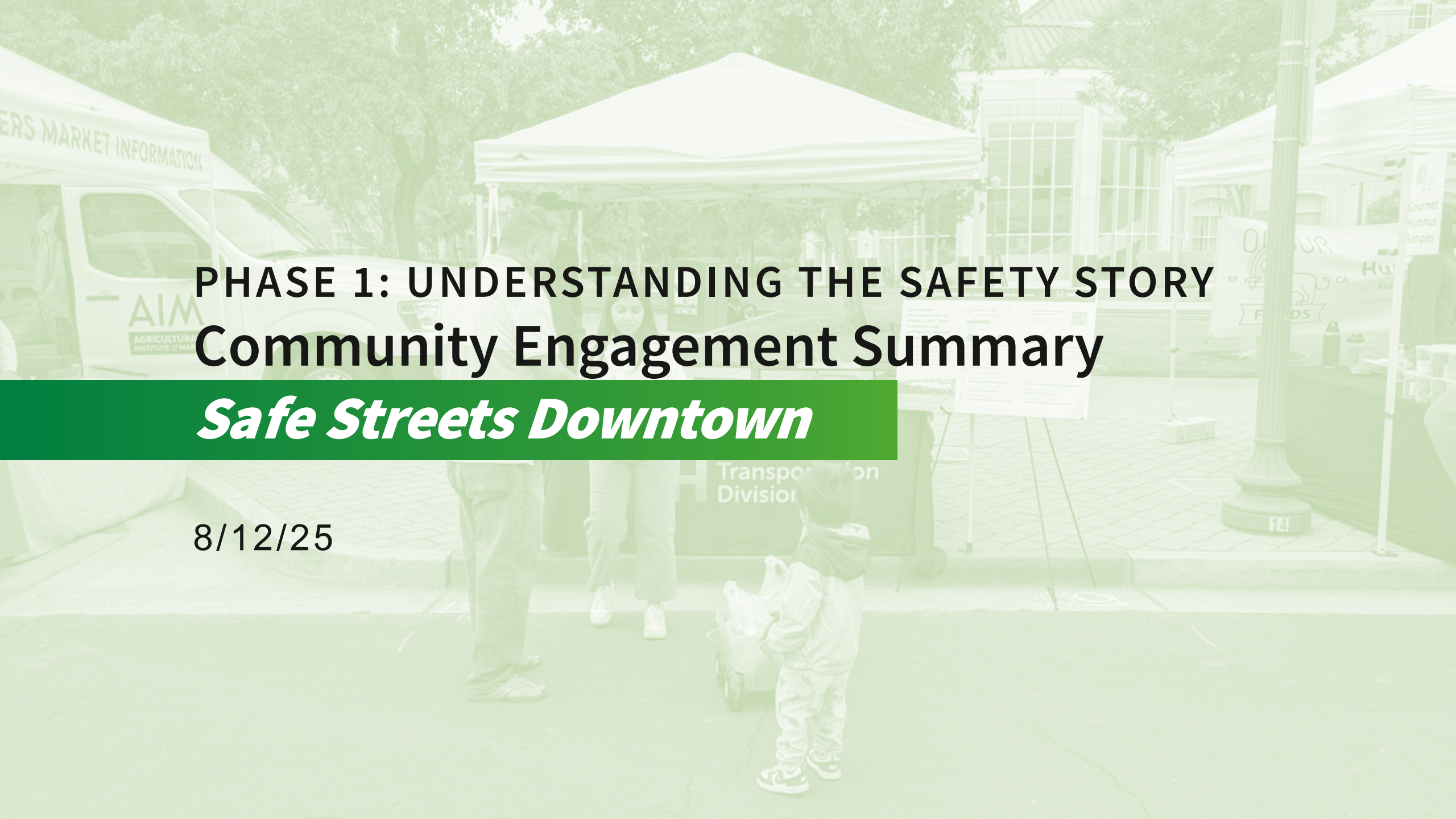


PHASE 1: UNDERSTANDING THE SAFETY STORY

Community Engagement Summary

Safe Streets Downtown

8/12/25



Engagement Goals and Objectives

Engagement Goals and Objectives

Goal	Objective *Completed as Part of Phase 1*
People who live, work, play, and travel through Downtown Hayward are aware of the project and provide input on vision and needs	• Utilize in-person and online messaging to generate widespread awareness.
Hear from all who may potentially be impacted by project	• Identify target audiences and best venues to reach these groups.
Develop a clear, shared vision that highlights the need for change and benefits of future project	• Clearly articulate project purpose and safety need. • Provide opportunities for co-creating designs. • Provide a clear narrative on trade-offs or constraints.
Community input is translated into implementable strategies	• Create a clear narrative on how engagement will be used to inform solutions. • Thoroughly and accurately record input at all engagement events.
Arrive at a preferred alternative understood and supported by the stakeholders	• Provide feedback loop so that final design acknowledges when it is solving a safety need or addressing a community desire. • Reach agreement agency partners on a set of design/policy options for the project.



What were the opportunities to participate?

The City engaged over 500 people as part of Phase 1 between May –August 2025.

3

Languages

(All outreach materials provided in English and Spanish; one focus group provided in Cantonese)

2,000

Website visitors

400

Individual online contributors

90%

Of survey respondents live in Hayward

~100

People engaged in-person

8

In-person events

Phase 1 offered six different ways to participate, in three languages.

Focus Groups

May 2025

Two meetings aimed at hearing from target audiences, such as business owners and people who work in Downtown Hayward.

Ad-Hoc Meetings/Events

July-August 2025

Two meetings, including presentations at a Hayward Youth Council Meeting and a Resident Council meeting at a senior living center.

Roadway Safety Audit

May 2025

One walk audit/field visit with key technical stakeholders and City staff to identify needs and opportunities.

Website with Online Survey

May-August 2025

One project website with interactive online survey. 33 sidewalk decals were installed throughout the project area to generate visits to the website and survey responses.

Pop-Ups

June 2025

Two community-centered events or locations with simple, concise, and visually engaging engagement materials to gather and draw attention broadly from community members.



What did we hear?

We heard four major themes.

Recurring themes heard across in-person and online engagement include:

Unsafe Driver Behavior

Aggressive driving behavior, including speeding, red light running, and failure to yield to pedestrians, creates an unsafe environment for all modes.

Driving Is Confusing

The Loop is confusing and frustrating for drivers to navigate due to complex intersections, difficult merges, and heavy traffic.

Biking and Walking Feels Unsafe

High speeds and volumes, long crosswalks and wait times, and lack of bicycle facilities make the Loop feel unsafe for walking and biking.

Need Economic and Placemaking Support

Improved public spaces and a revitalized commercial area are needed to give people a reason to go downtown.

Focus Group #1: City of Hayward Staff | May 29, 2025

Attendance: 4 staff members
Objective: Learning about how people working in Downtown travel to/within Downtown, safety challenges they face, other key destinations in Downtown outside of work
Languages: English

Key Issues:

- Long wait times and crossing distances for pedestrians wanting to cross the Loop
- Safety concerns are limiting staff's ability to bike to work
- Circulation along the Loop feels confusing
- Crossing Mission Blvd during lunch time feels unsafe due to speeding

Key Opportunities:

- Hayward has the foundations for a thriving downtown such as good restaurants, other destinations - need to make it more walkable
- Two-way conversion can help slow down speeds

Focus Group #2: Business Owners and Chamber of Commerce | May 14, 2025

Attendance: 9 people, including business owners and an AC Transit representative
Objective: Discussing safety and other transportation related issues around their businesses, loading and delivery needs
Languages: English and Spanish

Key Issues:

- Speeds and volumes along the Loop make Downtown less walkable
- Losing business to other nearby downtown areas such as Castro Valley
- On-street parking near businesses is often taken by food delivery service drivers

Key Opportunities:

- Creating designated loading zones for food delivery drivers
- Improving wayfinding and signage for drivers getting to downtown
- Enforcing parking restrictions, especially on B St
- Near term improvements – speed humps, lighting

Focus Group #3: Seniors | August 12, 2025

Attendance: 25 seniors at Ivy Park Senior Living, Executive Director of CRIL
Objective: Discussing the safety and other transportation related issues experienced by seniors living near the Loop
Languages: English and Cantonese

Key Issues:

- Walking to destinations like Safeway, the dollar store, and BART feels unsafe
- Intersection crossings are hard for people with limited mobility
- Sidewalk quality makes it difficult to use a wheelchair/mobility device
- High speeds and red light running

Key Opportunities:

- Longer crossing times
- Need more directional curb ramps
- Adding more signage alerting drivers to slow down near the senior living center
- Need for daylighting on 2nd St

Hayward Youth Commission | May 12, 2025

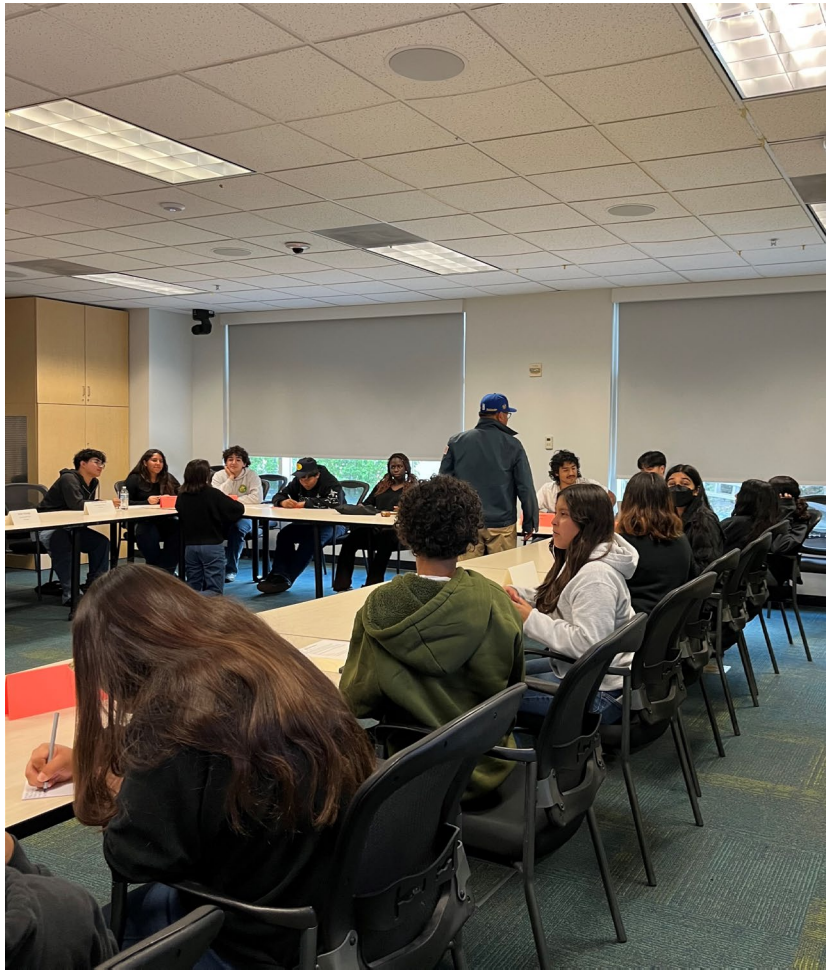
- **Attendance:** 24 Commissioners, Mayor Salinas
- **Objective:** Understand what it is like for youth to travel within Downtown, what are the safety issues they see, and what would make it more fun for youth to visit downtown
- **Languages**: English and Spanish

Key Issues:

- High number of lanes and speeding
- Drivers not yielding to pedestrians
- Long wait times for pedestrian phase

Key Opportunities:

- Two-way conversion
- Adding bike infrastructure
- Improving sidewalk quality
- Improving streetscape – more trees, street art



Hub Library Ribbon Cutting | June 6, 2025

- **Attendance:** 20 people from including City staff, academic staff and coordinators, and non-profit and community-based organizations:
  - Eden Youth
  - 4CS
  - Hayward Promise Neighborhoods
- **Objective:** Engage and build ongoing relationships with community organizations
- **Languages**: English and Spanish

- Discussed issues and opportunities around project area
- Shared information on the project website and survey
- Requested future opportunities to engage non-profits and CBO partners in future project stages

Pop-Ups: Farmers' Market and Summer Block Party | June 7, 2025 and June 12, 2025

- **Attendance:** 85 people engaged
- **Objective:** Engage members of the public in a pop-up format to understand safety challenges and key destinations.
- **Languages**: English and Spanish
- Discussed safety issues, including speeding, red light running, and confusing intersections.





Roadway Safety Audit | May 20, 2025

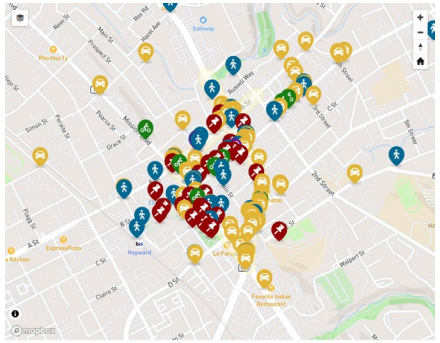
- **Attendance:** 6 people in attendance including City of Hayward Public Works and Development Services staff and AC Transit staff.
- **Objective:** Identify unsafe infrastructure and user behavior through field-based observations.
- **Languages**: English
- Discussed safety issues, including speeding, red light running, and confusing intersections.
- Discussed potential solutions, including traffic calming, intersection improvements, bike facilities, and lane reductions.



Specific Feedback

- **181 map comments** received via website and in-person pop-up events
- Community members identified **key destinations** they like to visit in downtown, as well as **safety challenges** related to walking, biking, driving, and taking transit.







Key Destinations

Specific Feedback

Key destinations highlighted by respondents include:

- Library
- City Hall
- Park
- Farmers' market
- Various stores and restaurants in downtown.



Safety Challenges

Specific Feedback

- Intersections along **A St and Foothill Blvd** received the highest density of comments identifying safety challenges.
- Respondents shared their experiences with safety issues, including poor visibility, aggressive driving, and pedestrian collisions or near-misses.



Safety Challenges

Specific Feedback

At the **A St & Mission Blvd** intersection, respondents highlighted pedestrian conflicts, unsafe merging, and a confusing driving environment.

*"When I am walking around downtown, I refuse to cross here because **I've seen so many near misses** with cars making the right from A to Mission."*

*"There are so many turns and lane changes…**I'm always worried I'm going to crash** or somebody's going to come out of nowhere."*



Safety Challenges

Specific Feedback

At the **A St & Main St** intersection, respondents highlighted red light running and unsafe turns.

*"I cross this intersection multiple times a week. Rarely do I not encounter a driver **running the red light** on A St going westbound."*

*"Dangerous to cross, as the northbound Main Street **traffic turning left to A Street** is not paying attention to the pedestrians or oncoming traffic."*



Safety Challenges

Specific Feedback

At the **A St & Foothill Blvd** intersection, respondents highlighted lack of lane signage, unsafe merging, and poor yielding behavior.

- *"It's not clear at this point which lanes will turn to Mission, making **last-minute lane adjustments** more common once cars get past Main St."*
- *"This intersection is confusing, it **backs up constantly**, and the merge is dangerous."*
- *"The people driving and making a right turn onto A Street **don't slow down or stop** when the light is green"*



Safety Challenges

Specific Feedback

At the **D St & Foothill Blvd** intersection, respondents highlighted red light running and poor driveway visibility.

> *"There's a **gas station exit/entrance** that's past the traffic light, and from time to time I'll see a car exit from the gas station and cross the intersection, even if the light isn't green."*

> *"Red light running on D and Foothill - once when I was driving, **two cars could have hit me** if I didn't brake."*



Safety Challenges

Specific Feedback

At the **Foothill Blvd & Mission Blvd** intersection, respondents highlighted issues with signal timing and drivers blocking intersections.

- *"People always **block the intersection and crosswalks**, especially during commuting hours."*
- *"There's a small stretch between two **lights that are almost never timed together**, so there's often backups trying to get to that next light and then wait again for that light once you get there."*



Key Takeaways

Long Form Survey

- **397 responses**
- The online survey focused on:
  - How people typically travel around downtown
  - What changes would encourage people to visit downtown more
  - How people would improve the experience of traveling to and within downtown

- Driving is the most common mode of transportation in downtown, with **3 in 4** respondents driving more than a few times a week.
- **43%** walk in downtown more than a few times a week.

Key Takeaways

Long Form Survey

Themes from the survey comments aligned with what the City heard through other forms of engagement.

Driving Experience

34% of respondents described driving on the Loop as confusing and stressful.

Safety and Driver Behavior

46% named bicycle and pedestrian safety and unsafe driver behavior, such as speeding and red light running, as key issues.

Economic Vitality and Placemaking

77% highlighted the need for economic development and amenities such as benches, lighting, and trees.

Key Takeaways

Long Form Survey

28% wanted to see improved bicycle or pedestrian safety in downtown.

*"I only ever walk within the Loop and **avoid crossing the Loop streets on foot** because the cars are so fast and disregard pedestrian safety.*

*"The crosswalks along Mission favor the cars so even when the crossing light is pressed, pedestrians will have to **wait a long time** for the light to change."*

*"The downtown area is very high traffic and there are **no protected bike lanes**."*

18% expressed concerns about aggressive driving, speeding, and red light running.

*"Do something about the **speeding and the running of red lights**. I avoid the intersection of D Street and Foothill after nearly being hit twice by a speeder running a red light."*

*"There are too many **anxious drivers that think speed is the answer** with no regard to the safety of other drivers and pedestrians."*

Key Takeaways

Long Form Survey

34% named a two-way conversion of the Loop as a change that would encourage them to visit downtown more.

*"Get rid of the Loop, which is just a **freeway through the middle of town** with all the dangers that come with a freeway."*

*"I would love to see the **street traffic return to how it used to be**. As a lifelong Hayward resident, I was extremely disappointed…I feel that it was created to accommodate commuters who do not live in Hayward rather than Hayward residents."*

34% said the driver experience on the Loop needs to be improved with less congestion, less confusing navigation, and easier parking.

*"Fix the **traffic light timing** -- Sometimes, only 2-3 cars go on the green light and the light changes to yellow/red right after."*

*"It is impossible to know lanes are going to become turn lanes, so **cars have to change multiple lanes quickly** to make their turns."*

*"**Less complicated parking** and access to the businesses on Foothill."*

Key Takeaways

Long Form Survey

38% expressed personal safety and cleanliness concerns, highlighting the need for lighting and maintenance.

*"If the area was **cleaner and brighter** and I felt safe, I would love to spend my money in Hayward instead of traveling to Dublin or Pleasanton to shop or eat."*

*"Our city has so much potential, but I feel like we don't give it enough TLC. More **cleanups or consistent cleaning**. So much trash around.."*

39% expressed the need for economic development and placemaking, including trees, benches, and lighting.

*"Downtown needs more **family-friendly businesses**."*

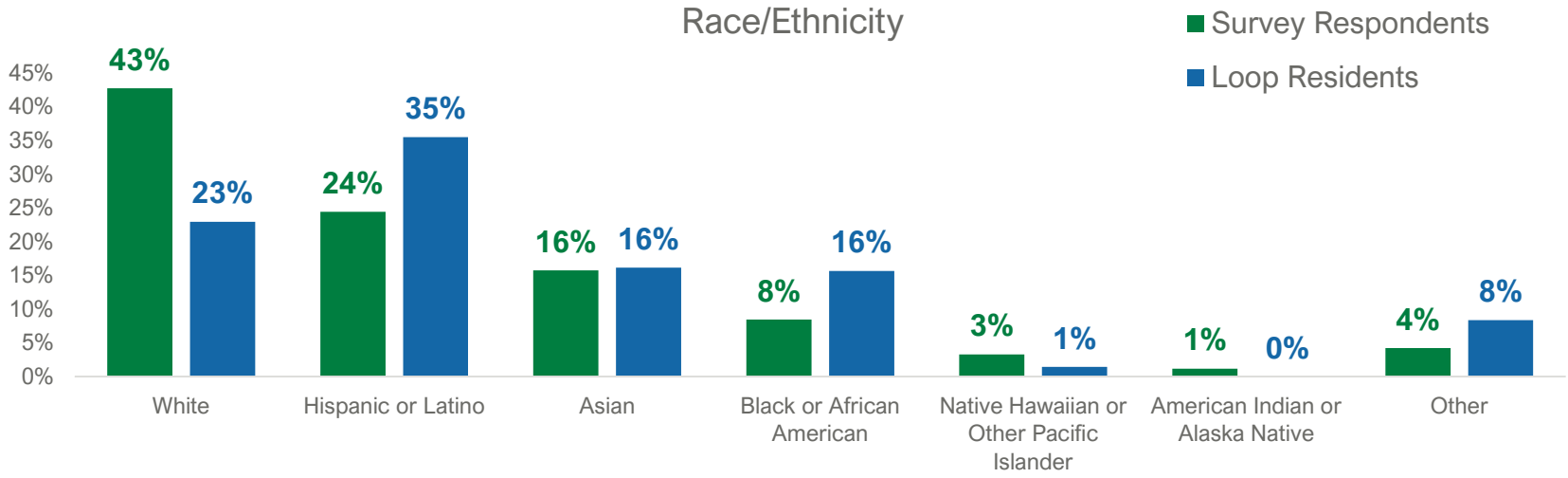
*"More options for **shopping, restaurants, and services.**"*

*"I'd also invest in the streetlights in downtown to make it safer and even be creative with color lights in certain areas to make it more **decorative and inviting** for visitors."*

Demographics

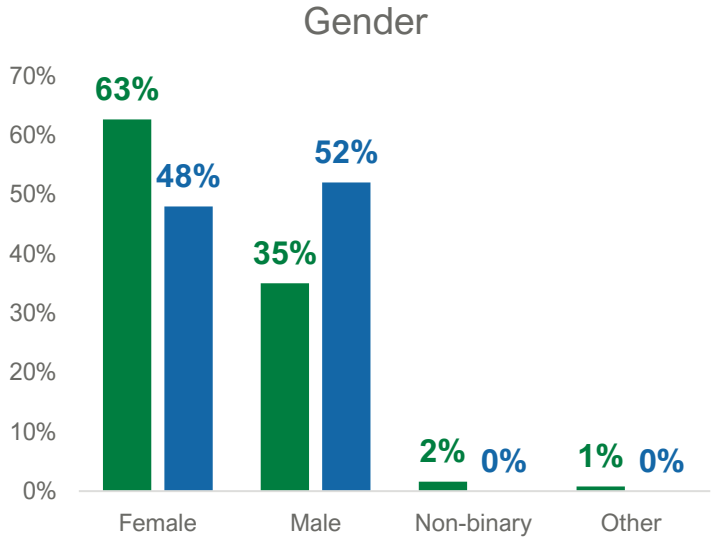
Long Form Survey

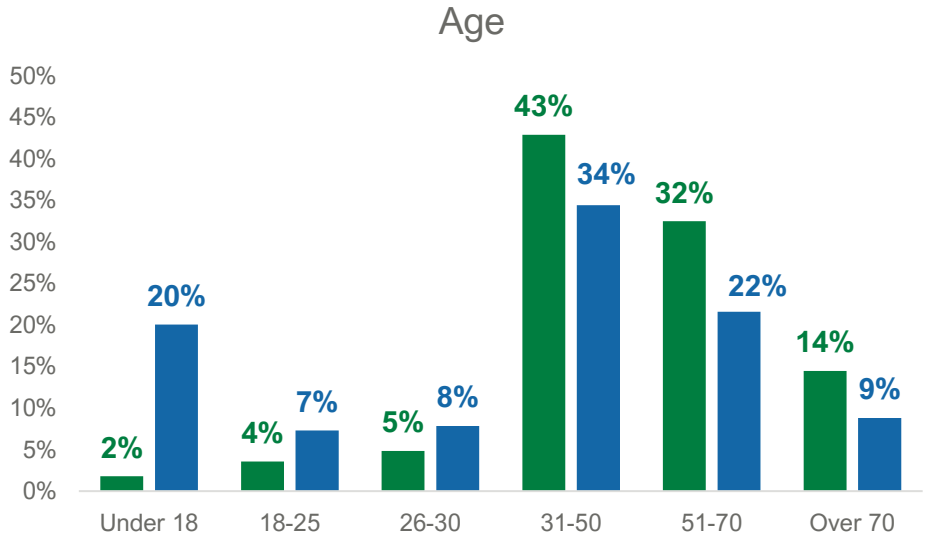
While respondents reflected all racial groups, Hispanic/Latino and Black respondents were underrepresented in the survey.



Note: The Loop is defined as Census Tract 4354.

Women and people over the age of 30 were overrepresented in the survey.

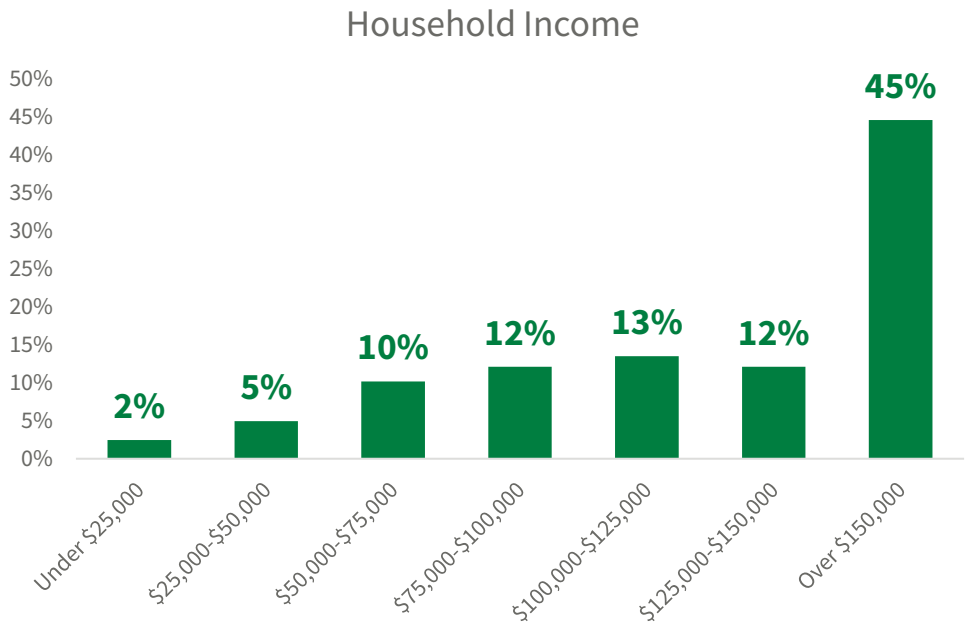




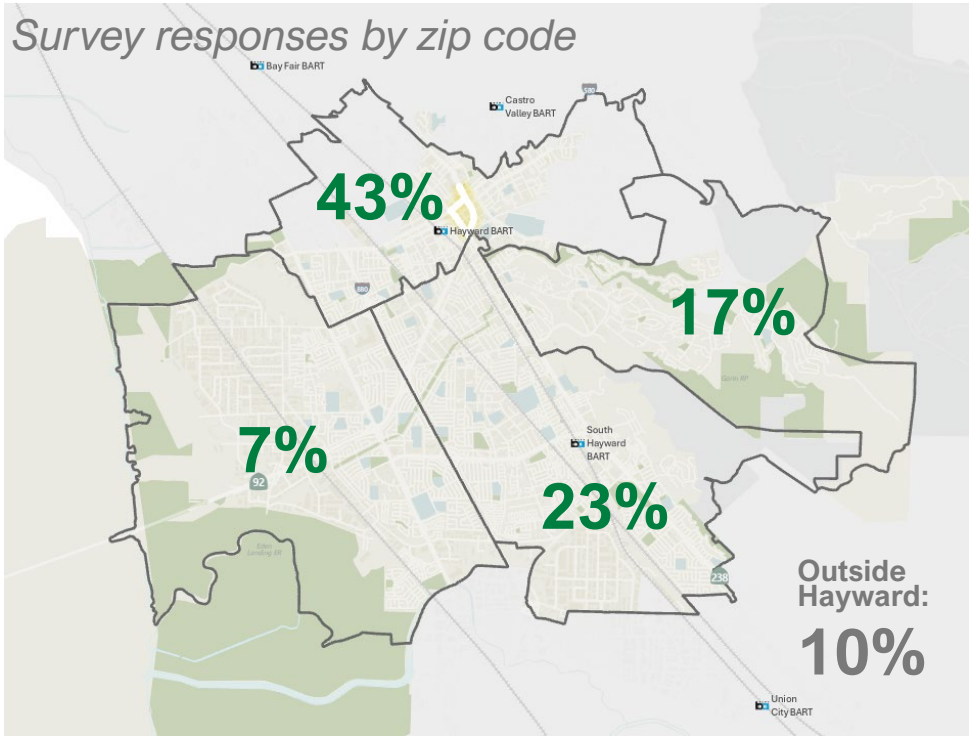
Demographics

Long Form Survey

Respondents skewed higher income compared to people living near the Loop, with nearly half making over $150,000. 30% of households on the Loop are low-income.



43% of respondents lived near the Loop (94541 zip code). **90%** of respondents were Hayward residents.



Conclusion & Next Steps

Conclusion & Next Steps

- The design of the Loop makes it confusing and frustrating for everyone to use.
- Safety is a top concern no matter how people are traveling (driving, walking, biking, or using transit).
- High speeds and volumes encourage aggressive and unsafe driving behavior, which make downtown an unwelcoming place to eat and shop.
- Two-way conversion, speed reduction, walking and biking improvements, and placemaking would make downtown a more attractive destination.

Findings from Phase 1 outreach will inform the next phases of the project.

Phase 1:
Understanding the Safety Story

Phase 2:
Evaluating Alternatives

Phase 3:
Advancing Transformative Projects



Phase 2 will focus on translating community input into implementable strategies, ultimately developing a clear, shared vision for the Loop.