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COMMUNITY ENGAGEMENT SPECIALIST FOR CSU EAST BAY HAYWARD PROMISE NEIGHBORHOOD. ETHNIC STUDIES, HISTORY, AND SOCIOLOGY INSTRUCTOR AT CHABOT COLLEGE

1 --- Qualifications: Please give a brief summary of your background and qualifications for the office of City Council. If you are a current City Government elected official, what issues can you point to in your time as an elected official that have had a positive impact?

- M.A. - San Francisco State University - Educational Administration and Public Policy Studies.
- B.A. - San Francisco State University - Latina/o Studies
- Community Engagement Specialist - CSU East Bay Hayward Promise Neighborhood.
- Ethnic Studies, Sociology and History Instructor, Chabot College
- Executive Director, The Kids' Breakfast Club.
- Council Member for the City of Hayward (2010-2014).
- Co-authored the Hayward Economic Development Strategic Plan for 2014-2018. Voted for a balanced budget all four years. Successfully put "Education" in the General Plan revision. Created Let's Do Lunch...and Breakfast too, a program with the mission to feed kids when school isn't in session. Voted to put fiber optics in Hayward. Fought to prohibit unhealthy land uses in neighborhoods and planned areas in Hayward.

2 --- Local groups: Are you affiliated with any of the active Hayward or other local citizen or environmental advocacy groups?

Advisory Board Member - [Eden Area YMCA](#)

Member - [American Association of University Women \(AAUW\)](#)

Lifetime Member - [San Francisco State University Alumni Association](#)

Inaugural Chair - [Friends of Chabot College Foundation](#)

Executive Director - [The Kids' Breakfast Club](#)

Steering Committee - The Kids' Breakfast Club - [Keep Hayward Clean and Green Task Force](#) Glassbrook Neighborhood Team

Member - [Hayward Rotary](#)

Founding Member - [Latino Business Roundtable](#)

Member - [Asian Business Alliance](#)

Member - [The 100 Club](#)

Member - Chabot College Puente Project Mentor Advisory Board

Member - [Sun Gallery](#)

Founding Member - Roxanna "Rox" Salinas Dream Fund
Founding Member - Let's Do Lunch Hayward...and breakfast too Committee
Founding Member - Words for Lunch
Member - Hayward DEMOS Democratic Club
Member - Greater Hayward Democratic Club
Member - Measure I Oversight Board

3 --- What are some of the largest issues in Hayward that need to be addressed now? What creative ideas do you have to address these issues?

Bring jobs to Hayward so families will move here, live here, and work here. As a coauthor of the Economic Development Strategic Plan 2014-2018, I am committed to this plan and I will fully implement this plan. Build on existing education-jobs bridges from HUSD, Chabot College, and CSUEB to Hayward and Hayward Area companies.

Make neighborhoods safer. Currently working Hayward Neighborhood Alert and we are developing a plan to engage neighborhoods in participating city-wide events, with the intent to increase neighborhood engagement; promote neighbor-to-neighbor relationships, and to involve the police department and police officers in the lives of families and businesses.

Make neighborhoods healthier. As one of the community engagement specialists for the Hayward Promise Neighborhood (HPN), we have created successful models to connect medical services and resources to kids and families. I have worked with CSUEB, Chabot College, HUSD, HARD, and the Alameda County Community Food Bank to launch Fresh Food for Families, a program to distribute produce and shelf safe foods to families twice a month. I have also worked with a wide range of people to launch Words-for-Lunch, a program that feeds kids healthy lunches and conducted reading activities in the summer time.

Economic Development. As a primary contributor to the current economic strategic plan, I am committed to implementing the plan. We need to make it easier for businesses to open and expand in Hayward. And, I want to incentivize companies to hire Hayward graduates first.

Improve Hayward schools. I want to help the Superintendent and I want to make Hayward schools full service community schools.

4 --- Who has endorsed you so far (groups and individuals of note)?

My Mom
My Wife

Former Mayor Michael Sweeney.
Hayward Mobilehomes Association
Mayor Barbara Halliday
Council Member Greg Jones
Council Members Marvin Peixoto
Honorable Greg Ahern, Alameda County Sheriff
Honorable Paul Hodges, President of the Hayward Area Recreation and Park District Board of Directors
Honorable Rick Hatcher, Hayward Area Recreation and Park District Board of Directors
Honorable Minane Jameson, Hayward Area Recreation and Park District Board of Directors
Honorable Richard Sheridan (Ret.), Hayward Area Recreation and Park District Board of Directors

5 --- Why did you choose to run for this office? What strength/skills would you bring to the Council?

Hayward is good a place and my wife and I wouldn't have chosen another city to live and invest our careers in. Hayward can be better though. I deeply believe Hayward deserves leaders who will never give up on the city and will always work to make Hayward the best place to live and work.

I am running for the Hayward City Council because I believe we can build a 21st century city that includes innovative and healthy green developments for families. I want to make sure the vision of our city includes safety for neighborhoods, families, and businesses. I want to make sure our city realizes it's clean and green priority. And, I want to make sure our city builds an economy that families are working, students graduate with job prospects, and Hayward's industrial area not only produces 21st century products but looks to Hayward first to hire employees from entry level to professional level.

I am an educator with expertise in educational administration and public policy studies. I know how cities and schools can intersect and my record on the council has shown how I have applied my expertise on city-schools relationships. This is my contribution to the council. An educator with a solid understanding of how cities and schools work together and produce substantive results for families and businesses.

Hayward is faced with an incredible challenge today and it's the budget. I deeply believe Hayward needs experience on the council with a deep understanding of the budget and with a proven track record of standing firm on budget issues.

I have experience, a deep understanding of the issues facing the city, and I have the expertise no other member has in city-schools partnerships.

6 --- Given the issues with campaign finances at the national level, we regard transparency in fundraising as highly critical at this time -- how much money do you currently have for this race? Are all your donors publicly listed on your website? How much money do you plan to raise? Where will the money come from?

\$18,000.00. I have signed the campaign contribution limit pledge. And, all of my reports can be seen on the City Clerk's web site, as per State of California.

I plan to raise \$40,000 dollars from friends and family. My campaigns have always been grassroots and I have always relied on small contributions from friends and families.

7 --- The Hayward Police Department has been steadily increasing bike patrols in the Downtown area, which has helped with connecting with the community and has shown to be very effective. Do you support expanding these patrols in other neighborhoods around the City?

Yes. Absolutely.

8 --- Do you consider environmental stewardship and sustainable development as core parts of your vision for Hayward's future?

Yes! Absolutely.

9 --- Will you work closely with EBRPD and HARD to expand protected open space and add to the Bay Trail wherever possible?

Yes! I am committed to this vision.

10 --- How do you plan to get the city to expand solar panel coverage of roofs of all city owned buildings, as well as parking lots, as soon as practicable?

Hayward currently leads a lot of other city in the state and in the country in implementing green power sources to generate power for city plants and buildings. Additionally, the new 21st Century Learning Center will also use green power sources and technologies.

I will apply chapter 3.9 of the general plan to every aspect of the city. And, I will review and evaluate current plans and the city budget and search for any financial feasibilities to fast track the application of solar panel technologies.

11 --- How do you plan to encourage industries with huge roof areas (especially in South Hayward) to also get solar panel coverage of their roofs?

I will see what the city is currently doing to reach out to Hayward companies. I will launch an aggressive education campaign to teach Hayward companies about Hayward programs and incentives. I will augment and strengthen existing efforts in environmental services, economic development, as well as the Hayward Chamber of Commerce and the Green Party of Alameda County.

12 --- Are you committed to making sure any further parking comes with commensurate levels of EV charging infrastructure, making provisions for future EV ownership growth?

Yes! Absolutely.

13 --- Will you make sure that any future development (infill or rehab) is LEED certified or Green Point Rated, and further that provisions are made for significant water conservation and reuse of water on site, given that climate change models show California will be getting steadily drier into the future?

Yes! Absolutely.

14 --- The Downtown Traffic Loop has been a disaster for Hayward with documented slower traffic on routes in and around the downtown, and a degradation in level of service in the reverse directions (such as north on Mission) to "F," which is being hidden by the Alameda County Transportation Commission. Pedestrian crossings are longer and more difficult; people have to drive longer distances to get through downtown and to downtown; there is cut-through traffic in neighborhoods, murderous lane changing challenges, and jack-rabbiting speeds between lights. Downtown is an expressway, not a destination. Will you work with Councilmember Marv Peixoto to end the Loop?

I live in Downtown Hayward and I am committed to Loop Reform.

15 --- The City thoughtlessly decided to destroy a multimillion dollar building, the old library, which has potential to serve as a community center. It could be saved by change orders and saving of demolition costs, but first needs to be studied concerning its value, the interest of people in making it work, costs and other planning to see how it compares with other options. Will you support spending

\$3,000 for an appraisal so that we will at least know the value of the building before it is too late?

Yes.

16 --- The Maple Main project and the Lincoln Landing projects are proposing large scale parking structures, with buildings five and six stories high for the North side of Downtown. They have huge increases in parking and subsidizing parking. There are viable alternatives for lower rise buildings for a comparable population, designed to encourage walking and shuttle bus to downtown and BART rather than driving up Foothill out of town. Will you support parking reduction and alternative transportation? Will you support parking ratios of one half space per unit or lower based on alternative mobility policies?

I will support reasonable parking reduction plans and I will always support alternative transportation options. The goal is to make neighborhoods cleaner and greener. One of the conditions of the Prospect Hill Neighborhood to Integral (on the old Mervyn's site) was to reduce parking. I supported that plan because it was reasonable and the developers changed their proposal.

17 --- Taxis and ehail, and carshare/rental, are increasingly important for mobility with less car-dependency. Will you support big projects like those above only if they can credibly achieve over 50 percent reductions in Vehicle Miles Traveled and 50 percent or fewer trips by personal car? How much greenhouse gas reduction by new developments will you support, and how will you do it? Will you support the long-overdue relocation of the taxi stand at Hayward BART, designating a place close to the exit of the station for pickup, and implementation of Flywheel by Hayward cabs?

I am committed to developments that will take people out of their cars and into alternative modes of transportation. I will aggressively implement our economic development strategic plan, with an eye on bringing more jobs to Hayward so people can use public transportation to go to work.

I believe working with developers and being open about the goals up front is good practice. I have always talked to potential developers about building the greenest and cleanest spaces for families and neighborhoods. I do not plan to stop insisting that developments meet the city's goals in the climate action plan, economic development strategic plan, and neighborhood concerns.

I live near BART and I will certainly support any plan to make the taxi pick up better. The way it works today is terrible and unsafe.

18 --- Will you support rapid bus -- fast, frequent, free -- in the downtown corridor and to Cal State Eastbay?. Will you support land-based finance and RFP management of operations? Will you support early public involvement in discussion of City application for funds from the Affordable Housing and Sustainable Communities program?

Yes, I support CSU East Bay rapid bus. I am open to looking at any proposals that will make the shuttle program better with cleaner and greener busses. In addition, whatever we do, I want to make sure CSUB and other major stakeholders are included in the planning and implementation of the program.

Yes, I will be open to looking at creative proposals such as land-based finance and RFP management of operations.

Yes.

19 --- Is there anything else you would like us to know about you?

Thank you for this opportunity. I am committed to reducing greenhouse gasses and promoting cleaner and greener neighborhoods. As a Council Member, I have always engaged with neighborhoods and participated in planning activities to make Hayward cleaner, greener, and healthier. I will continue my commitment to Hayward neighborhoods above all else.

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Vote for Mark Salinas on June 7, 2016

VOTE POR MARK SALINAS EL 7 DE JUNIO DE 2016