HQL-12: Create development opportunities for, and support, both public and private recreation programs suited to the broad needs and interests of all Hayward residents.

PART 3: IMPLEMENTATION

Part 3 of the 2040 General Plan provides guidance for how the City of Hayward will administer and implement the 2040 General Plan. This includes specific implementation programs to guide the development review and decision-making process, inter-agency coordination, and General Plan maintenance. It also includes programs necessary to fully implement each of the topical General Plan elements (Part 2).

PROGRAM ENVIRONMENTAL IMPACT REPORT

To appropriately evaluate the potential environmental impacts associated with the proposed City of Hayward 2040 General Plan pursuant to CEQA, the City is preparing a Program EIR pursuant to CEQA Guidelines section 15168 (Program EIR). The Program EIR will incorporate by reference and also summarize existing environmental setting information from the General

Plan Background Report, which will be adopted as part of the General Plan. The City of Hayward will closely coordinate the General Plan and the Program EIR so that the environmental impact analysis can inform the General Plan policies and implementation programs to create a General Plan that mitigates physical impacts on the environment, to the extent feasible, through its own policies and implementation programs. The Program EIR also is intended to help the City review future project proposals and streamline the CEQA process.

POTENTIAL ENVIRONMENTAL IMPACTS AND EIR SCOPE

The Program EIR will identify and describe the potential environmental impacts associated with implementing the City of Hayward 2040 General Plan. The EIR environmental analysis will describe the existing conditions in the Hayward Planning Area and, as relevant, the surrounding area and region. Relevant adopted federal, State, regional, and local laws and regulations will be summarized. The methods of analysis and standards of significance used to determine project-related impacts (e.g., what makes an environmental impact “significant” or “less-than-significant”), including any important assumptions, will be described in each environmental topic chapter of the EIR. The standards for determining impact significance will be based on Appendix G (Environmental Checklist Form) of the CEQA Guidelines, with refinements and further details based on City of Hayward adopted standards and regulations. These significance standards will be used to determine both whether an impact is significant and whether the recommended mitigation (proposed solution) is effective.

Pursuant to CEQA Guidelines section 15063(a) (Initial Study), a CEQA Appendix G Environmental Checklist Form has not been included in this NOP because: (1) the General Plan includes policies related to all CEQA Initial Study environmental topics; (2) the EIR will address all Initial Study environmental topics; and (3) the only exception to (1) and (2) is Forestry Resources because these do not exist in the Hayward Planning Area, and this issue will be briefly explained in the Agricultural and Forestry Resources EIR chapter.

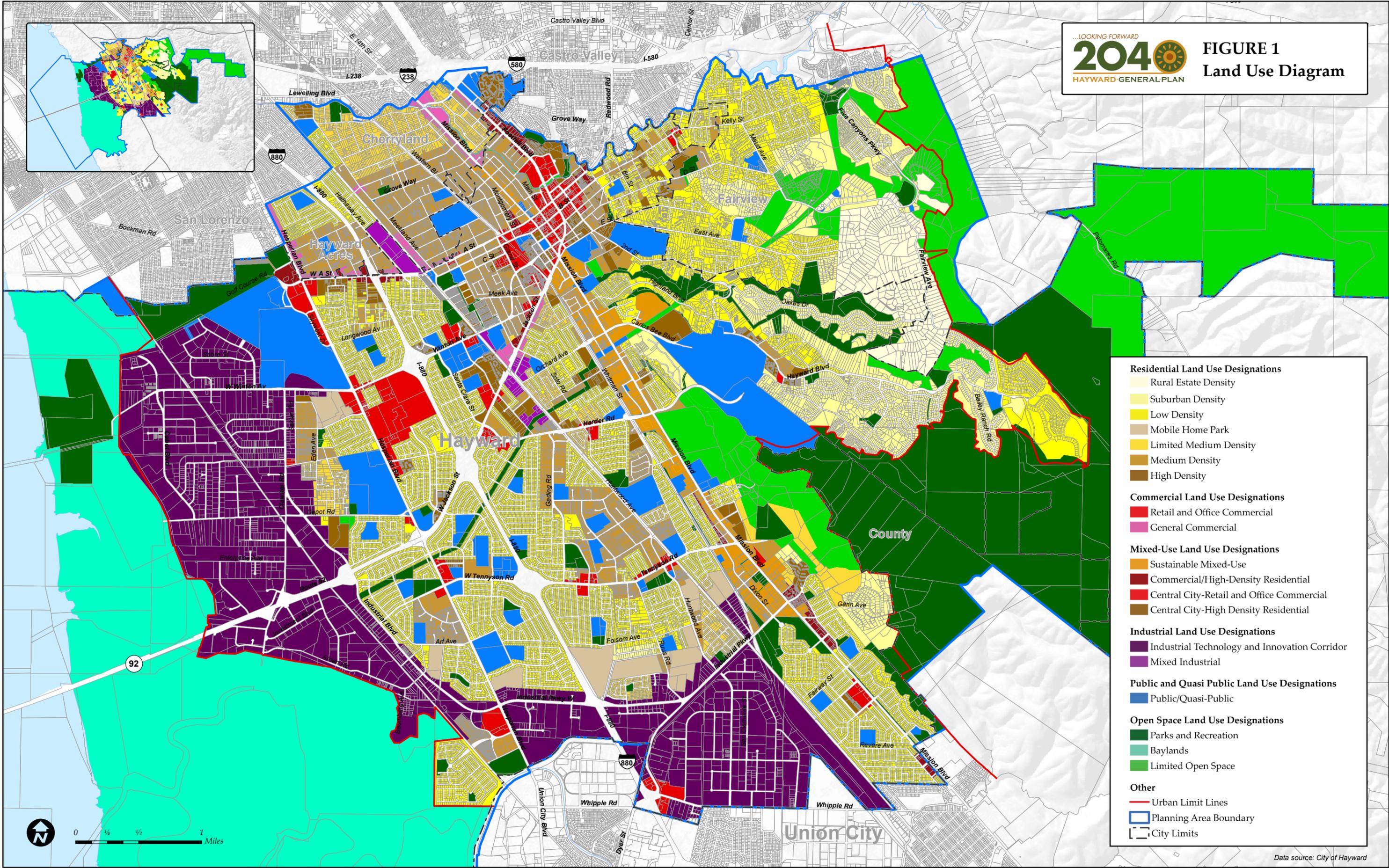
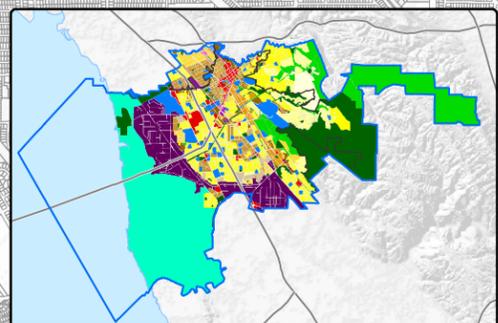
The Program EIR will evaluate the potential environmental impacts of General Plan implementation in the following areas, as listed on the CEQA Environmental Checklist Form:

- **Aesthetics:** The Program EIR will describe the aesthetic implications of General Plan implementation, including visual relationships to the surrounding vicinity and potential impacts on important surrounding vantage points.
- **Agricultural and Forestry Resources:** The Program EIR will describe the potential effects of General Plan implementation on agricultural resources (including aquaculture). The Planning Area has no identified forestry resources; the EIR will briefly explain this issue.
- **Air Quality:** The Program EIR will describe the potential short- and long-term impacts of General Plan implementation on local and regional air quality based on methodologies issued by the Bay Area Air Quality Management District (BAAQMD).
- **Biological Resources:** The Program EIR will identify any potential impacts of General Plan implementation on biological resources, including special-status plant and animal species, riparian habitats, wetlands, other sensitive natural communities, migratory movement, and protected trees.

- **Geology and Soils:** The Program EIR will describe the potential geotechnical implications of General Plan implementation.
- **Greenhouse Gas Emissions:** The Program EIR will describe the General Plan's contribution to local greenhouse gas emissions and global climate change, following the latest approach and methodologies issued by BAAQMD and the State.
- **Hazards and Hazardous Materials:** The Program EIR will describe any existing and planned hazardous material activities in the Planning Area and any associated impacts and mitigations. Potential short-term hazards impacts resulting from future construction, and associated mitigations, will also be described.
- **Historic and Cultural Resources:** The Program EIR will describe any potential General Plan implementation impacts and mitigation needs associated with historic, archaeological, and paleontological resources.
- **Hydrology and Water Quality:** The Program EIR will describe the effects of General Plan implementation on storm drainage, water quality, and the potential for flooding.
- **Land Use and Planning:** The Program EIR will describe the potential impacts of General Plan implementation on existing and planned land use characteristics in the Planning Area.
- **Mineral Resources:** The Program EIR will identify the effects of General Plan implementation on any known valuable mineral resources.
- **Noise:** The Program EIR will describe noise impacts and related mitigation needs associated with short-term construction and long-term operation (traffic, mechanical systems, etc.) of development under the General Plan.
- **Population and Housing:** The Program EIR will describe the anticipated effects of General Plan implementation on existing and projected population and housing characteristics, housing demands, and the local balance between housing and jobs in the Planning Area.
- **Public Services (including Recreation):** The Program EIR will describe the General Plan implementation effects on public services, including police, fire, and emergency medical services, and on recreational facilities.
- **Transportation and Circulation:** The Program EIR will describe the transportation and circulation implications of General Plan implementation, including its incremental contribution to daily and peak hour traffic on local and regional roadways. The evaluation will include regional and local roadway system impacts, transit implications, and effects on pedestrian and bicycle facilities.
- **Utilities and Service Systems:** The Program EIR will describe the General Plan implementation effects on local utilities and infrastructure, including water supply, sewer and wastewater treatment, and solid waste and recycling.

In addition to the potential environmental impacts noted above, the Program EIR will evaluate potential cumulative impacts and potential growth-inducing effects associated with General Plan

implementation. The Program EIR will also compare the impacts of the proposed General Plan to a range of reasonable alternatives, including a No Project alternative, and will identify an environmentally superior alternative.



- Residential Land Use Designations**
 - Rural Estate Density
 - Suburban Density
 - Low Density
 - Mobile Home Park
 - Limited Medium Density
 - Medium Density
 - High Density
- Commercial Land Use Designations**
 - Retail and Office Commercial
 - General Commercial
- Mixed-Use Land Use Designations**
 - Sustainable Mixed-Use
 - Commercial/High-Density Residential
 - Central City-Retail and Office Commercial
 - Central City-High Density Residential
- Industrial Land Use Designations**
 - Industrial Technology and Innovation Corridor
 - Mixed Industrial
- Public and Quasi Public Land Use Designations**
 - Public/Quasi-Public
- Open Space Land Use Designations**
 - Parks and Recreation
 - Baylands
 - Limited Open Space
- Other**
 - Urban Limit Lines
 - Planning Area Boundary
 - City Limits



Data source: City of Hayward