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New program helps businesses hire local while creating hometown career opportunities

HAYWARD, Calif., May 29, 2024—The City of Hayward is introducing a new initiative to address labor shortages in key industries while opening new career paths for Hayward residents.

With the growing need to find highly skilled labor, the “Hire Hayward” program helps major employers in industrial, advanced manufacturing, and biotechnology sectors meet their workforce needs while investing in the local community. When a participating business in one of these targeted industries hires an eligible Hayward resident, the Hire Hayward helps cover on-boarding and on-the-job training costs.

Participating businesses not only gain access to new workers and financial support but play a role in helping to build Hayward’s workforce development pipeline. By prioritizing local hiring, businesses can contribute to economic growth and the vitality of the Hayward community while providing residents with access to high-paying, competitive jobs.

To be eligible to participate, businesses must be:

- Located in Hayward;
- Operating in the industrial, advanced manufacturing, or biotechnology sectors;
- Offering full-time skilled labor or trade positions;
- Able to demonstrate they were negatively impacted by the COVID-19 pandemic; and
- May not have previously received American Rescue Plan ACT (ARPA) funds through the City of Hayward.

For more information—including how to apply to become a participating business or to be connected to an approved business as a job seeker—contact the Hayward Economic Development Division at econdev@hayward-ca.gov or (510) 583-5543.