



Hayward Transit-Oriented Development

BART Board of Directors

July 9, 2026



Hayward TOD Goals and Objectives

Presentation Overview

1. Site overview
2. Planning work to date
3. Station access
4. Goals and Objectives summary
5. Community engagement
6. Next steps
7. Motion

Example TOD (Millbrae)



Before

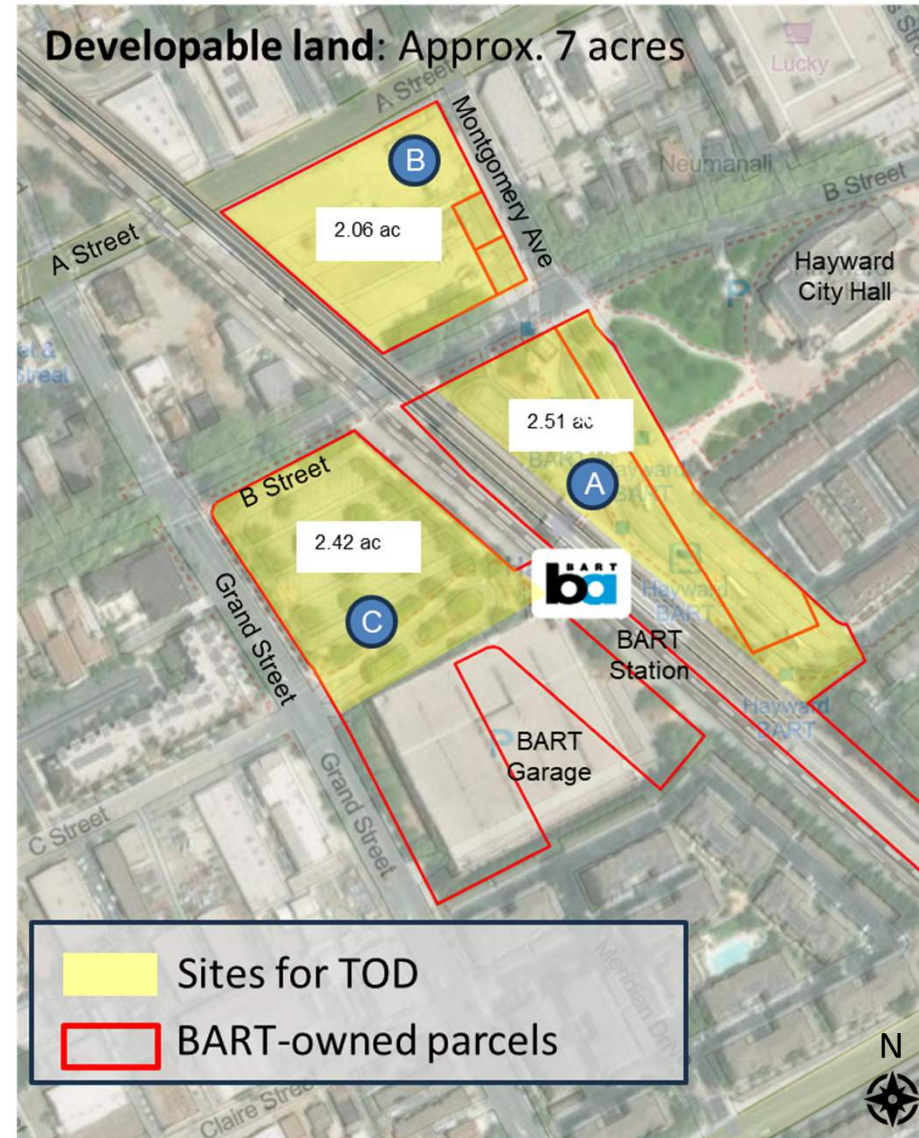


After

Hayward TOD Goals and Objectives

Site Overview

- 2024 TOD Work Plan Update: Near-term site
- Location advantages
 - Ample capacity for development (~7 gross acres)
 - Market readiness
 - Subject to AB 2923 streamlining
- City of Hayward support
 - Zoned for high-density development (11 stories)
 - The Downtown Specific Plan envisions the station area as a dense, transit-oriented urban center that provides new jobs and housing
- Low BART rider parking utilization
 - Per spring 2026 count, only 26% occupancy



Aerial image of Hayward station and its rider parking lots

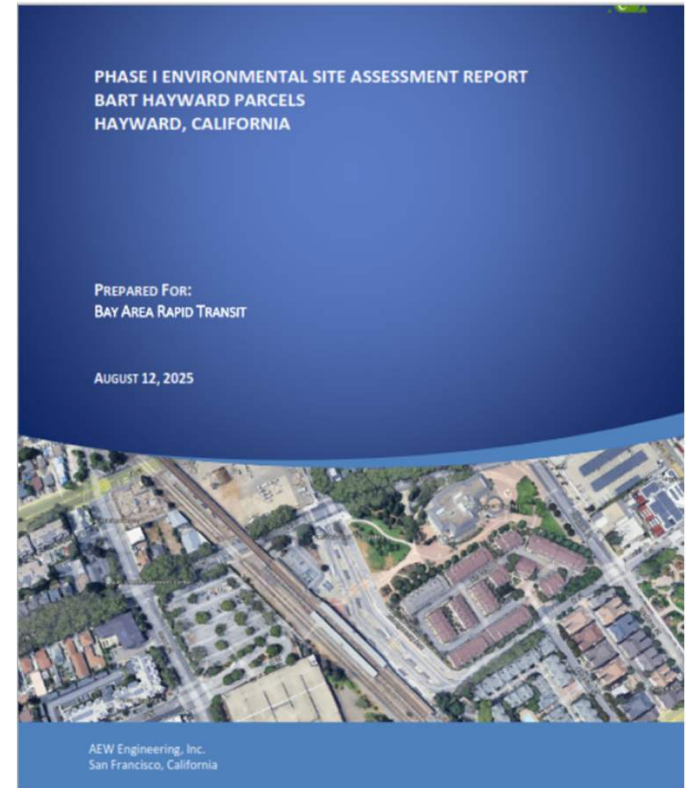
Hayward TOD Goals and Objectives

Planning Work To Date

- Due diligence
 - Phase I environmental site assessment
 - Title report
 - No major issues
- Station access analysis
- Community engagement



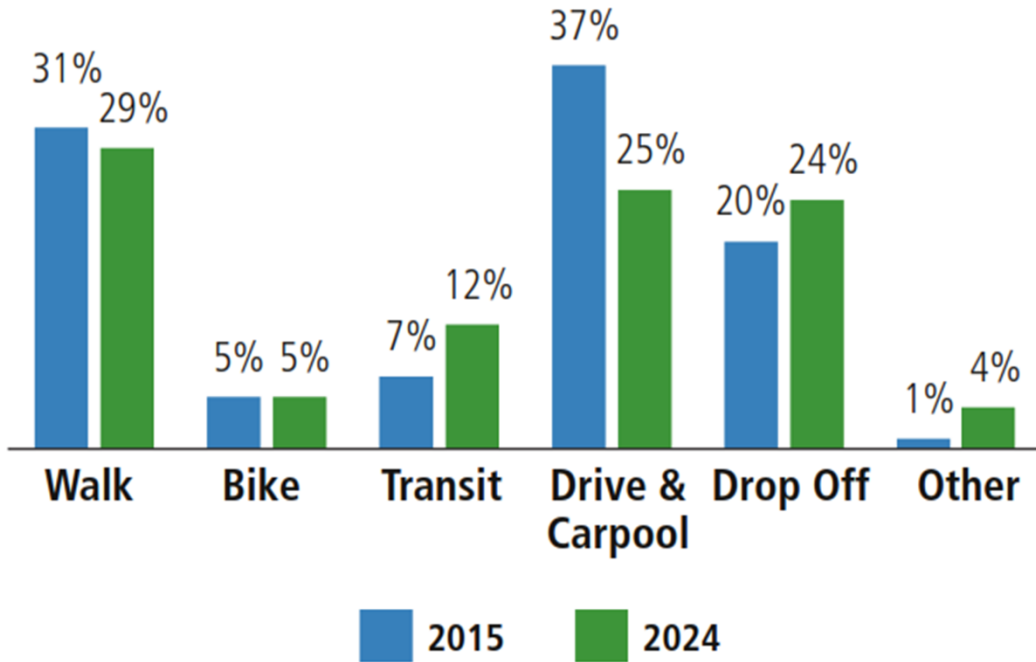
Hayward TOD Open House, May 2026



Hayward TOD Goals and Objectives

Station Access

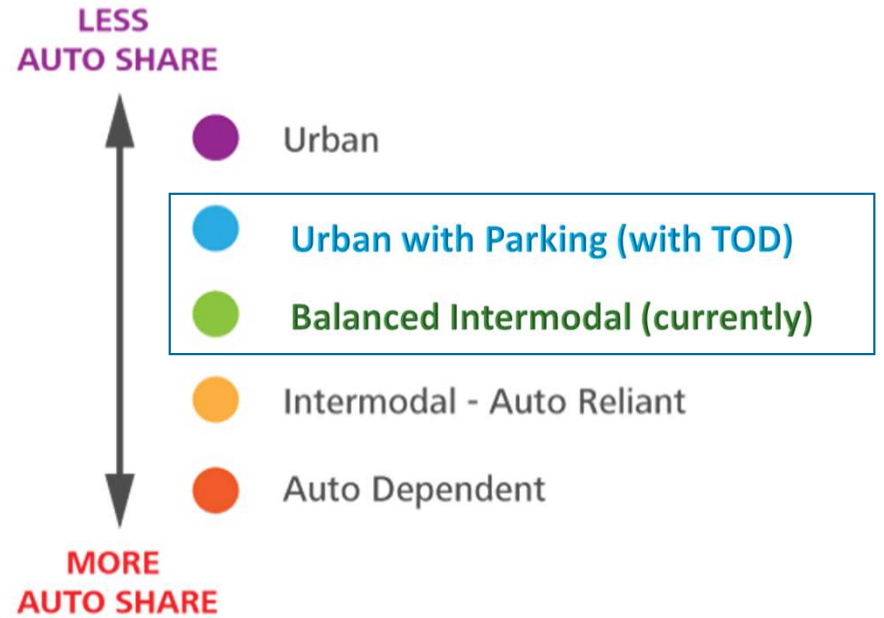
Rider Mode of Travel to Hayward Station from Home



<https://www.bart.gov/about/reports/profile>

- (1) Drop off includes Uber/Lyft/Taxi, which was a response option only for 2024 survey
- (2) Drive and park includes both those who carpool and those who drive alone

Hayward's Station Access Type



Station Access: Planned projects near station

- East Bay Greenway Multimodal - Hayward Segment Project
- Safe Streets Downtown
- Implementation of Hayward Downtown and BART Station Area Parking Management Plan (2018)
- Safe Streets Hayward



*East Bay Greenway: Proposed alignment through Hayward
(credit: Alameda County Transportation Commission)*

Station Access: Parking Occupancy

Average Weekday Hayward Station Ridership and Parking

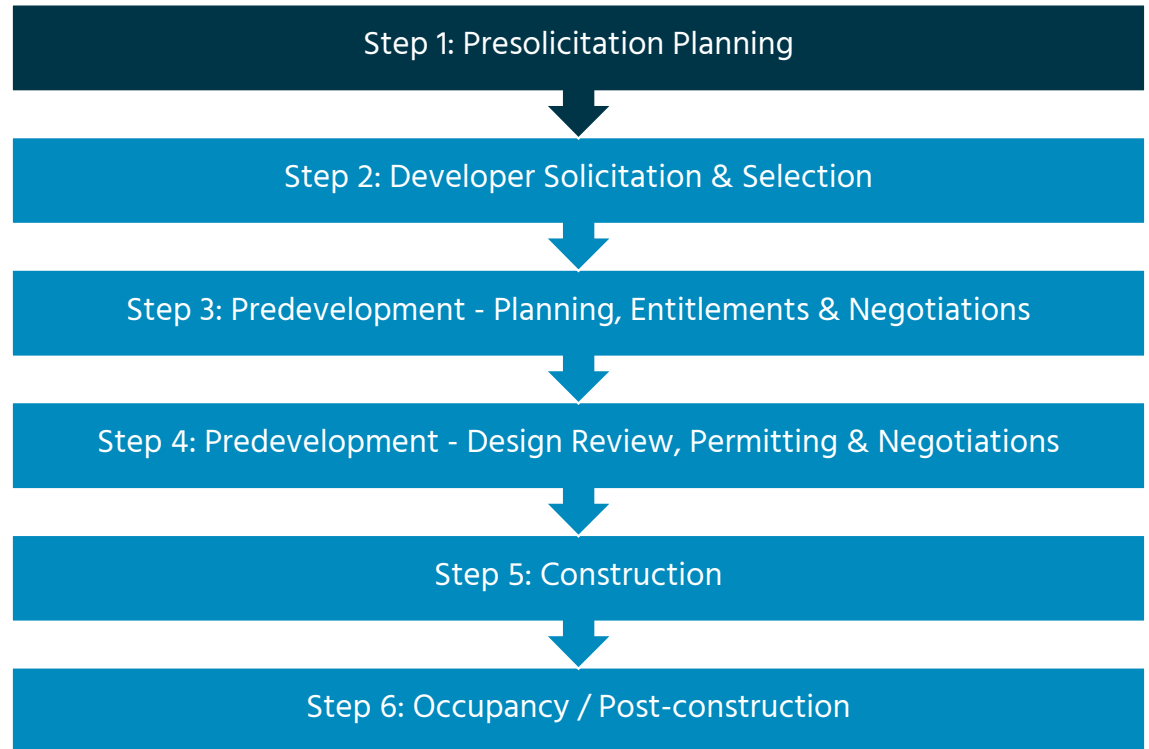
Year	BART Ridership	Parking Occupancy	Notes
2019	~5,000	over 90%	Pre-pandemic
2026	~2,500	26%	Spring 2026



Hayward BART Station west parking lot

Goals and Objectives: Context

- Current status
 - Step 1
- Purpose of Goals and Objectives
 - High-level project parameters
 - Include in developer solicitation
 - Inform developer concept plans
- Reflect Board-adopted Goals
 - Complete Communities
 - Transportation Choice
 - Sustainable Communities Strategy
 - Increase BART Ridership
 - Value Creation and Value Capture
 - Affordability



Goals and Objectives Summary (1 of 2)

Complete Communities

- Create a place that provides a vibrant and positive first impression of Downtown Hayward
- Create clear visual/physical connections BART station, neighborhoods, & Downtown
- Encourage active ground floor uses to complement the Downtown context

Transportation Choice

- Increase the share of BART riders who walk, bike, or bus to BART, via improved access
- Enhance an accessible east-west connection across the UPRR railroad tracks.
- Enable new TOD residents to reduce their reliance on cars via robust transportation demand management (TDM) measures.

Sustainable Communities Strategy

- Deliver dense mid-rise housing of 5 or more stories along with community-serving uses
- Incorporate green and sustainable design to minimize greenhouse gas emissions.

Goals and Objectives Summary (2 of 2)

Increase BART Ridership

- Attract riders from Downtown Hayward and beyond by improving the station area and making it easier to walk, bike, and take transit to and from BART.
- Increase BART ridership by building dense housing

Financial Sustainability (Value Creation and Value Capture)

- Build a project that can start soon and help pay for BART's operating costs.
- Secure outside funding for TOD-related improvements to the Hayward BART station area.

Affordability

- Require at least 20% of new homes to be affordable to low-income households
- Provide housing at a range of affordability levels to meet the needs of diverse community members

Hayward TOD Goals and Objectives

Community Engagement

- Online information & survey: May 5 - May 15
- In-station open house events
 - Weds, May 6 (4:30 to 6:30 PM)
 - Tues, May 12 (7:30-9:30 AM)
- ~ 400 participants, including 339 surveys completed
- Participants reviewed draft objectives under each BART Board-adopted goal, and provided feedback
- Promotion
 - In-station posters at Hayward concourse & garage
 - Destination signage throughout BART system
 - BART & City of Hayward newsletters & social media

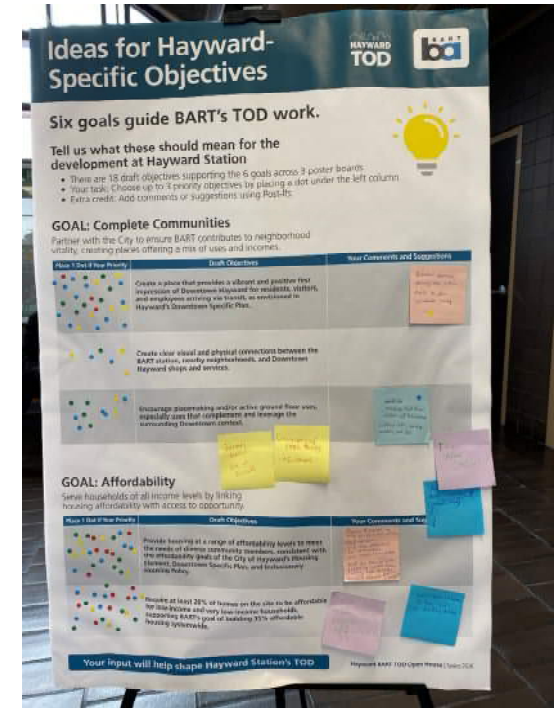


Hayward TOD Open House, May 2026

Community Engagement: Key themes

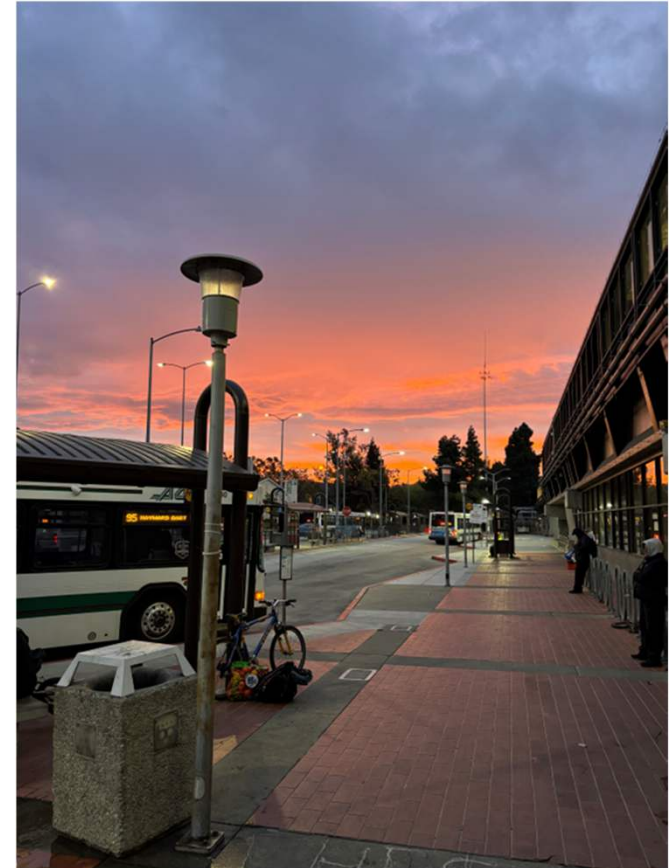
- Support for a vibrant, mixed-use transportation hub with ground-floor amenities, and with enhanced access and connectivity.
- Support for density was strong, while support for affordability was more mixed.
- Concerns included: parking availability, building height and neighborhood scale, earthquake risk along the Hayward Fault, and the risk of vacant ground-floor retail.

Note that online/paper survey results were largely consistent with feedback from the in-station outreach events.



Next Steps

- Release Phase 1 solicitation for developer partner
- Return to Board for developer selection and authorization to enter into Exclusive Negotiating Agreement with selected developer
- Return to Board with negotiated term sheet
- Timing is to be determined



Hayward BART intermodal area

Motion

The BART Board of Directors approves the Hayward Transit-Oriented Development Goals and Objectives, as well as retention of the existing 1,235-space garage and removal of up to 200 surface parking spaces.

Thank you!

