

Hayward Area Recreation and Park District Tales from the Parkside



“We Create Community Through People, Parks and Programs”

H.A.R.D. Board of Directors

Five (5) Directors on the H.A.R.D Board



President
Peter Rosen

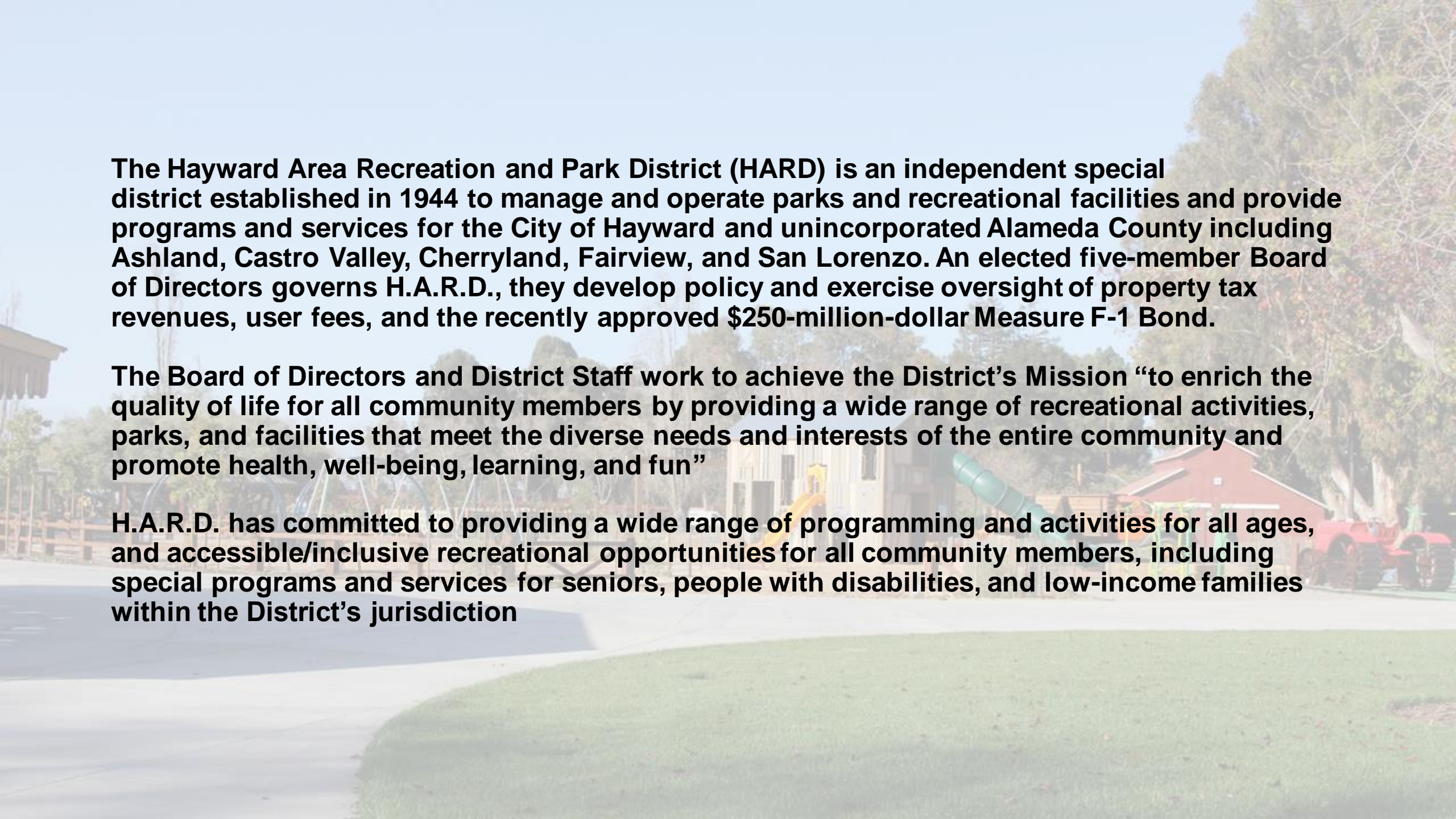
Vice President
Paul H. Hodges

Secretary
Louis M. Andrade

Director
Sara Lamnin

Director
Rick J. Hatcher





The Hayward Area Recreation and Park District (HARD) is an independent special district established in 1944 to manage and operate parks and recreational facilities and provide programs and services for the City of Hayward and unincorporated Alameda County including Ashland, Castro Valley, Cherryland, Fairview, and San Lorenzo. An elected five-member Board of Directors governs H.A.R.D., they develop policy and exercise oversight of property tax revenues, user fees, and the recently approved \$250-million-dollar Measure F-1 Bond.

The Board of Directors and District Staff work to achieve the District's Mission "to enrich the quality of life for all community members by providing a wide range of recreational activities, parks, and facilities that meet the diverse needs and interests of the entire community and promote health, well-being, learning, and fun"

H.A.R.D. has committed to providing a wide range of programming and activities for all ages, and accessible/inclusive recreational opportunities for all community members, including special programs and services for seniors, people with disabilities, and low-income families within the District's jurisdiction

Size and Scope



46
Reservable Picnic Sites



4
Fitness Courts



34 Full/20 Half
Basketball Courts



6
Dog Parks



107
Parks and Fields



22
Soccer Fields



42
Baseball/Softball
Fields



21
Recreation Facilities



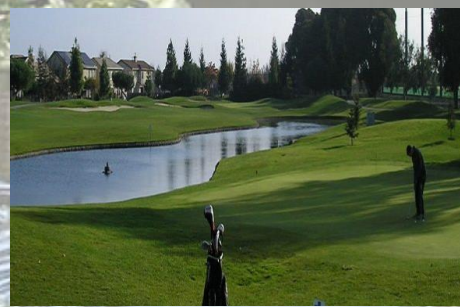
85
Playgrounds



1
Gym



4
Swimming Pools



1
Golf Course



37
Tennis/Pickleball Courts

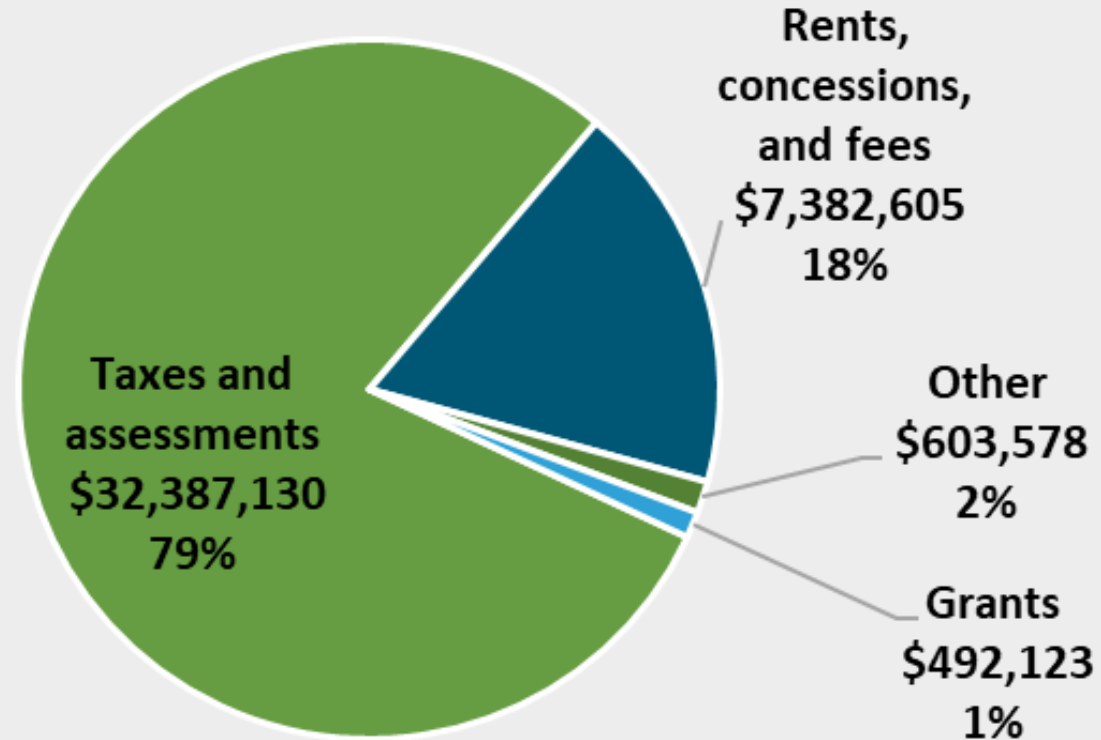


7
Miles of Trails

General Fund Revenue by Source

FY2022-23

- **About 80% of funding comes from property tax and special assessment revenue**
- Total General Fund revenue in FY2022-23 amounted to **\$40,865,436**



Stewardship of Financial Assets

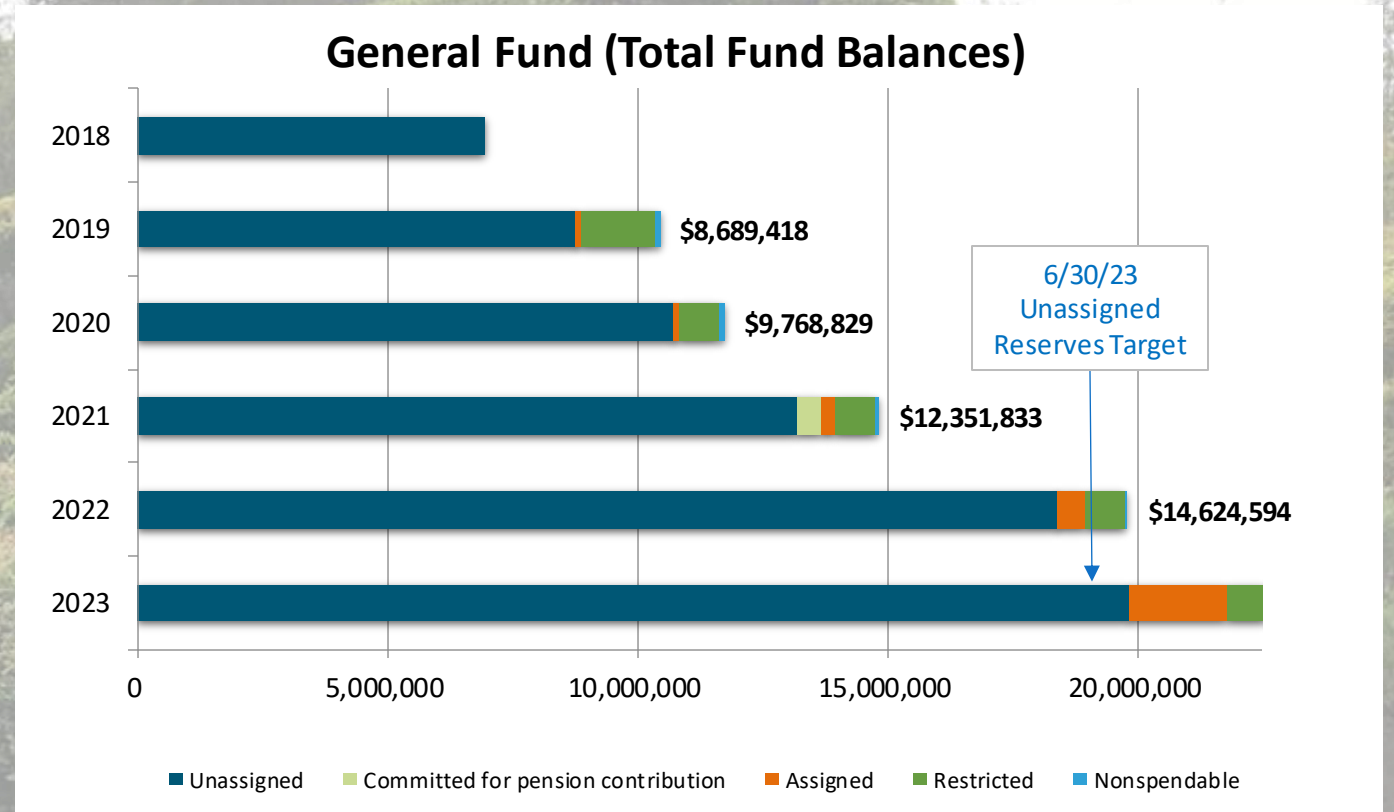
- **Reserves policy:** adopted 3/13/17, targets met 6/30/23

- **Balanced budget:** ensuring fiscal stability into the future

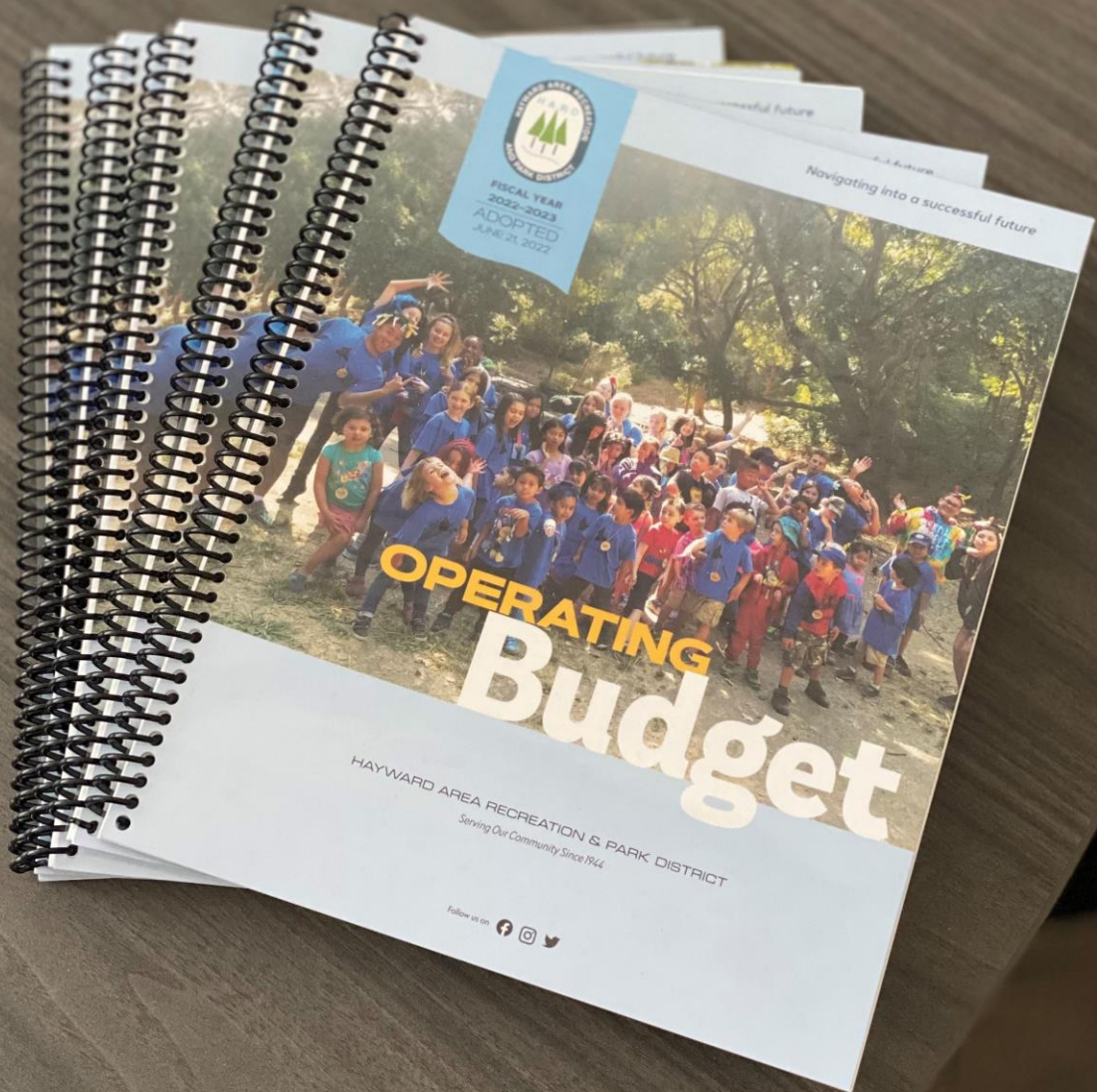
- **Long-range planning:** envisioning & implementing solutions to future needs

- **Moody AAA Rating in 2022**

- **Internal service funds:** mechanisms established to fund major equipment replacement and Section 115 Pension Trust



Budget



General Manager's Office

- **Rauch Communications for Strategic Plan – Mission – Vision - Values**
- **Board Adopted J.E.D.I. Policy**
- **ETC for a Communitywide Survey**
- **PROS Consulting for Needs Assessment**
- **Placer.ai for Park User Tracking and Statistics**
- **100,000 Trees, Greenridge is our First Project (100 to 300 trees)**
- **Strategic Partnerships**
- **Interagency Agreements**



So much to do,
so close to home!

About Us

Programs

Facilities

Employment

How Do I

Measure F1

Registration

What can

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Visual Toolkit

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Contrast Color Shift Animation

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PLAY H.A.R.D.
Hayward Area Recreation & Park District

RECREATION GUIDE



BOARD AGENDA



GOLF



CAPITAL PROJECTS



VOLUNTEER



STAY INFORMED



Select Language
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Website Upgrades

OUR COMMITMENT TO TRANSPARENCY

SDLF
SPECIAL DISTRICT
LEADERSHIP FOUNDATION

DISTRICT TRANSPARENCY CERTIFICATE OF EXCELLENCE RECIPIENT

sdlf.org

2022

Recreation, Arts & Community Services Community Impact

- In 2022/23 we served over 30,310 participants
- An additional 5,670 youth served through H.A.R.D. summer camps
- Exceeding Pre-pandemic Service Levels



Expanding Swimming

- **Free Recreational Swimming**

- Arroyo Swim Center
- Sunset Swim Center

- **Recreation Swim Attendance**

- Summer 2023-3,098-62% increase from last summer
- Summer 2022-1,912-91% increase from Summer 2021
- Summer 2021-998

- **Swim Lesson Scholarships and Free Water Safety Classes**

A photograph of two children, a boy and a girl, standing on a tennis court. Both are wearing grey helmets. The boy is on the left, wearing a blue t-shirt with a circular logo that says 'HAYWARD AREA RECREATION AND PARK DISTRICT' and 'H.A.R.D.' in the center. The girl is on the right, wearing a yellow t-shirt with a sun logo and the text 'DADDY'S SUNSHINE'. She is making a peace sign with her right hand. The background is a blurred tennis court with blue fencing.

Recreation For All

- **Health Equity Initiative**

- **Partnership with Tiburcio Vasquez Health Center and Alameda County Healthcare Services Agency**
- **Free Health and Wellness Opportunities – Dance, Tennis, Junior Warriors, Play H.A.R.D., Golf, Skateboarding, Zumba, Tai Chi**

Recreation For All

- Free Neighborhood Summer Camps
- Mobile Recreation Pop Up Events
- Arts Access Program
- Equity in Outdoor Education – HSIC and SCNC



Recreation For All

- **Expanded Scholarship Opportunities**
 - Awarded \$30,000 in 2022 to over \$150,000 in 2023
- **Family Fun Day and Teen Series**
- **Free Special Events – Touch a Truck, Party H.A.R.D. in the Park, Mobile Museum**
- **Support for Community Events**



Improved Accessibility

- **Creation of a District-wide Inclusion Working Group**
- **Expansion of Adaptive Recreation Programming**
- **Growth of Access for All Program from 12 to 46 Participants in 2023**
- **ADA Transition Plan**

Parks and Facilities Maintenance

- **Smart Irrigation/Recycled Water**
 - Turf and Irrigation Crew
- **Energy Efficiency**
 - HVAC
 - Lights
 - Solar
- **Pumps & Wells (7 sites)**
- **Winter Storms – Runoff and Open Space and Trail Slides - FEMA**

Updating Equipment



- **Large Equipment Purchases**
 - **Mowers**
 - **Backhoe**
 - **Bucket Truck**
 - **Tractor**
- **Fire Mitigation**
- **Expanded Workforce**

Improving Park Maintenance

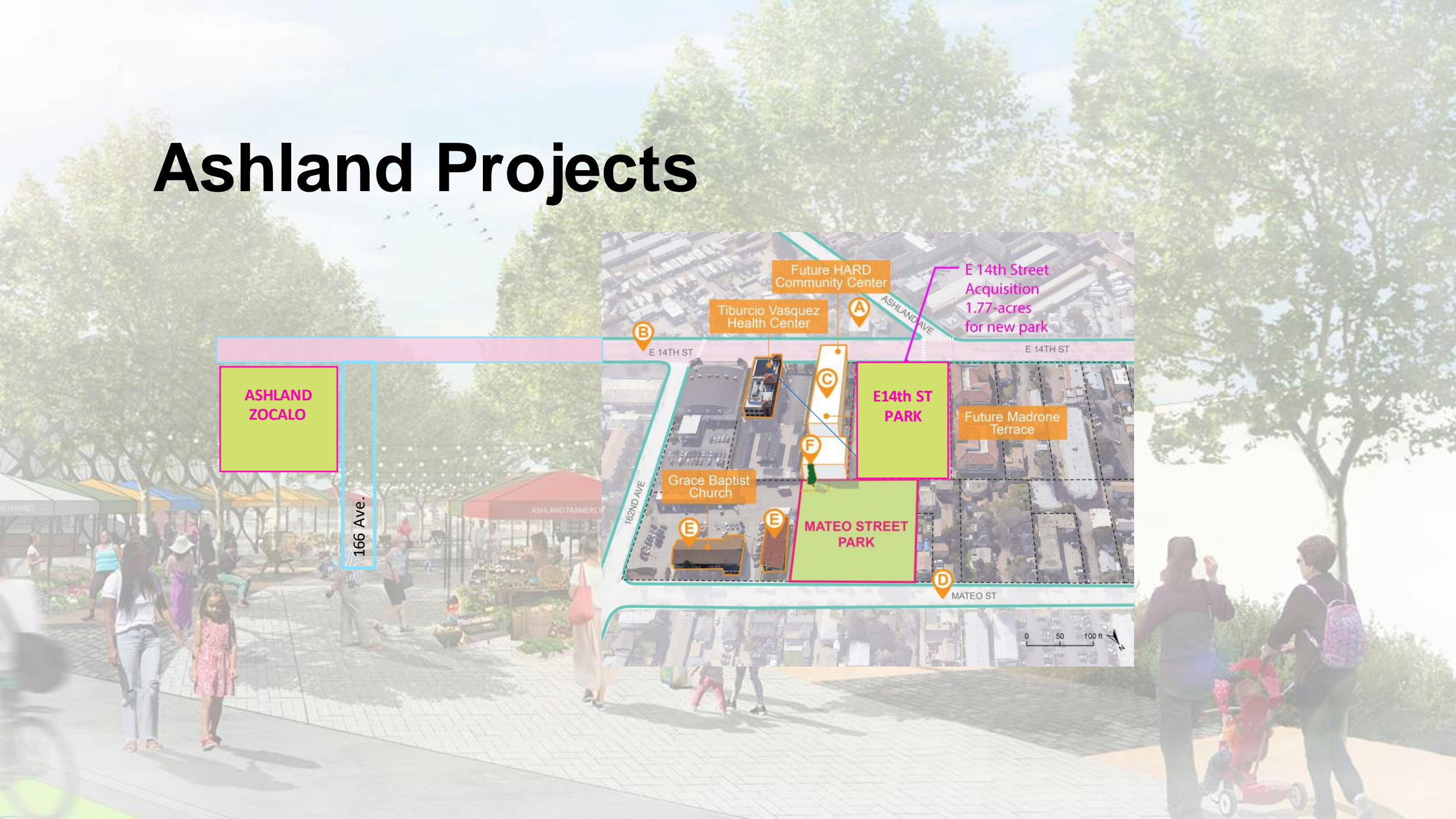
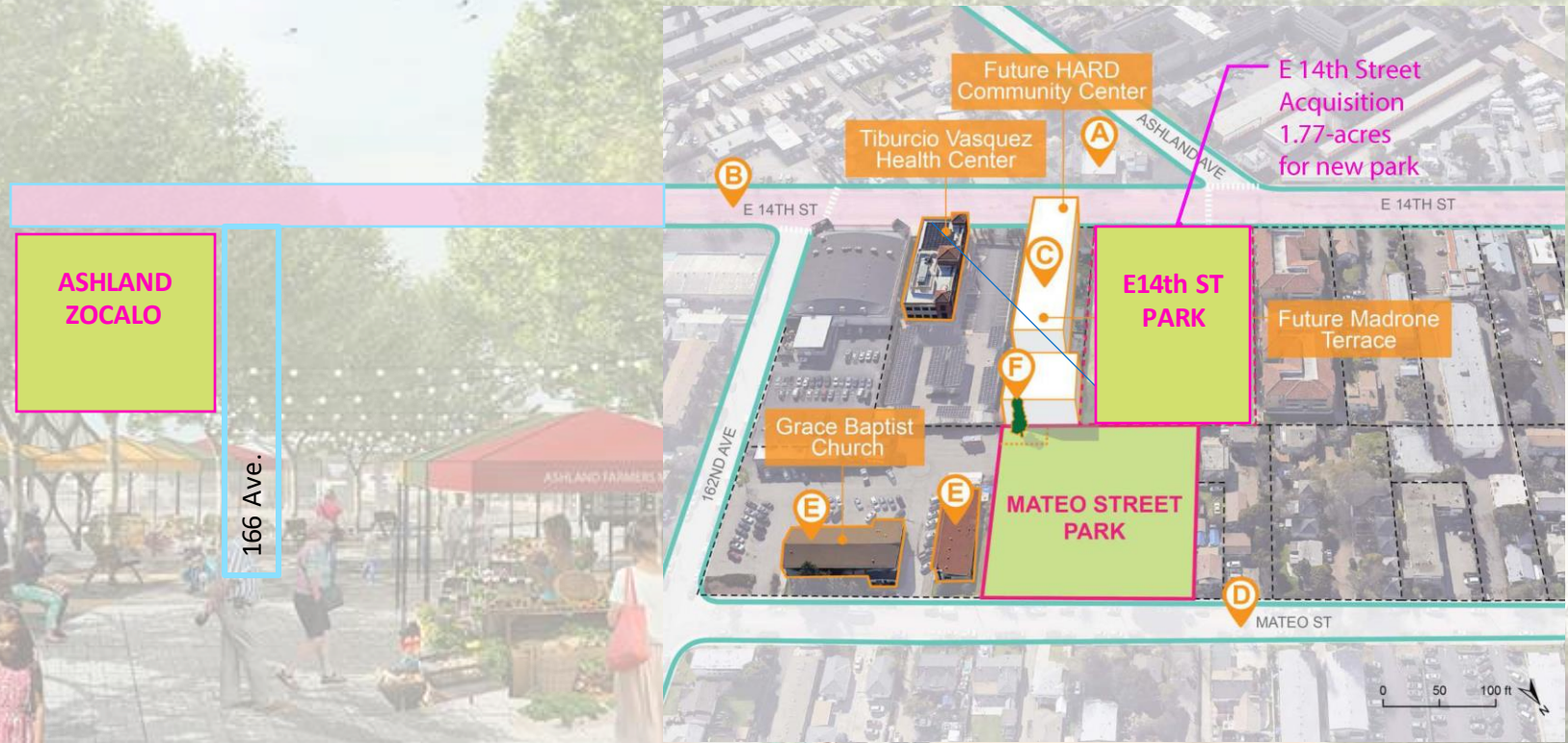


- **Recently Developed Park Maintenance Standards**
- **Quarterly Inspections & Ratings**
- **Reallocation of Resources**
- **V.I.P Volunteers in Parks**

Capital and Planning

- **The Department was created in 2017**
- **Voter approval of Measure F-1 by 78%**
- **\$250 Million Dollar Bond, expended over \$125 million, and sold round two of \$85 million, last round will be \$40 million**
- **Raised over \$53 Million in Grants for New Parks and Trails**

Ashland Projects



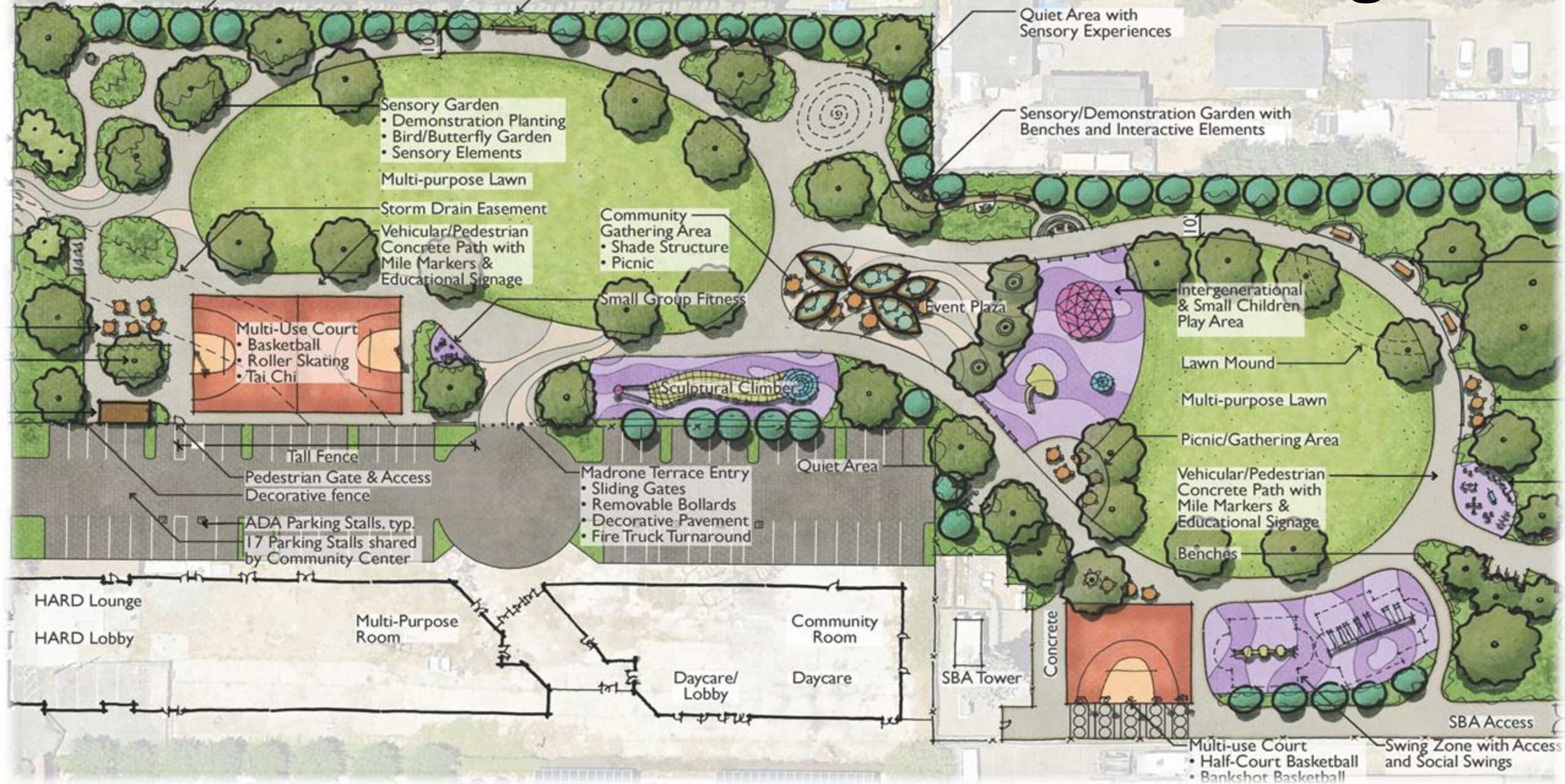
Ashland Zocalo

- ❖ Construction began in May 2023
- ❖ Estimated completion Spring 2024



View from East 14th Street into Plaza

E 14th St/ Mateo St Schematic Design



Ashland Roots Community Center at Madrone Terrace

- Joint project between H.A.R.D. and RCD Housing
- \$88M affordable housing project – 4-story, 79 residential units over 9,800 SF Community Center and 2,400 SF Daycare Center
- Estimated completion in early 2025

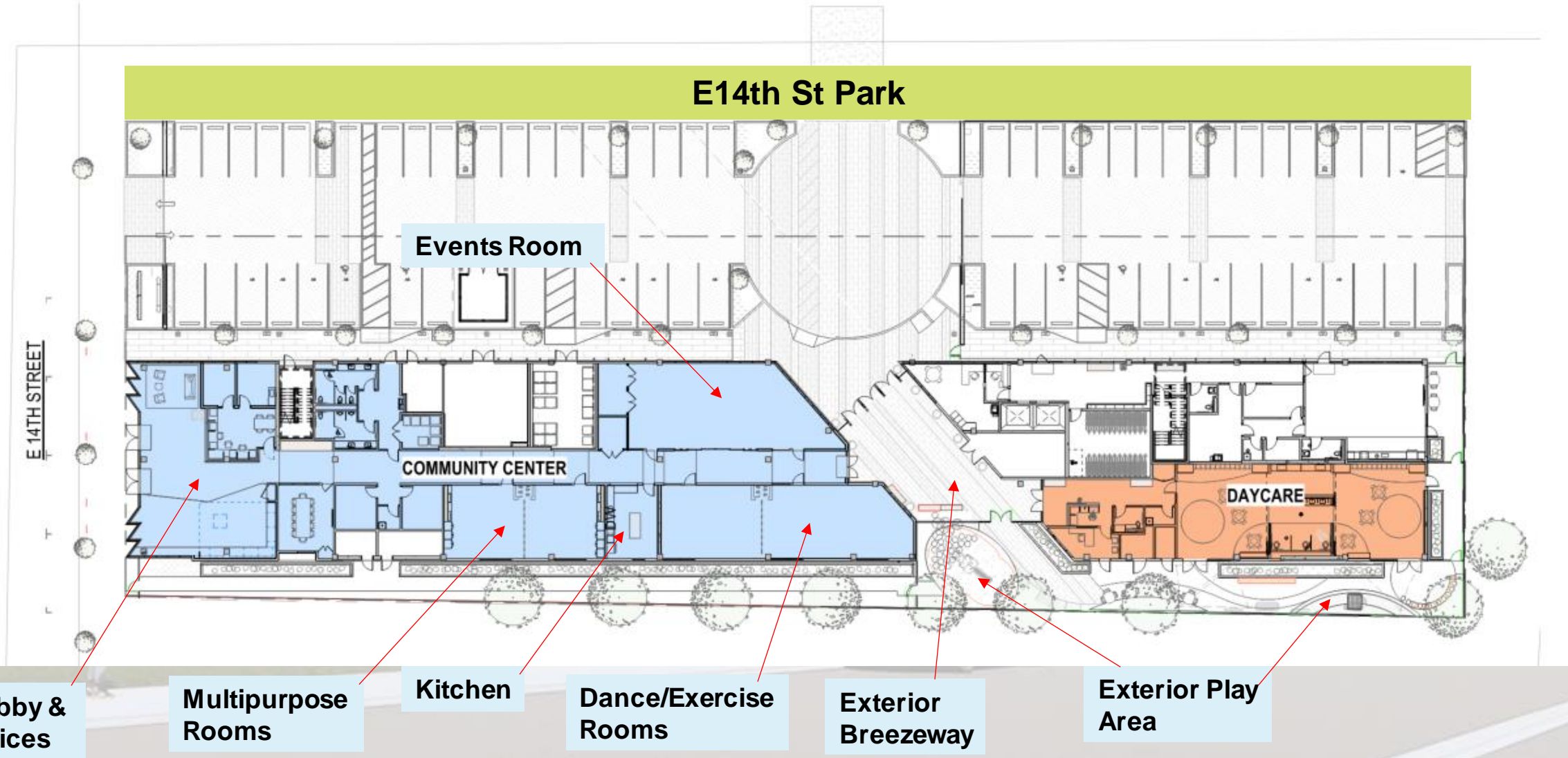
❖ Improvements include:

- Lobby
- Office and Reception Area
- Community Meeting Room/Event Space
- 2 Party Rooms
- Workout/Dance Room
- 2 Multi-Purpose Rooms
- Kitchen
- 2 Daycare Rooms, for 36 students



Concept of proposed building

Ashland Roots Community Center at Madrone Terrace



Edendale Park

❖ **Completed in 2020**

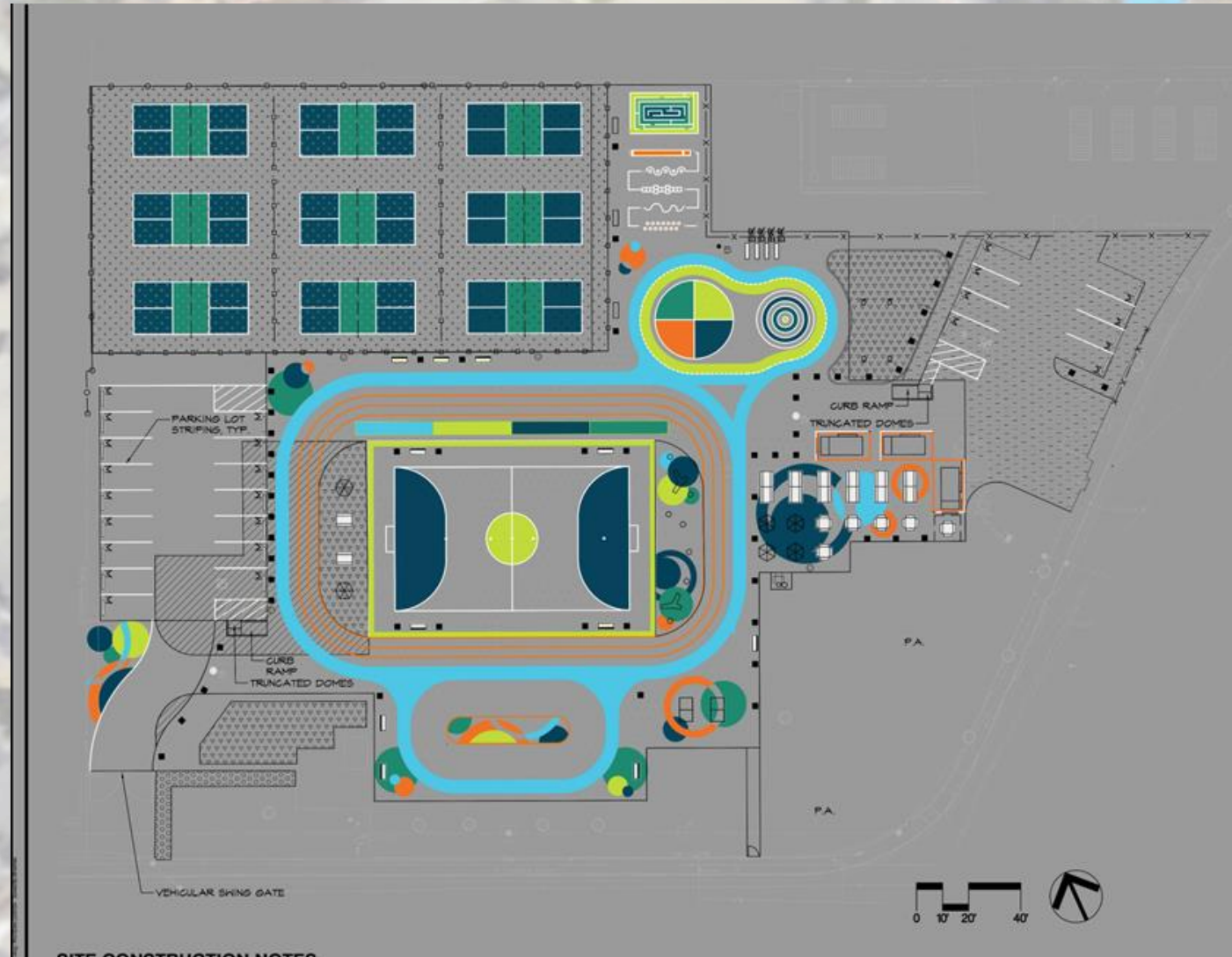
❖ **Improvements Included:**

- New play equipment
- New site furnishings
- Shade structure
- Renovated Dog Park
- Exercise circuit
- Outdoor Fitness Equipment
- Decorative fencing
- Planting & Irrigation



Mission and Mattox

- Purchased 2.54 Acres in 2020
- Proposed Interim Activation Plan approved by the Board on September 18, 2023
- Next steps include CUP approval from Alameda County Planning
- Activities May Include:
 - Multi-Purpose Area
 - Bike Skills
 - Pickleball
 - Small Play Area
 - Picnic/Food Truck Court



Fairmont Terrace

- Expanded Park Area
- New Play Area
- New Picnic Area
- ½ Court Basketball
- Dog Park
- Walking Circuit
- Small Parking Lot
- Public Restroom



San Lorenzo Community Park – Phases 1&2



- Phase 1 completed in 2017
- Phase 2 completed in 2023

San Lorenzo Community Park – PHASE 2

Re-opened in April 2023

- Improvements include:
 - Play Area
 - Softball Field
 - Soccer Fields
 - Dog Park



Omar Rodriguez
Soccer Fields

San Lorenzo Community Center Renovation

- **Construction to start in April 2024**
- **Improvements include:**
 - Expanded Community Room
 - Outdoor Patio
 - Upgraded Kitchen
 - Renovated Multi-Purpose Rooms
 - Improved Entry
 - Interior Finishes (including using salvaged lumber from Mission & Mattox)



Kennedy Park Renovation

Re-opened in April 2022



Kennedy Park Renovation

Re-opened in April 2022



Via Toledo Park

Completed March 2021



Other San Lorenzo Area Projects:

**Arroyo Swim Center –
Pool Mechanical Upgrades**



**Del Ray Park –
Parking Lot Improvements**



SAN LORENZO CREEKWAY VISION & GOALS

**\$27 Million
Grant
Funded**

Building Equitable Active Transportation in Alameda County




**7 Mile Trail Through
the District**

Modernization & Efficiency in IT

- **\$2.2 million investment in information technology, including network modernization and security across 24 locations**
 - Partnered with leaders in security to harden network and enhance endpoint security
 - Cloud-based security camera rollout
 - VOIP phone system planned for CY24
 - Public Wi-Fi in H.A.R.D. Buildings
- **Systems modernization projects in-process**
 - New Enterprise Resource Planning system being configured
 - Electronic Data Interchange (EDI) providing connectivity with vendors
 - Electronic Payment Manager system automating bill pay

Human Resources

- **In House Recruitment**
 - 19 Full-Time Employee New Hires in 2023
 - 8 Hourly Employees transferred to Full-Time Positions
 - 27 Total Full-Time Employees hired in 2023
 - **Hard Staff -**
 - Full Time 139 Employees
 - Part Time 180 Year-round
 - 350+ Hourly Employees in Summer
 - **Classification and Compensation Study**
 - 5 Labor Groups with New MOU's
 - **Personnel Rules and Employee Handbook Revisions**
 - **Largest Employer of Youth in the District**
- 
- A photograph of five people standing in a line on a golf course. They are all wearing white t-shirts with a colorful logo that says "GOAL LIFE BETTER!". The background shows a green golf course, trees, and a clear blue sky.

Hayward Area Recreation and Park District Foundation

- **New Executive Director – Steve Love**
- **New Offices in South Hayward at Mt Eden Park**
- **Established a Legacy Giving Program**
- **Grants and Corporate Giving Program**



HAYWARD AREA
RECREATION & PARK DISTRICT
FOUNDATION

Thank You!

Hayward Area Recreation and Park District
James Wheeler, General Manager
WheJ@HaywardRec.org

