



# CITY OF HAYWARD Consolidated Plan

2021-2025

[Email address]

# Executive Summary

## ES-05 Executive Summary – 24 CFR 91.200(c), 91.220(b)

### 1. Introduction

The Community Development Consolidated Plan is submitted pursuant to a U. S. Department of Housing and Urban Development (HUD) rule (24 CFR Part 91, 1/5/95) as a single submission covering the planning and application aspects of HUD's Community Development Block Grant (CDBG), Emergency Solutions Grant (ESG), HOME Investment Partnership (HOME) and Housing Opportunities for Persons with AIDS (HOPWA) formula programs.

The purpose of the local 2020-24 Consolidated Plan is to describe priorities and goals that the City of Hayward will undertake in conjunction with HUD programs and funded with Federal Fiscal Year 2020 through Federal Fiscal Year 2024 dollars. The City of Hayward receives both CDBG and HOME funds. Hayward is a CDBG entitlement grantee and a member of the Alameda County HOME Consortium, of which Alameda County Housing and Community Development (HCD) is the lead agency. The priority needs and goals in this plan and the FY 2020 Annual Action Plan reflect the City's priorities for its CDBG entitlement and align with the priority needs and goals of the Alameda County HOME Consortium, as appropriate.

The following Consolidated Plan is the product of extensive interagency collaboration and community engagement. Input was gathered over the last two years through community needs assessment, local and regional data collection and analysis, and numerous public meetings of multiple meeting bodies.

### 2. Summary of the objectives and outcomes identified in the Plan Needs Assessment Overview

The City of Hayward's priority needs and goals for its CDBG entitlement are:

- Expand & Improve Public Infrastructure & Facilities: Improve Access to and Capacity of Public Facilities and Infrastructure
- Preserve, Protect, and Produce Housing Stock: Preserve Existing Homeownership Housing, and Develop New Affordable Housing
- Provide Public Services & Quality of Life Improvements: Provide Vital Services for Low-to-Mod Income Households, and Provide Supportive Services for Special Needs Populations
- Economic Development: Provide for Small Business Assistance

The City's focus on the above priority areas aligns with the Alameda HOME Consortium's priority areas of housing, homelessness, supportive housing, and community development.

### **3. Evaluation of past performance**

Annually, the City submits a Consolidated Plan Annual Performance Evaluation Report (CAPER), which were reviewed in the development of this Consolidated Plan. Through this review, the City adjusted its outcome indicators to reflect more appropriate categories and to adjust target goals based on previous performance.

### **4. Summary of citizen participation process and consultation process**

Community participation is a vital part of the Consolidated Plan development process. While the majority of this plan was developed during the COVID-19 pandemic, the City was able to leverage previous community engagement efforts to ensure the Citizen Participation Process was adhered to as much as possible. In March 2020, HUD released waivers of the 30-day public comment period and citizen participation process in response to COVID-19, the need for quick response to the crisis, and the need to maintain social distancing and citizen safety. In anticipation of the planning process, the City of Hayward began commissioned a Community Needs Assessment, completed in the Fall of 2018. The assessment engaged diverse community stakeholders to understand the strengths, challenges, and gaps in the City's existing systems for supporting the most vulnerable residents, and findings from the assessment were key to developing the priority areas and goals in this plan.

The City also consulted with and relied on the expertise and resources of the Continuum of Care (CoC), known locally as EveryOne Home. Section PR-10 provides detailed information on EveryOne Home.

### **5. Summary of public comments**

During the May 18, 2020 to June 24, 2020 public comment period, the City of Hayward received several comments, both via email and at public meetings. Comments were also heard at public meetings prior to the formal comment period.

Five emails were received from representatives of agencies recommended for FY 2020-2021 funding, thanking the Community Services Commission and City Council for the allocation, and emphasizing the need for ongoing support of public services and arts and music programming in Hayward. Additionally, during the City Council Work Session on May 19, 2020, four comments were made. Two comments came from members of the Community Services Commission, emphasizing how challenging the decision-making process was, given the large amount of requested funds, and thanking Council for their support. Representatives from one agency recommended for CDBG funds and another recommended for funding from the City's

General Fund also commented to summarize their agencies' services and speak to the challenges of delivering services during the COVID-19 crisis.

**6. Summary of comments or views not accepted and the reasons for not accepting them**

N/A

**7. Summary**

The following plan details Hayward's priority needs and goals for the next five years. Through extensive community engagement the City and its partners identified the following priority needs and associated goals:

- Preserve, Protect, and Produce Housing Stock
  - Goal: Improve Facility and Infrastructure Access and Capacity
- Expand & Improve Public Infrastructure & Facilities
  - Goal: Preserve Existing Homeownership Housing
  - Goal: Develop New Affordable Housing
- Public Services & Quality of Life Improvements
  - Goal: Provide Supportive Services for Special Needs
  - Goal: Provide Vital Services for LMI Households
- Economic Development
  - Provide for Small Business Assistance

# The Process

## PR-05 Lead & Responsible Agencies - 91.200(b)

1. Describe agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source

The following are the agencies/entities responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Agency Role	Name	Department/Agency
Lead Agency	HAYWARD	
CDBG Administrator	HAYWARD	Community Services Division

Table 1– Responsible Agencies

### Consolidated Plan Public Contact Information

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## **PR-10 Consultation - 91.100, 91.110, 91.200(b), 91.300(b), 91.215(I) and 91.315(I)**

### **1. Introduction**

The City participates in the EveryOne Home CoC, providing funding, feedback, data, and insights into what homelessness and the affordable housing landscape looks like in Hayward. In December 2006, City Council adopted the Alameda Countywide Homeless and Special Needs Housing Plan, also known as the EveryOne Home Plan. This is a long-term special needs housing plan which seeks to address the housing-related needs of persons with serious mental illness, those living with HIV/AIDS, and those who are homeless. The EveryOne Home Plan reflects an increased recognition among healthcare and services agencies throughout Alameda County that affordable housing is crucial to the achievement of public and mental health program outcomes. Without stable, decent, and affordable housing efforts to promote public and mental health among low income populations in the County are compromised. In January 2008, EveryOne Home became a community-based organization and the official Alameda Countywide Continuum of Care, with governmental entities collectively funding operations and serving on its strategic Leadership Board.

The EveryOne Home Plan was most recently updated in 2018 in response to the dramatic increase in homelessness in the County. It proposes strategies of expanding capacity, increasing investment, building stronger partnerships, and aligning public policies in order to prevent people from becoming homeless, protect the dignity of people experiencing homelessness, and expand housing opportunities.

### **Provide a concise summary of the jurisdiction's activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(I)).**

Hayward and its partners at Alameda County have a history of collaborative efforts focused at the consumer or provider level, with a growing focus in the last decade on coordination at the systems level. Through its participation in the EveryOne Home CoC, Hayward has access to the CoC's enhanced coordination efforts by bringing together housing providers, public and private partners, and direct service agencies. Such efforts include expanding the system's capacity to prevent homelessness through outreach services, temporary financial and legal assistance, and increased access to permanent supportive and subsidized permanent housing. Hayward also works to ensure its local policies are rooted in best practices, are racially equitable, and advance efforts to reduce homelessness and protect the dignity, health, and safety of individuals experiencing homelessness.

For more detailed information please refer to the Alameda County EveryOne Home Plan at [www.everyonehome.org](http://www.everyonehome.org).

**Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness**

Stakeholders in Alameda County have been assessing the needs of persons experiencing homelessness and working to improve our response across the county since the founding of Alameda County-wide Homeless Continuum of Care Council in 1997. The collaboration includes cities and Alameda County government agencies representing three separate care systems — homeless services, HIV/AIDS services, and mental health services — that share overlapping client populations. The Alameda Countywide Homeless and Special Needs Housing Plan, now known as the EveryOne Home Plan, helped to form EveryOne Home into a community-based organization to implement the Plan and now serves as the County’s Continuum of Care.

EveryOne Home coordinates local efforts to address homelessness, seeks to maintain the existing service capacity, build new partnerships that generate greater resources for the continuum of housing, services, and employment, and establish inter-jurisdictional cooperation. EveryOne Home leverages substantial federal, state, and local resources for homeless housing and services, standardizes data collection, and facilitates a year-round process of collaboration. EveryOne Home includes representation from HOME Consortium jurisdictions and CDBG entitlement jurisdictions in the County, service providers and advocates, homeless or formerly homeless persons, representatives of the faith community, business representatives, and education and health care professionals. EveryOne Home receives administrative funding through Alameda County’s General Fund as well as contributions from each of Alameda County’s jurisdictions.

In 2018, EveryOne Home undertook a Strategic Update to its Plan to End Homelessness (“Plan”), previously drafted in 2007. The Plan offers ambitious and coordinated strategies and actions to reduce the Alameda County nightly homeless count to 2,200—meaning no one would have to sleep without shelter. In February of 2020, the City of Hayward passed a resolution to endorse the EveryOne Home Plan. The City of Hayward is committed to working collaboratively with County and Continuum of Care partners to regionally address the needs of homeless persons.

**Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards and evaluate outcomes, and develop funding, policies and procedures for the administration of HMIS**

The City of Hayward is not an entitlement Emergency Solutions Grant (ESG) grantee. However, the City works in collaboration with the local CoC to determine the need for local funds. The City consults with the CoC to develop performance standards and evaluate the outcomes of projects and activities funded with CDBG in alignment with ESG goals.

Should the City receive any ESG funds during the next five years, staff will utilize the Alameda County Priority Home Partnership ESG Policies and Procedures Manual, which covers policies and procedures

for all ESG recipients and sub-recipients operating programs within Alameda County. Through HMIS and leadership of the EveryOne Home Performance Management Committee, the Alameda County Housing and Community Development Department supports the EveryOne Home initiative to establish system wide outcomes and to evaluate effectiveness of programs against those outcomes. These outcomes include shortening the period of time individuals are homeless and reducing the recidivism rates for homeless people.

Consultation with EveryOne Home on the use of Emergency Solutions Grant (ESG) funds began in early 2012, when representatives from the City of Berkeley, the City of Oakland, Alameda County Housing and Community Development Department (Urban County grantee), and EveryOne Home worked together to implement the new ESG requirements in a way that would be consistent county-wide and would continue a collaboration which began in 2009 with American Recovery and Reinvestment Act (ARRA) Homelessness Prevention and Rapid Re-housing (HPRP) funds. This collaboration resulted in the creation of Priority Home Partnership (PHP), which was a single county-wide program to implement HPRP. EveryOne Home held a community-wide meeting at which additional consultation and public input into the use of ESG funds was solicited. A series of meetings with EveryOne Home and the ESG grantees continued through the year and a coordinated ESG program was established and began implementation in early 2013. This coordinated program will use this same structure for future ESG funding.

**2. Describe Agencies, groups, organizations and others who participated in the process and describe the jurisdictions consultations with housing, social service agencies and other entities**



**Table 2– Agencies, groups, organizations who participated**

1	<b>Agency/Group/Organization</b>	City of Hayward
	<b>Agency/Group/Organization Type</b>	Housing Service-Fair Housing Other government - Local
	<b>What section of the Plan was addressed by Consultation?</b>	Housing Need Assessment Non-Homeless Special Needs Economic Development Market Analysis
	<b>How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?</b>	The City of Hayward is the lead agency of the Consolidated Plan.
2	<b>Agency/Group/Organization</b>	Alameda County Housing and Community Development
	<b>Agency/Group/Organization Type</b>	Housing Services - Housing Other government - County Regional organization Planning organization
	<b>What section of the Plan was addressed by Consultation?</b>	Housing Need Assessment Lead-based Paint Strategy Public Housing Needs Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs Anti-poverty Strategy
	<b>How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?</b>	Meetings and email discussion. Improved understanding of Housing needs and overall needs of county as a whole.

3	<b>Agency/Group/Organization</b>	EveryOne Home
	<b>Agency/Group/Organization Type</b>	Housing Services - Housing Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-homeless Services-Health Services-Education Services-Employment Service-Fair Housing Services - Victims Publicly Funded Institution/System of Care Regional organization Planning organization
	<b>What section of the Plan was addressed by Consultation?</b>	Housing Need Assessment Public Housing Needs Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs
<b>How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?</b>	Meetings and email discussion. Anticipated improved coordination of financial resources, alignment of goals, and policy development. Improved understanding of homelessness issues and resources across Alameda County	

**Identify any Agency Types not consulted and provide rationale for not consulting**

There were no agency types not intentionally consulted. All comments were welcome.

**Other local/regional/state/federal planning efforts considered when preparing the Plan**

<b>Name of Plan</b>	<b>Lead Organization</b>	<b>How do the goals of your Strategic Plan overlap with the goals of each plan?</b>
Continuum of Care	Alameda County Continuum of Care	The Alameda County Continuum of Care implements the EveryOne Home Plan which aims to end homelessness in the county. The Plan envisions that all persons at risk of homelessness and extremely low-income residents have a safe, supportive and permanent place to call home with services available to help them stay housed and improve the quality of their lives.
2018 Community Needs Assessment	City of Hayward	The 2018 Community Needs Assessment (CNA) helps the City to determine the human needs of vulnerable residents, identify barriers/gaps in service, and provide validated data that meet HUD community input requirements in the development of the 2020-2024 Consolidated Plan and for allocating public service funds.
2020 Regional Analysis of Impediments (AI)	Alameda County	The 2020 Regional AI reflects the countywide effort to increase fair housing choice for all residents in the county and affirmatively further fair housing. The AI summarizes the findings including the primary issues and contributing factors to barriers to fair and affordable housing. The AI helps to inform the priority needs of the City of Hayward as it prepares the Strategic Plan.
City of Hayward 2019 Homeless Count	EveryOne Home	The City of Hayward 2019 Homeless Count helps to inform the homeless population demographics in the City and describe where there are gaps in services. This report helped to inform public services in the Strategic Plan.
Alameda County 2019 Homeless Count	EveryOne Home	The Alameda County 2019 Homeless Count helps to inform the homeless population demographics in the Hayward and describe where there are gaps in services. This report helped to inform public services in the Strategic Plan.

**Table 3– Other local / regional / federal planning efforts**

**Describe cooperation and coordination with other public entities, including the State and any adjacent units of general local government, in the implementation of the Consolidated Plan (91.215(I))**

The City had extensive consultation with HUD, as well as Alameda County through both the CoC and HOME consortium.

## **PR-15 Citizen Participation - 91.105, 91.115, 91.200(c) and 91.300(c)**

### **1. Summary of citizen participation process/Efforts made to broaden citizen participation Summarize citizen participation process and how it impacted goal-setting**

On March 27, 2020, the President signed into law the CARES Act, allocating over two trillion funds in relief to respond to the COVID-19 pandemic at federal, state, and local levels. On March 31, 2020, the Housing and Urban Development (HUD) Office of Community Planning and Development (CPD) released a memorandum detailing the availability of waivers of CPD grant program and Consolidated Plan requirements to prevent the spread of COVID-19 and to mitigate the economic impacts of COVID-19. Through this guidance, HUD waived the 30-day public comment requirement for comments on substantial amendments to the Consolidated Plan, allowing jurisdictions to implement a five-day public comment period. HUD also waived the requirement that jurisdictions follow their Citizen Participation Plan and any extended comment periods they may contain.

HUD justified this guidance by noting both the safety concerns with typical forms of in-person public comment and the need for entitlement communities to move quickly to address the acute need of communities suffering from the COVID-19 crisis. As such, the City of Hayward implemented an abbreviated public comment period and solicited comments remotely through email, phone, and teleconference during public meetings. In recognition of the increased challenge of engaging the public during the public health crisis, the City made a concerted effort to outreach through social media and list servs.

In all instances in which comments were received, City staff did their best to integrate into the Plan for Council approval.

**Citizen Participation Outreach**

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
1	Newspaper Ad	Minorities  Non-English Speaking - Specify other language: Spanish  Persons with disabilities  Non-targeted/broad community  Residents of Public and Assisted Housing	Public notice regarding Public Hearing scheduled June 23, 2020			

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
2	Public Hearing	<p>Minorities</p> <p>Non-English Speaking - Specify other language: Spanish</p> <p>Persons with disabilities</p> <p>Non-targeted/broad community</p> <p>Residents of Public and Assisted Housing</p>	June 23, 2020 Public Hearing	No comments received during meeting.		
3	Public Meeting	Non-targeted/broad community	Community Services Commission Meeting, March 18, 2020 - discussion of funding priorities.	Comments received by representatives from funded agencies thanking the Commission for consideration and emphasizing the need for continued funding.		

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
4	Internet Outreach	Minorities  Non-English Speaking - Specify other language: Spanish  Persons with disabilities  Non-targeted/broad community  Residents of Public and Assisted Housing	Website provided information in English and Spanish on public hearing for Consolidated Plan	Five emails were received from representatives of agencies recommended for FY 2020-2021 funding, thanking the Community Services Commission and City Council for the allocation, and emphasizing the need for ongoing support of public services and arts and music programming in Hayward.		

5	Public Meeting	Non-targeted/broad community	Council work session on the community agency funding process and consolidated plan on May 19, 2020	<p>Four commenters participated in the remote Work Session:</p> <p>Two comments came from members of the Community Services Commission, emphasizing how challenging the decision-making process was, given the large amount of requested funds, and thanking Council for their support. Representatives from one agency recommended for CDBG funds and another recommended for funding from the</p>		
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Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
				City's General Fund also commented to summarize their agencies' services and speak to the challenges of delivering services during the COVID-19 crisis.		
6	Internet Outreach	Non-targeted/broad community	Social media outreach to promote public comment period for consolidated plan and FY20-21 funding recommendations.	No comments received		

**Table 4– Citizen Participation Outreach**

# Needs Assessment

## NA-05 Overview

### Needs Assessment Overview

The Needs Assessment for the City of Hayward consists of the non-housing community development needs (NA-50) as identified through the citizen participation process and consultation with community stakeholders. The non-housing community development needs section focuses on three key areas of need in Hayward. These needs are public facilities, public infrastructure and public services for low- and moderate-income (LMI) households and residents with special needs are outlined below.

The City recognizes the need for improved access and the expansion of these key areas. Public facilities, such as community centers, and supportive services are vital to community. Public services will target LMI citizens and may include services to address homelessness, persons with physical and mental health disabilities, the elderly, and youth.

The infrastructure of the City is also in need of expansion and improvements. Public infrastructure activities include improvements to infrastructure in the jurisdiction such as roadway resurfacing and improvements to curbs and ramps on sidewalks for ADA compliance. These needs are classified as non-housing but they have an indirect impact on the supply and demand for housing. They help get resources to those in need and strengthen the neighborhoods.

## **NA-50 Non-Housing Community Development Needs - 91.415, 91.215 (f)**

### **Describe the jurisdiction's need for Public Facilities:**

The City of Hayward has identified the need for improved access to and capacity of public facilities and has included a goal in the Strategic Plan:

#### **1A Improve Access to and Capacity of Public Facilities & Infrastructure**

In this goal, the City will expand and improve access to public facilities through development activities for LMI persons and households and for special needs population (elderly, persons with a disability, victims of domestic abuse, etc.). Public facilities may include neighborhood facilities, community centers and parks and recreation facilities.

#### **How were these needs determined?**

The need for improved public facilities in the City was determined through the citizen participation process and meetings with community stakeholders. City staff was then able to prioritize improvements to public facilities in the city and associate goals and outcomes to address the need.

### **Describe the jurisdiction's need for Public Improvements:**

The City of Hayward has identified the need for the expansion and improvements of public infrastructure and has included a goal in the Strategic Plan:

#### **1A Improve Access to and Capacity of Public Facilities & Infrastructure**

For this goal, the City will expand and improve public infrastructure through development activities for LMI persons and households. Activities can include adding ADA compliance for curb ramps and sidewalks and roadway expansion projects.

#### **How were these needs determined?**

The need for public improvements in the City was determined through the citizen participation process and meetings with community stakeholders. City staff was then able to prioritize improvements to public infrastructure in the city and associate goals and outcomes to address the need.

### **Describe the jurisdiction's need for Public Services:**

The City of Hayward has identified the need for public services for the special needs population and has included two goals in the Strategic Plan:

3A Provide Supportive Services for Special Needs Populations

3B Provide Vital Services for Low-to-Mod Income Households

For these goals, the City will provide supportive services for low income and special needs populations. Public services will target LMI citizens and may include services to address homelessness, persons with physical and mental health disabilities, the elderly, and the youth. Services may also include recreational programs for special needs populations, and education and health programs for special needs households.

**How were these needs determined?**

The needs for public services for LMI and special needs populations in the City was determined through the citizen participation process and meetings with community stakeholders. City staff was then able to prioritize public services to LMI and special needs populations in the city and associate goals and outcomes to address the need.

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# Housing Market Analysis

## MA-05 Overview

### Housing Market Analysis Overview:

This housing market analysis (MA) for the City of Hayward looks at non-housing community development assets such as details on employment, the commute of people to work and educational attainment of the population in the City. It also includes an analysis of the concentration of households with multiple housing problems, racial/ethnic populations, and low-income families. This analysis will help to determine the areas and populations in the City that are most in need of investment through CPD programs.

As the internet and reliable highspeed services have become an increasing necessity to thrive in the modern economic environment, the broadband needs of housing occupied by low- and moderate-income households is discussed. Additionally, the vulnerability of LMI households to the effects of climate change is addressed.

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## MA-45 Non-Housing Community Development Assets - 91.410, 91.210(f)

### Introduction

This section provides insight into the economic development landscape of Hayward. The table below details the extent of business sector employment throughout the City. Unemployment, commuting times, and educational attainment are also analyzed in this section.

### Economic Development Market Analysis

#### Business Activity

Business by Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less workers %
Agriculture, Mining, Oil & Gas Extraction	295	65	0	0	0
Arts, Entertainment, Accommodations	7,880	4,878	10	7	-3
Construction	5,686	6,461	7	9	2
Education and Health Care Services	16,244	15,582	20	22	2
Finance, Insurance, and Real Estate	4,198	2,067	5	3	-2
Information	1,718	680	2	1	-1
Manufacturing	8,961	10,525	11	15	4
Other Services	4,616	1,897	6	3	-3
Professional, Scientific, Management Services	10,119	8,181	13	11	-2
Public Administration	2,767	1,516	3	2	-1
Retail Trade	8,251	8,167	10	11	1
Transportation and Warehousing	6,053	4,076	8	6	-2
Wholesale Trade	2,682	7,390	3	10	7
Total	79,470	71,485	--	--	--

Table 5 - Business Activity

Alternate Data Source Name:  
2013-2017 ACS (Workers), 2017 LEHD (Jobs)  
Data Source Comments:

In the above table the prevalence of both workers and jobs by sector is presented. In Hayward, there are approximately 8,000 more workers than jobs. This means that there are approximately 10% of the city's workers must leave the city for work. There are also three sectors that have a significant disconnect between the number of workers and the number of jobs.

In the Arts, Entertainment, Accommodations sector there are over 3,000 more workers than jobs. In the Finance, Insurance, and Real Estate sector there are over 2,100 more workers than jobs. As well, In the Transportation and Warehousing sector there are almost 2,000 more workers than jobs.

Alternately, in the Wholesale Trade sector the number of jobs outnumbers the number of workers significantly. There are only 2,682 workers for 7,390 jobs. This means that a large number of the jobs in this business sector are going to residents from outside the city or are going unfilled.

**Labor Force**

Total Population in the Civilian Labor Force	84,783
Civilian Employed Population 16 years and over	80,461
Unemployment Rate	2.60
Unemployment Rate for Ages 16-24	12.00
Unemployment Rate for Ages 25-65	4.50

**Table 6 - Labor Force**

**Alternate Data Source Name:**  
2014-2018 ACS 5-Yr Estimates

**Data Source Comments:**

Data for the unemployment rate is from the Bureau of Labor Statistics (BLS), November 2019, Not seasonally adjusted. All other data including unemployment rates for age groups are from the ACS.

**Unemployment**

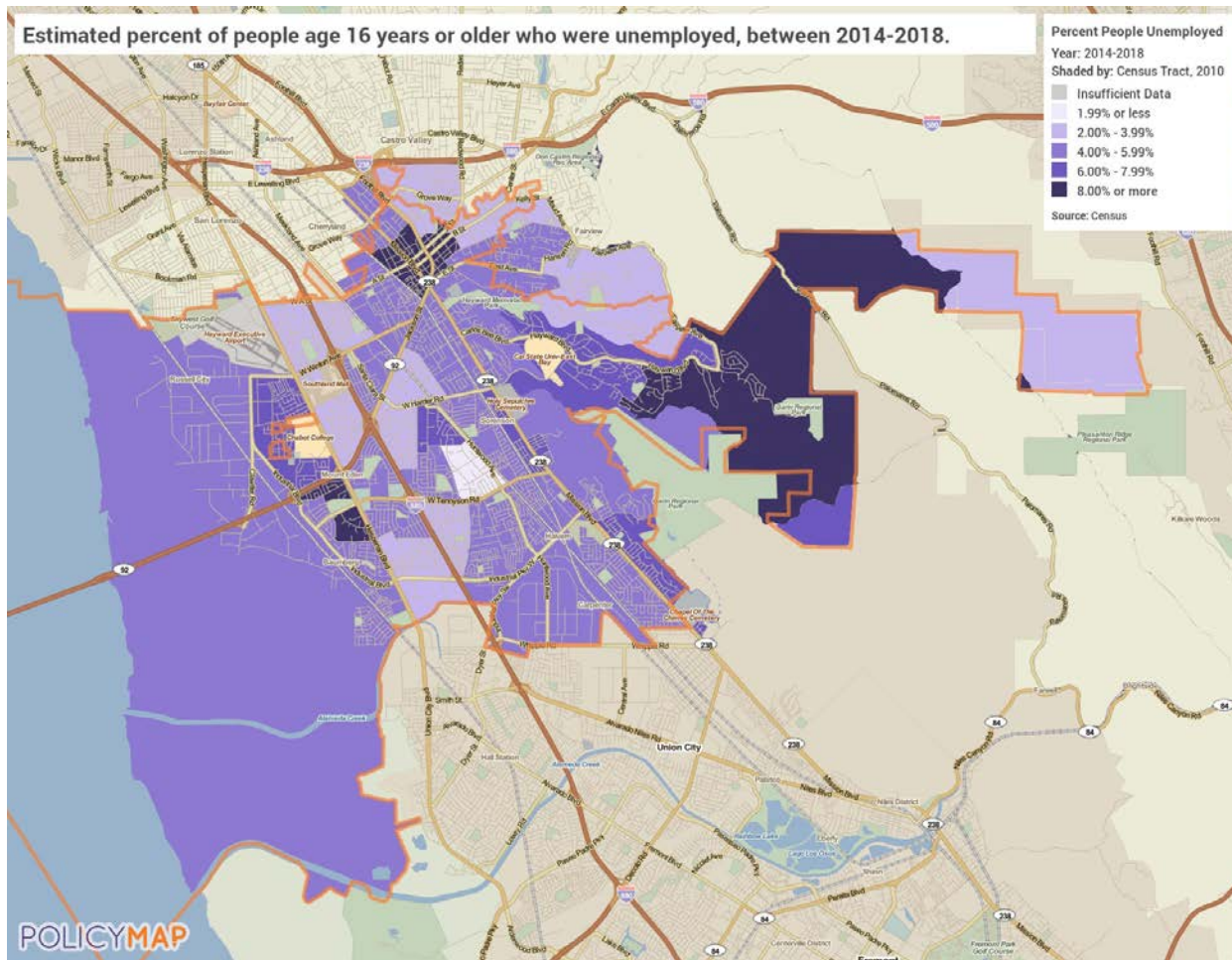
There are two primary sources used to analyze the unemployment rate in Hayward for this report. They each have pros and cons, but when taken together they can provide a clearer view of unemployment in the City. The first source is the US Census Bureau's American Community Survey 5-Estimates. In the ACS unemployment data is only taken annually and the most recent data is from 2018. It is also an average of the five years included, which does not necessarily provide an accurate view of recent employment trends. However, the ACS data is available at a census tract level and can help identify any areas that have disproportionately high unemployment.

The second source is the Bureau of Labor Statistics. This measurement of unemployment is updated monthly and provides insight into any trends at the city level. It is not available at the census tract level and therefore provides a look at employment as it relates to time, while the ACS looks at employment as it relates to space.

The following map displays unemployment throughout the City using data provided by the 2014-2018 ACS. The highest unemployment rates in the City are Census tract 06001435103 with 8.7% in the east and Census tracts 06001435400 (8.6%) in the north central and 06001437102 (9.9%) in the central part of the Hayward.

Source: 2014-2018 American Community Survey 5-Year Estimates





## Unemployment Rate

## Unemployment Rate Over Time

When looking at unemployment changes over time, the City of Hayward has seen its unemployment rate fall consistently. The annual unemployment rate has not been determined for 2019 yet but looking at the monthly breakdown of January through December shows that the rate may remain the same or decrease further.

Data Source: Bureau of Labor Statistics 2019, Not seasonally adjusted

2010	2011	2012	2013	2014	2015	2016	2017	2018
14.9	13.8	12.0	10.0	8.1	6.6	4.7	4.0	3.2

**Table 7 - BLS Unemployment by Year 2010 to 2018**

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
3.7	3.5	3.6	3.0	2.9	3.4	3.6	3.4	2.7	2.9
Nov	Dec								
2.8	2.6								

**Table 8 - Unemployment Rate from January 2019 to December 2019**

Occupations by Sector	Number of People
Management, business and financial	25,706
Farming, fisheries and forestry occupations	226
Service	16,635
Sales and office	16,945
Construction, extraction, maintenance and repair	7,805
Production, transportation and material moving	13,144

**Table 9 – Occupations by Sector**

**Alternate Data Source Name:**  
2014-2018 ACS 5-Yr Estimates  
**Data Source Comments:**

**Occupations by Sector**

The above table analyzes occupations by sector. Instead of showing which sectors are most common in the City, as the table at the beginning of this section did, this shows what type of jobs are available in each sector. For example, this table would include a manger of a fast food

restaurant and the manager of a logging company in the same category (Management, Business, and Financial) while in the earlier table they would be in separate categories.

In Hayward, the largest occupation sector is the “Management, Business, and Financial” sector with 25,706 followed by the “Sales and office” sector with 16,945 jobs. The next two largest are “Service” and “Production, transportation and material moving” with 16,635 and 13,144 jobs, respectively.

**Travel Time**

<b>Travel Time</b>	<b>Number</b>	<b>Percentage</b>
< 30 Minutes	30,492	45%
30-59 Minutes	25,131	38%
60 or More Minutes	11,393	17%
<b>Total</b>	<b>67,016</b>	<b>100%</b>

**Table 10 - Travel Time**

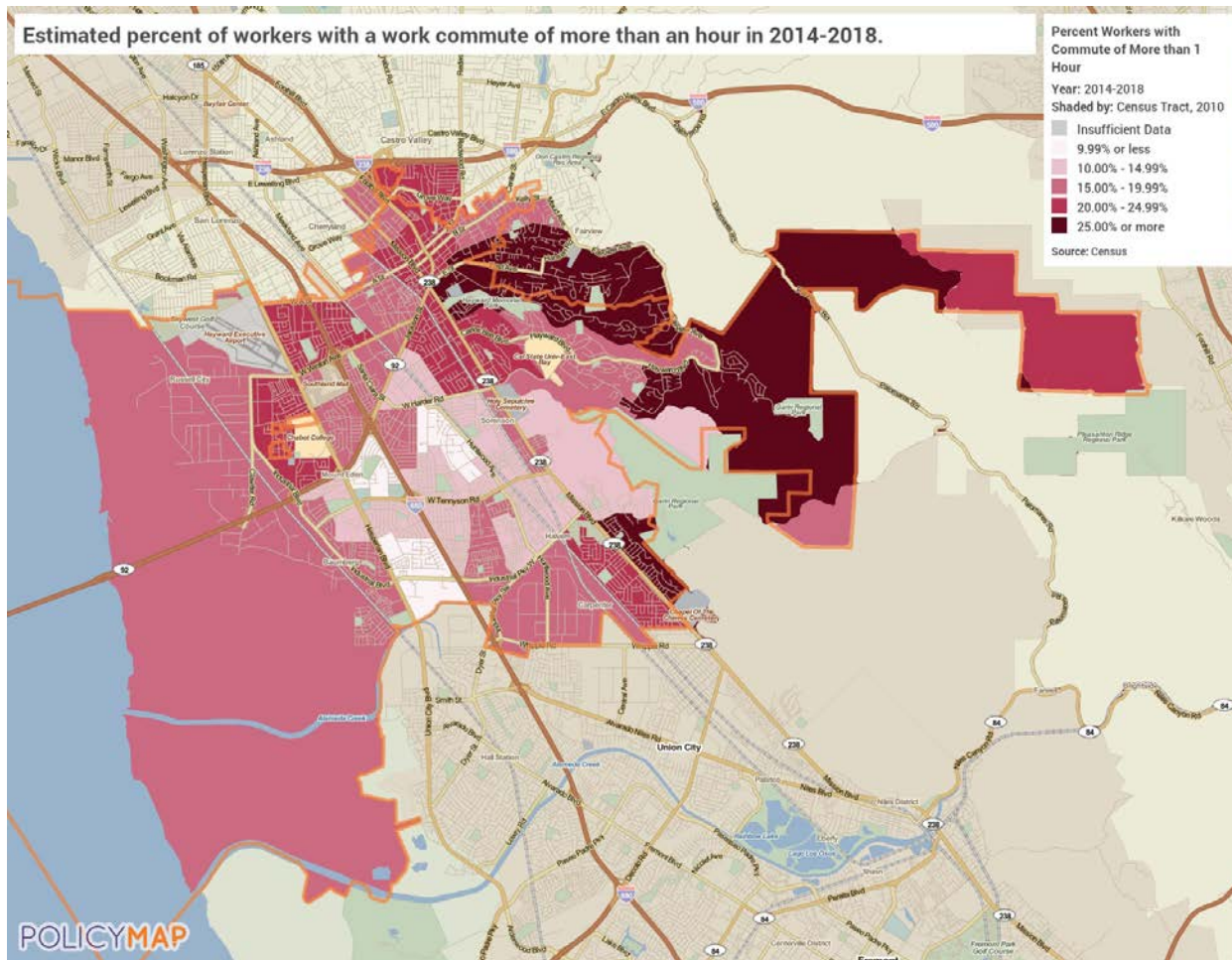
**Alternate Data Source Name:**  
2014-2018 ACS 5-Yr Estimates  
**Data Source Comments:**

**Commute Travel Time**

All other things being equal, residents would rather live in the same City as their job. Relative to short commutes, long commute times are associated with lower life satisfaction, increased stress, obesity, anxiety, depression, and increased exposure to pollutants. This is particularly true when compared to commuters who use bicycles or walk to work.

Approximately 46% of all persons commuting to work have a commute of less than 30 minutes each way. About 17% workers who commute to work have to travel more than 60 minutes to and from work each day. Workers with commute times more than one hour are much more likely in the east part of the City.

Source: 2014-2018 American Community Survey 5-Year Estimates



**Commuter Travel Time One Hour or More**

**Education:**

Educational Attainment by Employment Status (Population 16 and Older)

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Less than high school graduate	9,477	709	4,500
High school graduate (includes equivalency)	18,000	855	5,764
Some college or Associate's degree	19,707	1,465	4,295
Bachelor's degree or higher	21,090	973	2,995

**Table 11 - Educational Attainment by Employment Status**

**Alternate Data Source Name:**  
2014-2018 ACS 5-Yr Estimates  
**Data Source Comments:**

Educational attainment is one of the best predictors of economic success, both in attaining a job and receiving a higher wage. In Hayward, the unemployment rate for a person without a high school diploma is 7% while the rate for a resident with a bachelor’s degree or higher is only 4.4%. The labor participation rate is also higher for those with higher educational attainment. Approximately 76% of residents without a high school diploma are in the workforce, which is lower than the workforce participation rate of 85% for those with bachelor’s degrees.

Educational Attainment by Age

	Age				
	18–24 yrs	25–34 yrs	35–44 yrs	45–65 yrs	65+ yrs
Less than 9th grade	239	1,324	1,872	4,081	3,222
9th to 12th grade, no diploma	1,263	1,547	2,325	3,320	1,650
High school graduate, GED, or alternative	4,590	7,550	5,317	11,557	5,206
Some college, no degree	7,550	6,357	4,257	8,199	3,215
Associate's degree	595	2,013	1,728	2,712	1,051

	Age				
	18–24 yrs	25–34 yrs	35–44 yrs	45–65 yrs	65+ yrs
Bachelor's degree	1,744	7,338	4,238	6,852	2,662
Graduate or professional degree	109	2,118	1,643	2,769	1,486

**Table 12 - Educational Attainment by Age**

**Alternate Data Source Name:**  
2014-2018 ACS 5-Yr Estimates  
**Data Source Comments:**

In general, higher education is associated with older age but not always. The percentage of the population who did not graduate from high school or get an equivalent diploma increases with age until the 65+ age group. Approximately 9.3% of residents between the age of 18 and 24 did not graduate from high school but nearly 19% of residents in the 45 to 65 years old age group did not graduate. In fact, the 45 to 65 years old age group stands out in most levels of educational attainment. There is a need for adult education classes for the 19,341 residents of Hayward who are over the age of 25 but never graduated high school.

**Educational Attainment – Median Earnings in the Past 12 Months**

Educational Attainment	Median Earnings in the Past 12 Months
Less than high school graduate	28,381
High school graduate (includes equivalency)	37,323
Some college or Associate's degree	43,705
Bachelor's degree	63,070
Graduate or professional degree	74,873

**Table 13 – Median Earnings in the Past 12 Months**

**Alternate Data Source Name:**  
2014-2018 ACS 5-Yr Estimates  
**Data Source Comments:**

**Median Earnings by Educational Attainment**

As mentioned before, educational attainment and earnings are closely linked. In Hayward, it appears to be particularly important to get a bachelor's degree. Residents with just some college or an associate degree have median income higher than a high school graduate, but only by \$5,000. Residents with Bachelor's degrees earn \$20,000 more than those with an associates degree, a 30% increase.

The annual wage difference based on education can lead to substantial wealth differences over time. A person who graduates high school and works from age 18 to 65 will earn approximately \$1,754,181. A person with a bachelor's degree who works from age 23 to 65 will earn \$2,648,940. That added financial benefit does not take into account that jobs that require degrees tend to have benefits like health insurance and the higher income can lead to investments, purchasing a home instead of renting, and other activities that can increase wealth substantially.

**Based on the Business Activity table above, what are the major employment sectors within your jurisdiction?**

The largest employment sector in the area is the Education and Health Care Services. Approximately 20.4% of workers (16,244) are in this sector.

The second largest sector is the Professional, scientific, and management, and administrative and waste management services sector with 12.7% of the workers (10,119).

Lastly, the third most common sector is Manufacturing with 11.3% of workers (8,961).

**Describe the workforce and infrastructure needs of the business community:**

The workforce and infrastructure needs of Hayward have changed drastically in the first few months of calendar year 2020, as this plan was being developed, due to the COVID-19 pandemic. Prior to the COVID-19 crisis, which has disrupted normal business practices and potentially future labor demand, the workforce needs of the Hayward business community were strong. With pre-pandemic unemployment rates in the City hovering around 4 percent, employers needed skilled and unskilled labor to fill vacant positions. Labor needs were expressed by a wide range of industries including general manufacturing and food production, which were looking to fill vacancies for machinists, machine operators, production line staff, general warehouse, engineering and machine maintenance positions. Common vacancies in the service and commercial industry included positions for service staff, order fulfillment, customer service and both front and back of house restaurant employees. It is unclear what labor demand will be like post-pandemic, but it is likely there still will be a demand for labor as some businesses restart operations.

The physical infrastructure needs of the Hayward business community mirror that of the Bay Area region. Major needs continue to be improved surface transportation routes that are currently choked with congestion, more connections to and higher frequency of public transit to job centers; and improved access to broadband internet in both the industrial and downtown areas of Hayward.

**Describe any major changes that may have an economic impact, such as planned local or regional public or private sector investments or initiatives that have affected or may affect job and business growth opportunities during the planning period. Describe any needs for workforce development, business support or infrastructure these changes may create.**

The current pandemic crisis will have tremendous cascading impacts on the local economy. It is already disrupting the retail and service industry, which were previously struggling due shifts in consumer demand and preference for e-commerce. As consumers become even more accustomed to buying online, brick and mortar retailers, including small grocery stores, may find it difficult to rebound from the crisis. For the manufacturing sector, some businesses owners have suggested that this disruption combined with ongoing social distancing requirements may signal the tipping point for a surge of investment in automation and related machinery. This could reduce future demand for human labor moving forward. If this future becomes a reality significant investment in workforce training to obtain new higher skilled jobs associated with computer software, robotics and machinery repair will be needed. This will also be true for a workforce displaced by the service and retail industry. Training may need to shift to more information technology and related programing and equipment maintenance related programs.

**How do the skills and education of the current workforce correspond to employment opportunities in the jurisdiction?**

In general, the skills and education correspond with the employment opportunities in the general area, but there is a disconnect within the jurisdiction. The mismatch between jobs and workers in some industries is not necessarily an area of concern but should be acknowledged and observed.

**Describe any current workforce training initiatives, including those supported by Workforce Investment Boards, community colleges and other organizations. Describe how these efforts will support the jurisdiction's Consolidated Plan.**

There are a wide range of workforce training and career pathway initiatives and programs serving the Hayward community and support the City's long-term economic goals to create opportunities for our residents. These include:



- **Eden Area Regional Occupation Program (ROP)** - One of the longest standing forms of post-secondary career preparedness in California, Eden Area ROP is a dynamic educational organization whose mission is to prepare students for careers and further education as well as to instill workplace values that will enable them to compete successfully in the economy of today and the future. Eden Area ROP specializes in Career Technical Education to transform student aspirations into reality and build pipeline of workforce talent for regional businesses. This program connects educators to employers to understand labor skills in demand and to formulate curriculum and internship programs to help meet the private sector's needs. Current initiatives that the City of Hayward partners to support include youth job fairs, annual Manufacturing Day events to expose students to STEM career pathways, and connecting businesses to educators to encourage partnerships and internships.
- **Alameda County Workforce Development Board (ACWDB)** - This federally funded County agency is our primary partner in the workforce development space. Hayward is home to the ACWDB Eden Area America's Job Center of California, which serves as a clearing house for jobseekers throughout the County. This organization provides the jobseeker with access to in-person and online training, information workshops on in-demand jobs. The center also provides computer training and offers free terminals for job seekers to search for and apply jobs on the computer, use the internet, fax machines, and printers. The ACWB also administers the On the Job Training program that provides federal subsidy dollars to employers that hire and train workers.
- **California State University East Bay Academic Advising and Career Education (AACE)** – This one-stop center for students and alumni provides both academic advising and career development assistance, and career services. The Center's counselors guide students in understanding and completing all General Education and graduation requirements in addition to helping them clarify and attain their career goals. The Center also provides training on jobseeker skills including interviewing techniques, resume and cover letter preparation and job search methods.

- **Chabot Community College** - College Central Network (CCN) - This Hayward community college operates a jobseeker training and placement network., which provide students access to career advice, job postings, tools to create and post resumes for employers to find; and resources for interviews, resume building, and career advice.

Combined these types of programs help develop connections with local businesses seeking to hire with educators and creates a workforce pipeline.

**Does your jurisdiction participate in a Comprehensive Economic Development Strategy (CEDS)?**

No

**If so, what economic development initiatives are you undertaking that may be coordinated with the Consolidated Plan? If not, describe other local/regional plans or initiatives that impact economic growth.**

There are several local and regional plans that may impact economic growth in Hayward. These include:

- **Plan Bay Area 2050** - Plan Bay Area 2050 is a long-range plan charting the course for the future of the nine-county San Francisco Bay Area. Plan Bay Area 2050 is under development by the Metropolitan Planning Commission (the region’s MPO). This plan focuses on four key issues—the economy, the environment, housing and transportation—and will identify a path to make the Bay Area more equitable for all residents and more resilient in the face of unexpected challenges. Adoption of the Plan is anticipated in the Summer of 2021. In early 2020, the City of Hayward submitted and received an approval to include in the Plan a Priority Production Area, which identifies the City’s industrial corridor as an area to be preserved and enhanced to support job creation. Strategies and resources to be fleshed out and allocated to the Plan’s implementation will impact Hayward’s economic development trajectory.
- **Comprehensive Economic Development Strategy for the San Francisco Bay Area** – In 2018, the US Economic Development Administration (USEDA) enacted the Comprehensive Economic Development Strategy, or CEDS, for the San Francisco Bay

Area. Prepared by the Association of Bay Area Governments, this extensive blueprint that describes the Bay Area’s economy and the actions that could improve it. The CEDS identifies priorities including improving the business climate, infrastructure, workforce and housing and workplace availability throughout the region.

- City of Hayward Strategic Roadmap – The Hayward City Council adopted a Strategic Roadmap that articulates a shared vision for where the City wants to go in the near future (3 - 5 years), along with achievable next steps for how to get there. This strategic plan includes work plans for preserving and producing housing; growing the economy; combatting climate change and improving infrastructure.
  
- City of Hayward Downtown Specific Plan– Adopted by the Hayward City Council in 2019, this specific plan set forth a framework to:
  - Establish Downtown as a regional destination with a robust and diverse mix of shopping, entertainment, and employment opportunities.
  - Promote health and sustainability by integrating natural features into new development, protecting environmental resources, and creating a network of open spaces that allow for active lifestyles.
  - Prioritize improvements to the circulation system that serves the needs of Downtown Hayward visitors, residents, and employees.
  - Improve the perception of living, shopping, working, and doing business in Downtown.
  - Retain and enhance the historic and cultural character of Downtown.

The implementation of this plan over time will impact economic development growth patterns in Hayward.

## **Discussion**

N/A

## **MA-50 Needs and Market Analysis Discussion**

### **Are there areas where households with multiple housing problems are concentrated? (include a definition of "concentration")**

HUD identifies four specific data points that constitute "housing problems": cost burden, overcrowding, lack of complete plumbing facilities and lack of complete kitchen facilities. In Hayward, cost burden is the most prevalent housing problem. According to the 2014-2018 ACS 5-Year Estimates, the jurisdiction-wide rate of each is:

- Cost Burden: 42.3%
- Overcrowding: 13.0%
- Lack of Complete Plumbing Facilities: 0.2%
- Lack of Complete Kitchen Facilities: 0.5%

In order for an area to be concentrated with multiple housing problems it must include two or more housing problems that are substantially higher than the jurisdiction-wide average. For this analysis, HUD's definition of "disproportionate" will be used to identify areas substantially higher: 10 percentage points higher than the jurisdiction as a whole. In Hayward that translates to cost burden greater than 52.3%, overcrowding greater than 23.0%, lack of plumbing facilities greater than 10.2%, and lack of kitchen facilities greater than 10.5%.

Based on the definition of multiple housing problems, there is only one tract that has two housing problems. Census tract 06001437500 has 27.8% of units that are overcrowded and 55.2% of households in the tract are cost burdened.

### **Are there any areas in the jurisdiction where racial or ethnic minorities or low-income families are concentrated? (include a definition of "concentration")**

For the purposes of this analysis a "racial or ethnic concentration" will be any census tract where a racial or ethnic minority group makes up 10 percent or more of the population than the City as a whole. According to the 2014-2018 American Community Survey 5-Year Estimates the racial and ethnic breakdown of Hayward's population is:

- White: 38.7%
- Black or African American: 10.3%
- American Indian and Alaska Native: 0.7%
- Asian: 25.7%
- Native Hawaiian and Other Pacific Islander, non-Hispanic: 2.1%
- Other Race, non-Hispanic: 15.7%
- Two or More Races, non-Hispanic: 6.7%

- Hispanic or Latino: 40.8%

Within the City, there are several tracts that meet the definition of “racial or ethnic concentration”. Only racial or ethnic groups with a concentration are highlighted.

For tracts with a concentration of Black or African Americans:

- 06001435300 – 23.94%
- 06001436402 – 20.75%
- For tracts with a concentration of Asians:
- 06001437101 – 44.86%
- 06001438203 – 53.98%
- 06001437200 – 41.92%
- 06001438400 – 38.43%
- 06001438204 – 35.98%

For tracts with a concentration of “Some Other Race”:

- 06001436800 – 27.50%
- 06001438201 – 30.04%
- 06001437900 – 29.99%
- 06001437500 – 30.11%
- 06001437500 – 26.68%
- 06001437702 – 30.59%

For tracts with a concentration of Hispanics:

- 06001436900 – 58.51%
- 06001438201 – 55.48%
- 06001437400 – 57.09%
- 06001437900 – 66.90%
- 06001437500 – 66.07%
- 06001437701 – 59.47%
- 06001437702 – 77.33%

A “low-income concentration” is any census tract where the median household income for the tract is 80% or less than the median household income for Hayward. According to the 2014-2018 American Community Survey 5-Year Estimates, the Median Household Income (MHI) in the City is \$80,093. A tract is considered to have a low-income concentration if the MHI is \$64,074 or less.

For tracts with a concentration of LMI households (MHI less than \$64,074):

- 06001436900 – MHI \$62,285
- 06601435500 – MHI \$57,000
- 06001436602 – MHI \$56,792
- 06001437500 – MHI \$60,745
- 06001437701 – MHI \$62,527
- 06001437702 – MHI \$63,892

See map at the end of this section for the Concentration Black Population

See map at the end of this section for the Concentration Asian Population

See map at the end of this section for the Concentration “Some other race” Population

See map at the end of this section for the Concentration Hispanic Population

See map at the end of this section for the Concentration of LMI Households

### **What are the characteristics of the market in these areas/neighborhoods?**

Below are the characteristics of the concentration areas (Census Tracts). Data was provided by the 2014-2018 American Community Survey 5-Year Estimates.

- Census tract 06001435300 has a concentration of Black or African Americans. The median home value in this tract is \$487,400. Median rent is \$1,540.
- Census tract 06001436402 has a concentration of Black or African Americans. The median home value in this tract is \$677,500. Median rent is \$3,111.
- Census tract 06001437101 has a concentration of Asians and Hispanics. The median home value in this tract is \$626,000. Median rent is \$2,101.
- Census tract 06001438203 has a concentration of Asians. The median home value in this tract is \$495,200. Median rent is \$1,239.
- Census tract 06001437200 has a concentration of Asians. The median home value in this tract is \$578,200. Median rent is \$2,021.
- Census tract 06001438400 has a concentration of Asians. The median home value in this tract is \$474,400. Median rent is \$2,547.
- Census tract 06001438204 has a concentration of Asians. The median home value in this tract is \$327,100. Median rent is \$1,876.
- Census tract 06001436800 has a concentration of “Some Other Race”. The median home value in this tract is \$503,000. Median rent is \$1,829.
- Census tract 06001438201 has a concentration of “Some Other Race” and Hispanics. The median home value in this tract is \$264,100. Median rent is \$2,101.

- Census tract 06001437900 has a concentration of “Some Other Race” and Hispanics. The median home value in this tract is \$482,100. Median rent is \$1,796.
- Census tract 06001437500 has a concentration of “Some Other Race” and Hispanics. The median home value in this tract is \$538,900. Median rent is \$1,670
- Census tract 06001437701 has a concentration of “Some Other Race”. The median home value in this tract is \$387,100. Median rent is \$1,507.
- Census tract 06001437702 has a concentration of “Some Other Race” and Hispanics. The median home value in this tract is \$373,300. Median rent is \$1,580.
- Census tract 06001436900 has a concentration of Hispanics. The median home value in this tract is \$518,800. Median rent is \$1,487.
- Census tract 06001437400 has a concentration of Hispanics. The median home value in this tract is \$474,300. Median rent is \$1,961.

### **Are there any community assets in these areas/neighborhoods?**

The following community assets serve residents throughout Hayward, with specific emphasis on LMI individuals who live in areas where LMI households are concentrated.

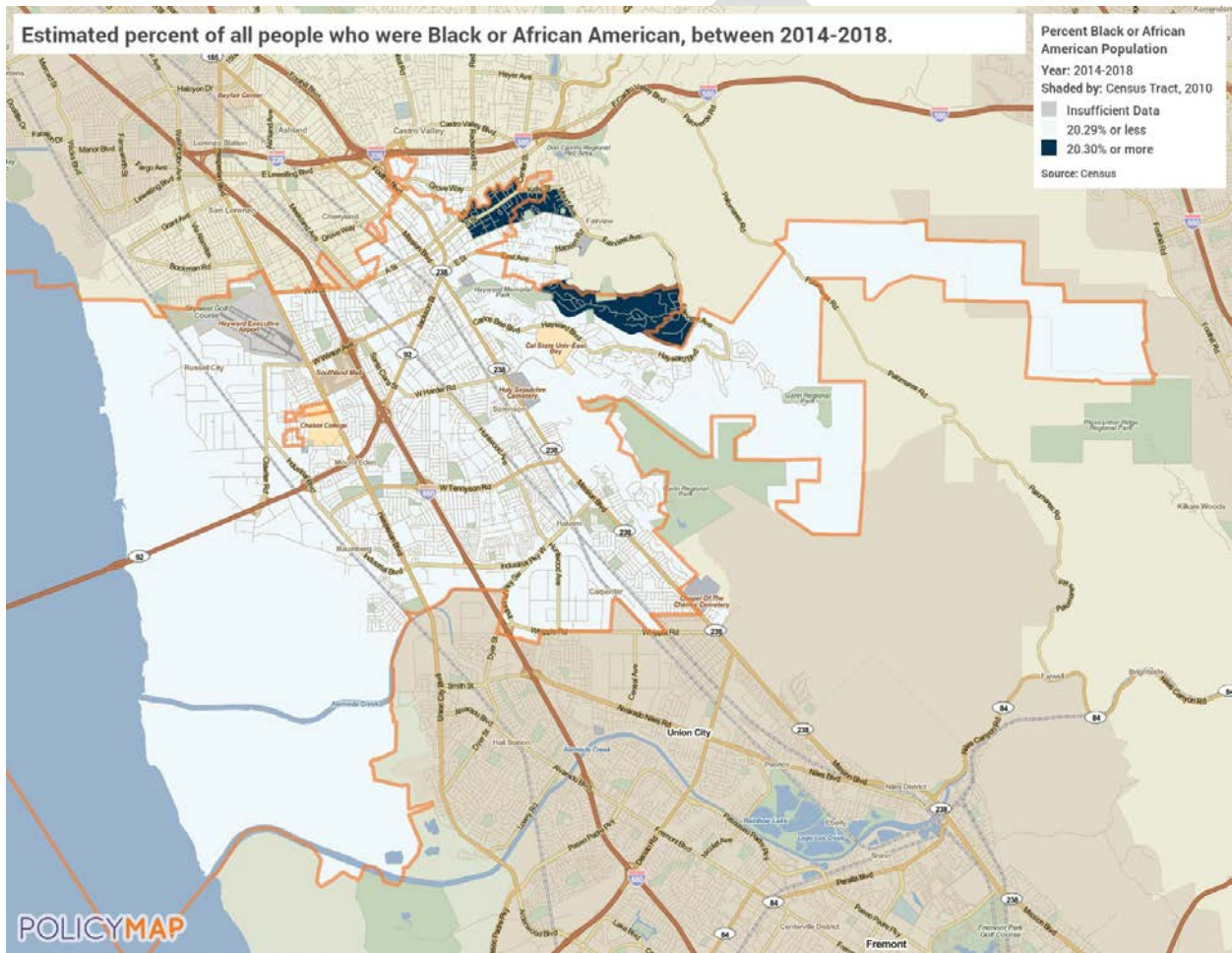
- Community Centers
  - Weekes Community Center
  - Matt Jimenez Community Center
  - Hayward Senior Center
- Shelters and Homeless Services
  - Family Emergency Shelter
  - Magnolia House
  - Ruby's Place-Emergency Shelter
  - Hayward Housing Navigation Center
- Education Resources
  - Hayward Public Library
  - Hayward Adult School
  - Chabot Community College
  - Hayward Unified School District
  - California State University, East Bay
- Faith-Based Community Resources
  - First Presbyterian Church of Hayward
  - South Hayward Parish
  - Eden United Church of Christ 1st United Methodist Hayward
  - 3 Crosses
  - All Saints Catholic Church
  - Bridge of Faith
  - Church of the Nazarene: Community of Grace

- Glad Tidings White House
- Good Shepherd Lutheran
- New Hope Church
- New Life Christian Church
- Palma Ceia Baptist Church
- St Clement Church
- Victory Outreach
- Physical and Behavioral Health Resources
  - HEDCO Wellness Center
  - Horizon Services, Inc
  - Lifehouse Sober Living
  - 2nd Chance Recovery Center
  - Tiburcio Vasquez Healthcare Center
  - St Rose Hospital
  - Tri-City Health Center
  - La Familia Counseling Services
- Other Public and Social Services
  - Abode Services
  - Alameda County Foodbank
  - Building Opportunities for Self Sufficiency (BOSS)Centro Legal de la Raza
  - Community Childcare Council of Alameda County
  - Community Resources for Independent Living
  - Downtown Streets Team
  - East Bay Agency for Children
  - ECHO Housing
  - Eden I & R (211)
  - Eden Youth & Family
  - Family Violence Law Center
  - Habitat for Humanity East Bay/Silicon Valley
  - Housing and Economic Rights Advocates (HERA)International Institute of the Bay Area
  - Legal Assistance for Seniors
  - Love Never Fails
  - Rebuilding Together
  - The Salvation Army
  - SAVE/COPS
  - Spectrum Community Services

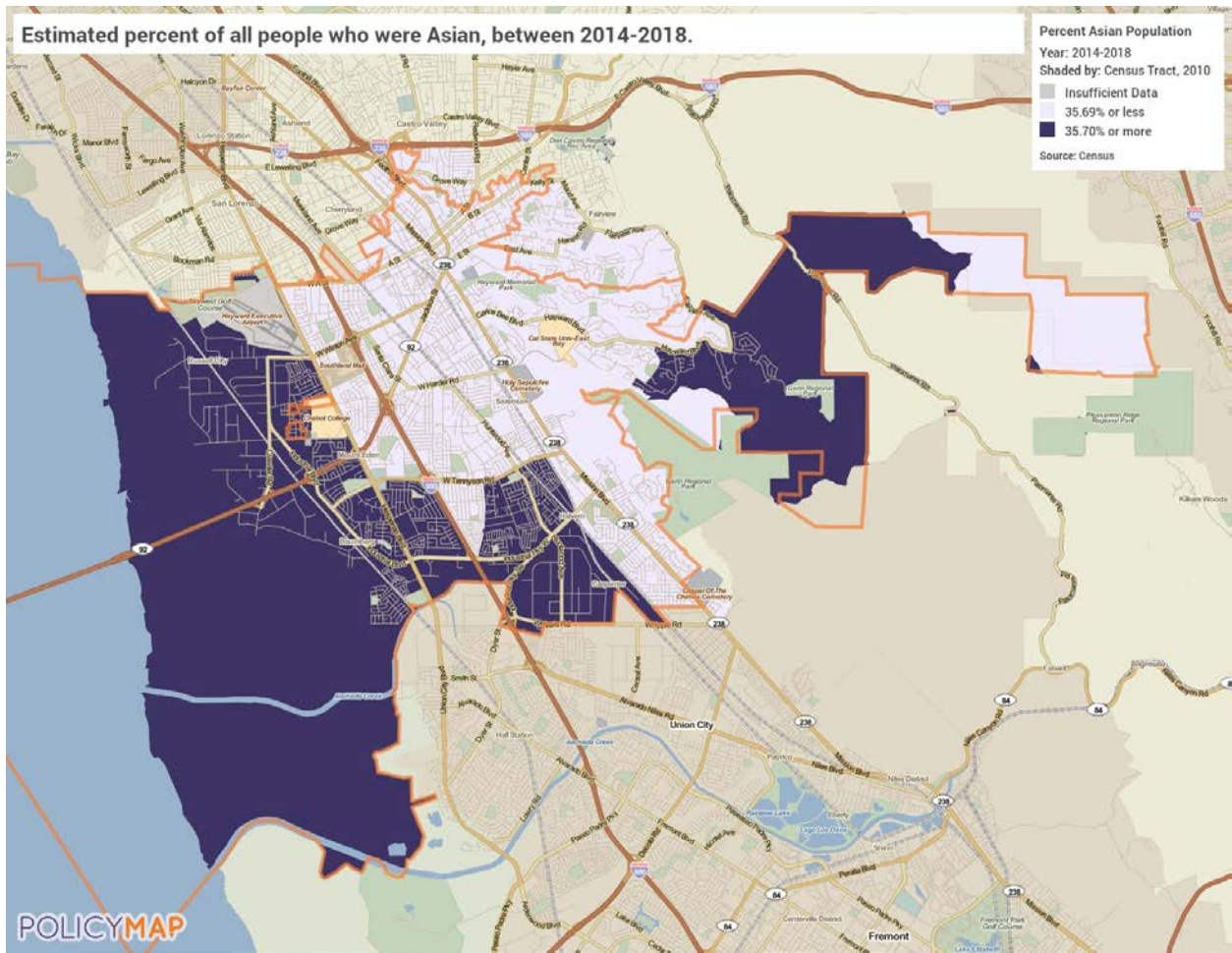
**Are there other strategic opportunities in any of these areas?**



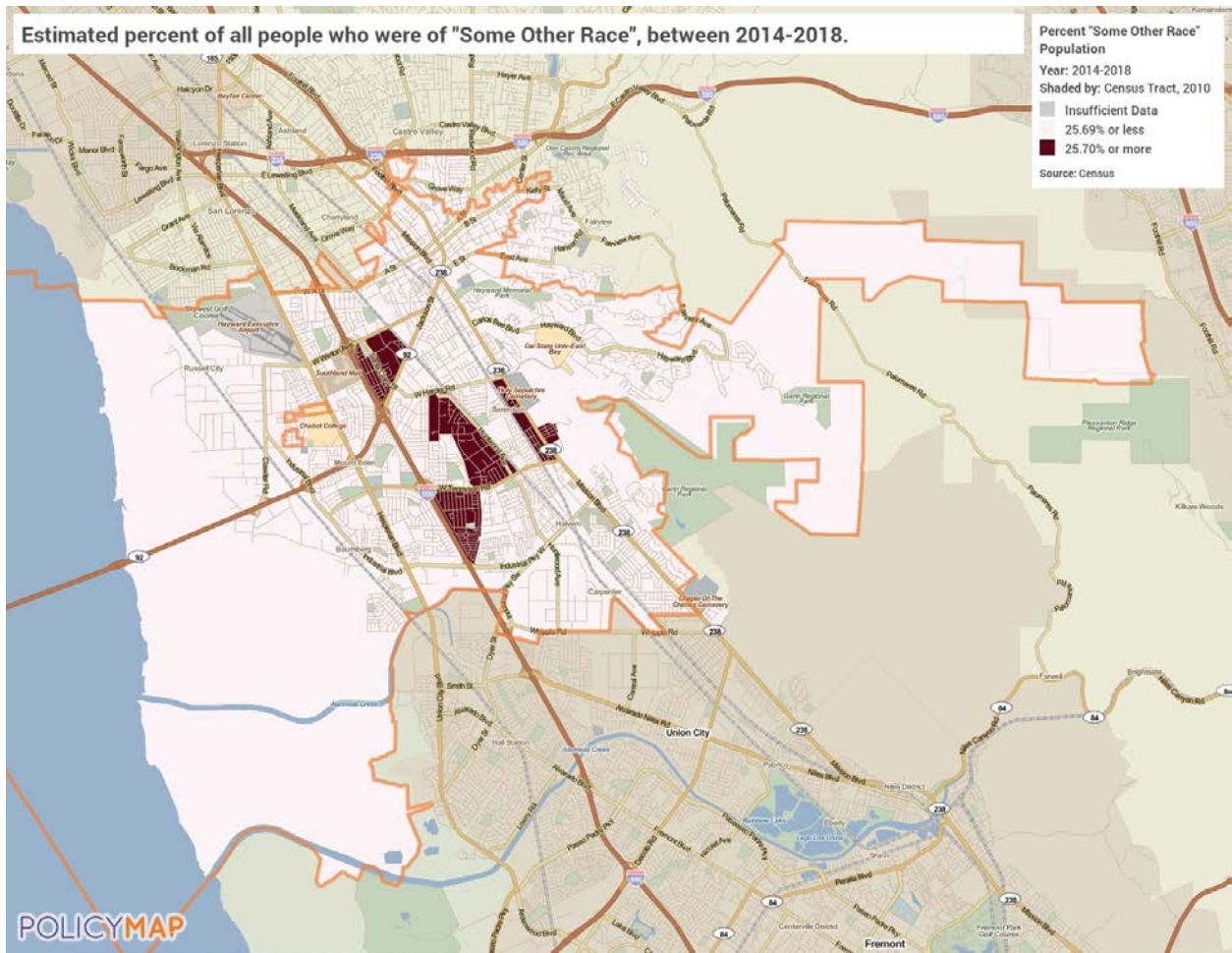
The City of Hayward engages with partners from many of the resources listed above, through CDBG funding and other city-wide collaborations. The City of Hayward is continually seeking strategic opportunities with these partners to leverage existing resources (e.g., grant matching). The City anticipates several strategic opportunities, including partnerships with faith-based partners to provide enhanced food pantry and shelter services; ways for leveraging the expertise of existing partners to improve administration of infrastructure projects; and partnerships with community volunteer organizations to offset costs of the City’s new Housing Navigation Center. The City recognizes such strategic partnerships as essential as we enter the new Consolidated Plan term during a global public health crisis and its economic, social, and health impacts create significant need among Hayward residents and businesses.



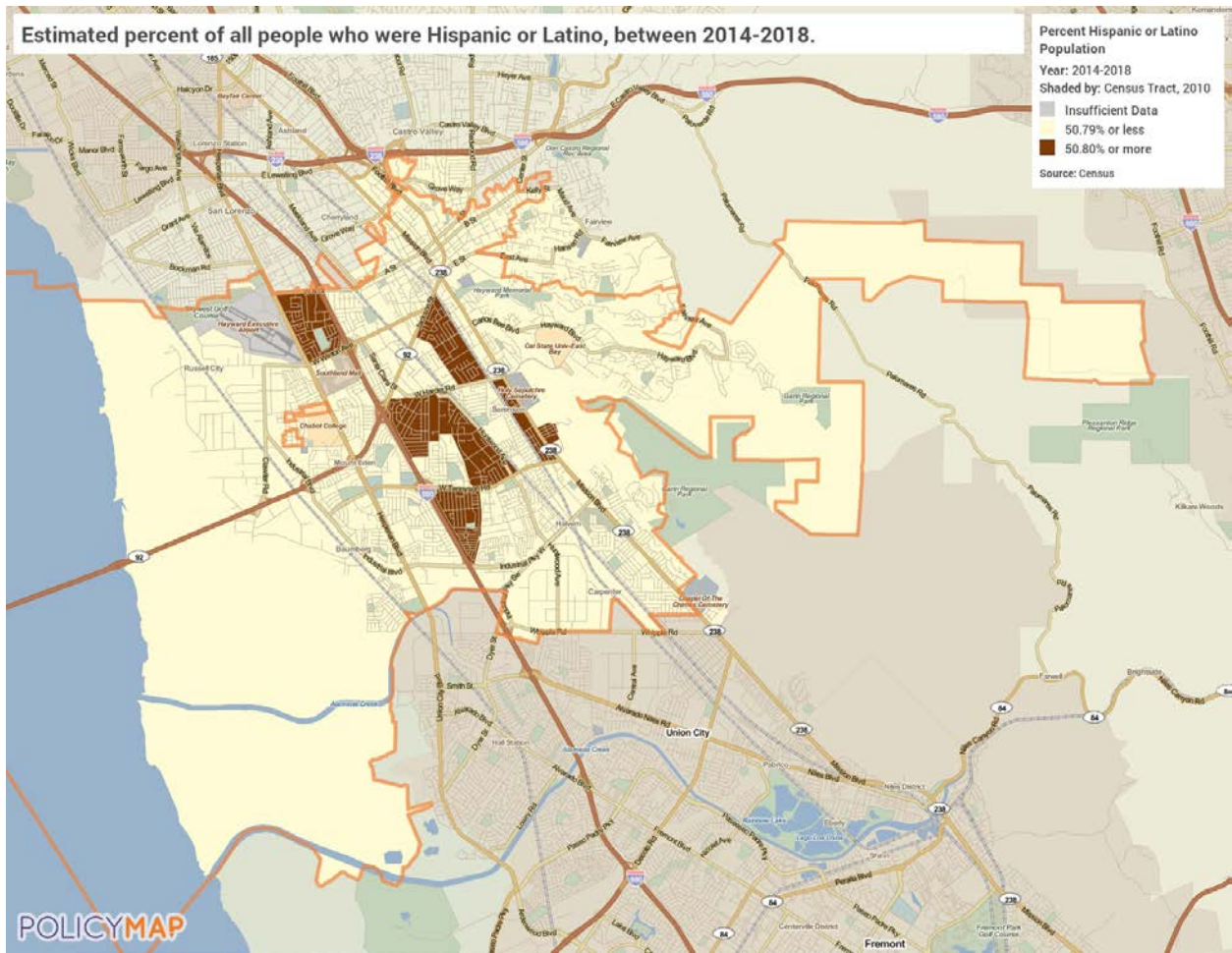
**Concentration Black Population**



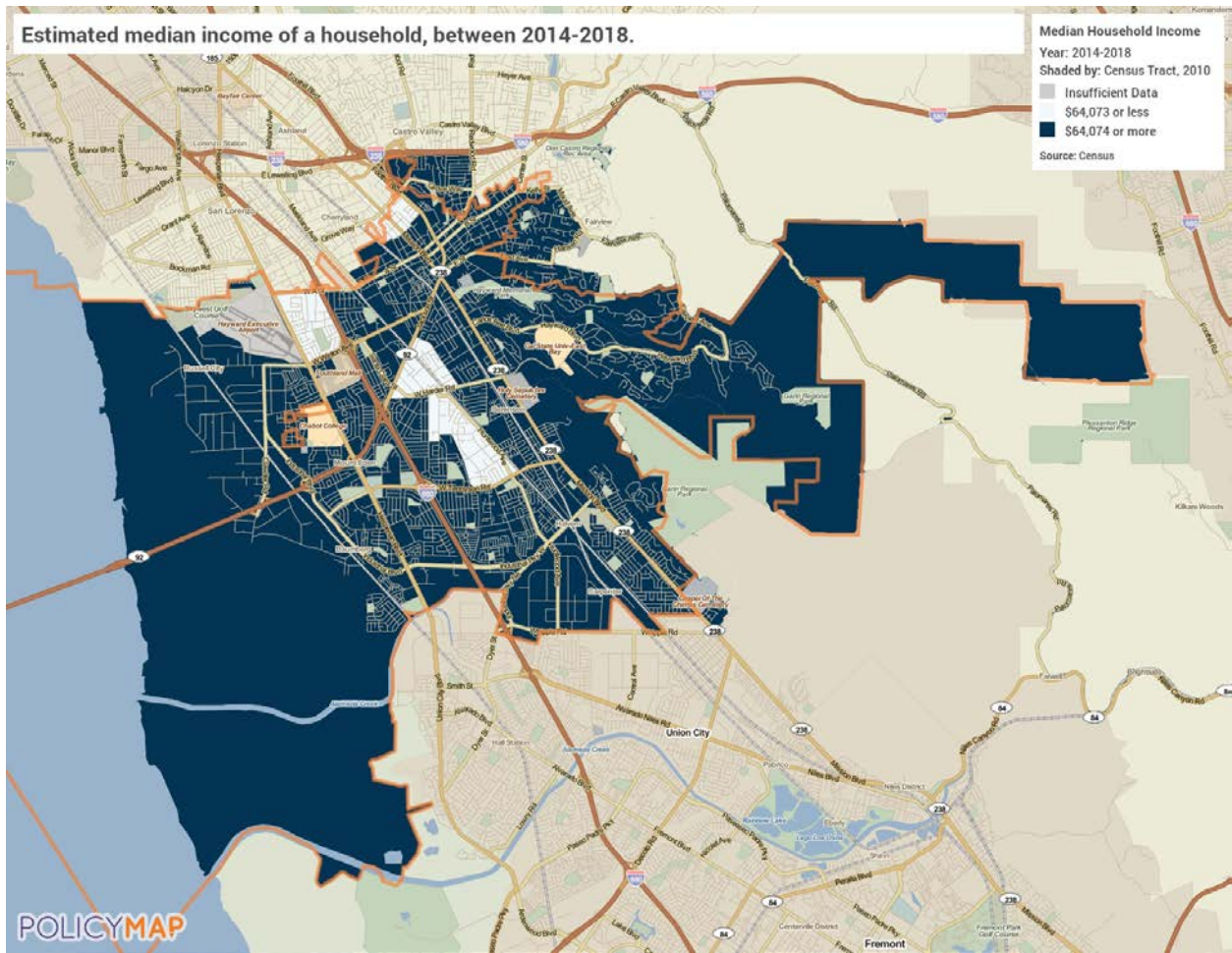
**Concentration Asian Population**



**Concentration Some other race Population**



**Concentration Hispanic Population**



**Concentration of LMI Households**

## **MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)**

### **Describe the need for broadband wiring and connections for households, including low- and moderate-income households and neighborhoods.**

Internet is an essential communications and information platform that allows users to take advantage of the increased interconnectedness of business, education, commerce, and day to day utility. Reliable access to the internet is becoming a necessity to thrive in the modern economic environment. Communities that lack broadband access struggle to keep pace with the country. Locations without broadband access impede its population's ability to take advantage of the educational and entrepreneurial opportunities available online. This is particularly problematic for LMI areas where economic opportunities are already often lacking. Studies suggest a strong correlation between increased high-speed internet access and increased education and employment opportunities, especially in small cities and rural areas.

Hayward does not have significant gaps in broadband coverage. Most of the city has multiple options of internet providers, to include LMI areas. The average Hayward household has at least four (4) options for broadband-quality Internet service; however, an estimated 4,000 locals, a little over two percent (2%), still do not have access to more than one provider and may have to rely on low-grade wireless.

The following map shows broadband access throughout the City. Broadband access is defined as advertised internet speeds of 768 kilobits per second or higher. FCC data shows four major infrastructure options within Hayward: cable and DSL, fiber, and fixed wireless.

See map below at the end of the section: Broadband Access

### **Describe the need for increased competition by having more than one broadband Internet service provider serve the jurisdiction.**

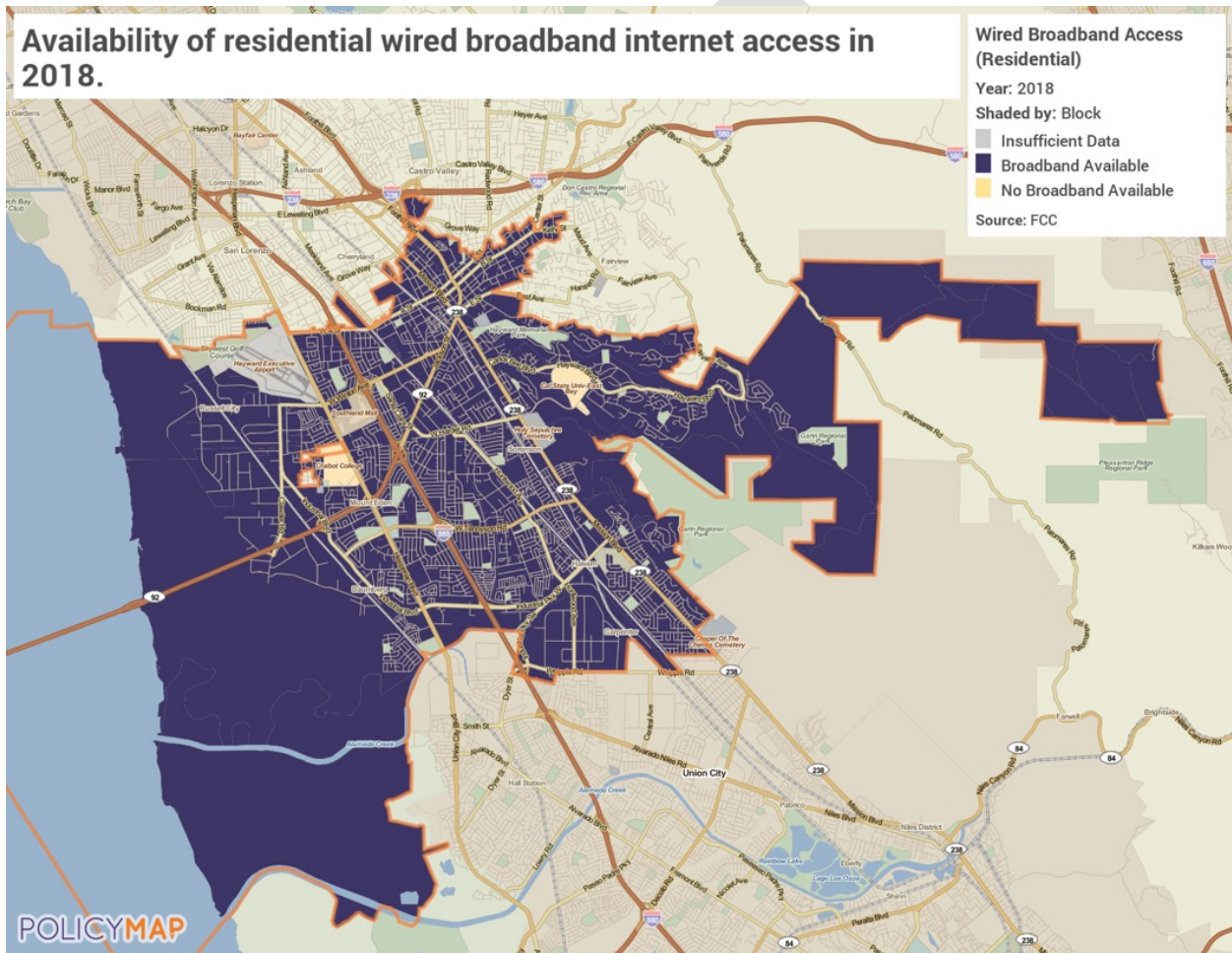
Once broadband access has been obtained, it is important to ensure there is competition among service providers. Any resource that has a de facto monopoly on an area may not be incentivized to provide standard and consistent services. Hayward has a total of eight (8) Internet providers offering residential service. AT&T (DSL) and Xfinity (Cable) are the strongest providers in Hayward so far as coverage. The average Hayward household has at least four (4) options for broadband-quality Internet service. These providers frequently overlap around the city:

- AT&T Internet (DSL and Fiber)
- Xfinity (Cable)
- Earthlink (DSL and Fiber)
- Etheric Network (Fixed Wireless)

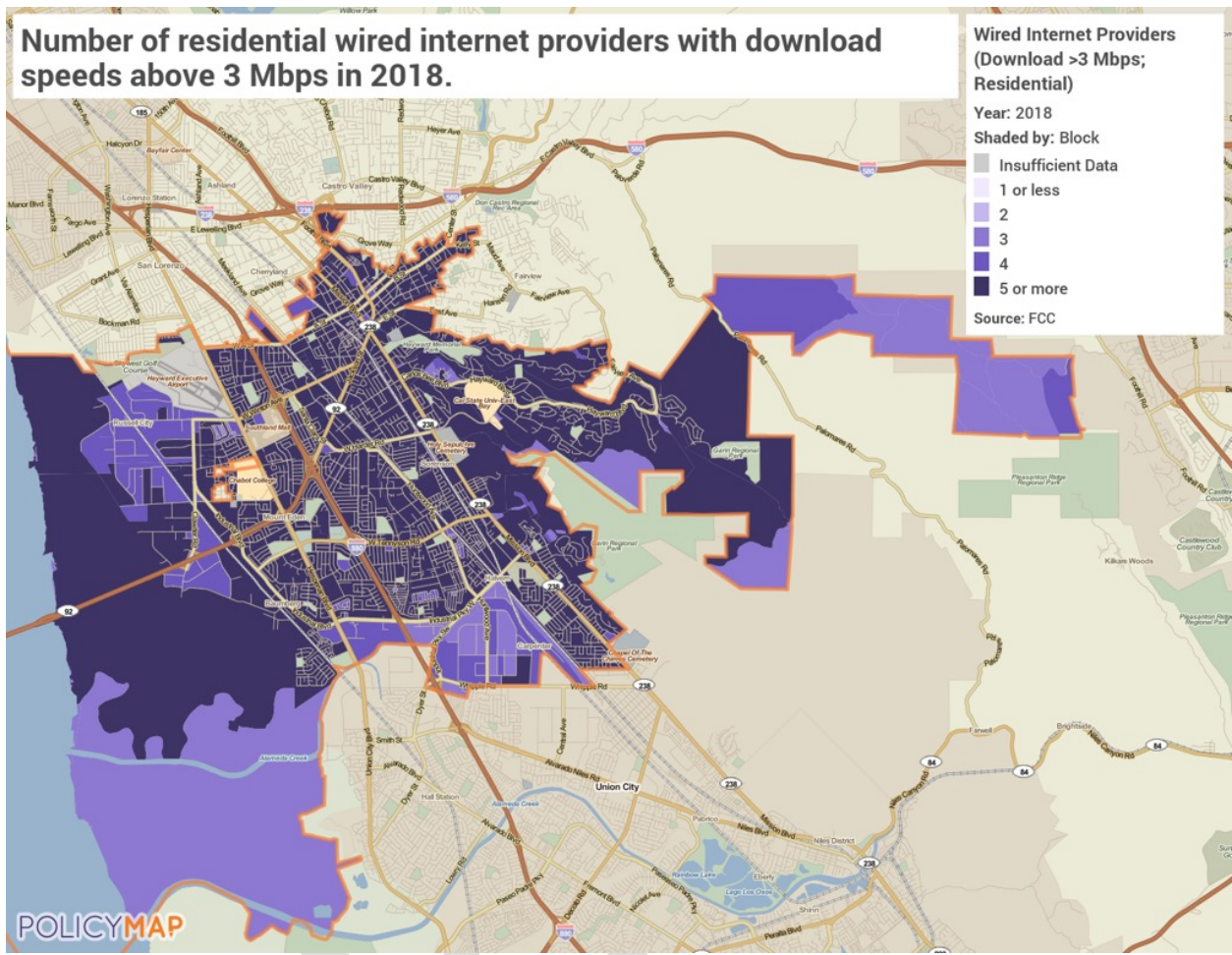
- Sonic (DSL)
- Cruzio Internet (Fixed Wireless)
- Viasat Internet (formerly Exede)(Satellite)
- HughesNet (Satellite)

The following map shows the number of broadband service providers by census tract. Most of the city has at least four (4) options of high-speed internet with competitive providers, though there are some tracts with lower populations that only have access to one provider.

See map below at the end of the section: Highspeed Internet Providers



**Broadband Access**



Highspeed Internet Providers

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## **MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)**

### **Describe the jurisdiction's increased natural hazard risks associated with climate change.**

Hayward has historically been prone to various natural hazard events including earthquakes, flooding, hail, thunderstorm winds, and others. The potential impacts of climate change—including an increase in prolonged periods of excessively high temperatures, more heavy precipitation, more severe storms or droughts—are often most significant for vulnerable communities. The City is located near the coast and is impacted by primary effects. By the middle of the century the average summer temperature is expected to rise four degrees. This rise in temperature could lead to altered weather and precipitation patterns, a rise in severe storms, an increased risk of catastrophic floods, increased electricity costs, and increased risk of wild fire. These environmental changes may eventually lead people away from the coast. However, coastal populations have historically continued to see an increase in population from year to year. An increase of people may drive up housing costs, reduce the availability of jobs, and tax resources, while a decrease in population could cause labor shortages, decrease in competition for services, driving up costs and reducing quality, and reduced resources for locals. Coastal areas must continue to address their geographic challenges by anticipating, planning, and adapting to risks from flooding, sea level rise, and storm surge.

### **Describe the vulnerability to these risks of housing occupied by low- and moderate-income households based on an analysis of data, findings, and methods.**

Low- and moderate-income residents are at particular risk due to having less available resources to combat the impacts of natural disasters. A dramatic rise in electricity or housing costs could put them at imminent risk of homelessness or living in substandard conditions. Residents in rural communities will have less access to public support in case of emergencies and will have fewer resources to repair or prevent damage to their homes.

The City of Hayward strives to inform and prepare the general public for multi-hazard mitigation. There are online venues (including the City website and social media pages, the City Fire Department website and social media pages, Alameda County website, and the NorCal VOAD website and Facebook page) that disseminate numerous informational guidebooks, videos, and emergency resources to build disaster resiliency in the community.

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# Strategic Plan

## SP-05 Overview

### Strategic Plan Overview

#### Overview

In January 2020, the City of Hayward adopted a city-wide Strategic Roadmap based on wide-ranging community and staff outreach. The Strategic Roadmap articulates the vision for the City in 2024, describing a Hayward that is:

- Growing in population and stature
- Attracting new, higher-paying jobs enabling residents to live and work in the same community
- Providing healthy, complete communities with stable and affordable housing, safe streets, excellent schools, and inclusive neighborhoods
- Leading in climate resilience, reducing its carbon footprint, improving sustainable practices, increasing green spaces, reducing its reliance on cars and roads, and preparing residents to face the impacts of climate change
- Recruiting, retaining, and celebrating employees from diverse backgrounds who feel their work aligns with City priorities

The Strategic Roadmap articulates six strategic priorities for the City as it advances toward its 2024 vision:

- Preserve, Protect, and Produce Housing
- Grow the Economy
- Combat Climate Change
- Improve Infrastructure
- Improve Organizational Health
- Support Quality of Life

Along with the extensive community outreach and engagement that guided the development of the Strategic Roadmap, the City also conducted a Community Needs Assessment in 2019, which relied on input from community members, staff from community based organizations serving the City's most vulnerable residents, and Council and City staff.

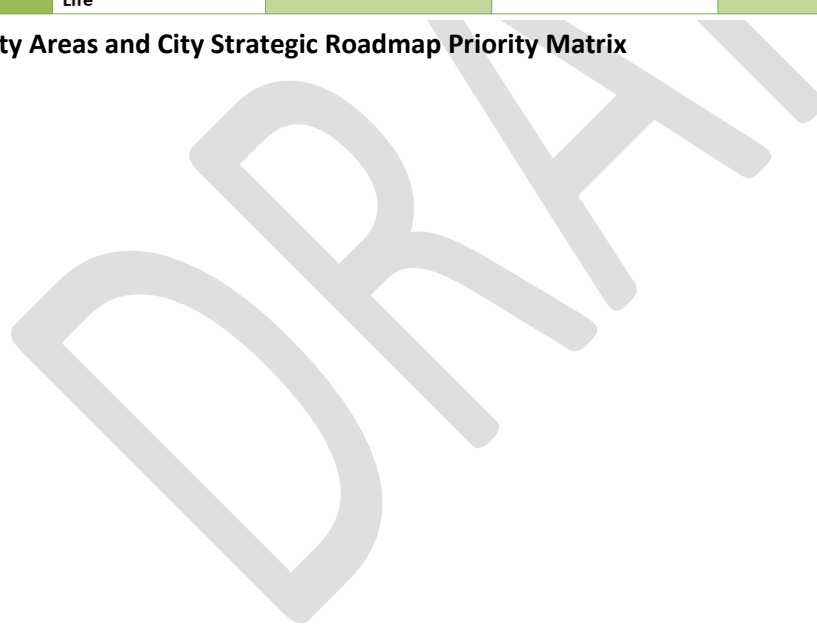
Together, findings from the Community Needs Assessment and Strategic Roadmap were integrated to identify the following priority need areas for the 2020-2024 Consolidated Plan:

- Preserve, Protect, and Produce Housing Stock
- Expand & Improve Public Infrastructure & Facilities
- Public Services & Quality of Life Improvements
- Economic Development

The Priority Areas and City Strategic Roadmap Priority Matrix summarizes the alignment between priorities of the City’s Strategic Roadmap and Consolidated Plan.

		Consolidated Plan Priority Needs			
		Preserve, Protect, and Produce Housing Stock	Expand & Improve Public Infrastructure & Facilities	Public Services & Quality of Life Improvements	Economic Development
Strategic Roadmap Priority Areas	Preserve, Protect, and Produce Housing	X			X
	Grow the Economy		X	X	X
	Combat Climate Change	X		X	X
	Improve Infrastructure		X		X
	Improve Organizational Health				X
	Support Quality of Life	X		X	

**Priority Areas and City Strategic Roadmap Priority Matrix**



## **SP-10 Geographic Priorities - 91.415, 91.215(a)(1)**

### **Geographic Area**

#### **General Allocation Priorities**

Describe the basis for allocating investments geographically within the state

Hayward is committed to creating a community in which all residents have access to the housing, services, and resources they need to thrive. Allocation of CDBG funds focuses on serving low- and moderate-income residents to ensure that they have the same access to opportunities as their neighbors. The City does not allocate funding strictly based on geographic boundaries. Activities are funded based on feasibility and eligibility and participants of funded programs are identified based on eligibility, not where they live in Hayward. However, the City does recognize that some areas of Hayward are historically underserved and encourages applicants for funding to ensure individuals in those lower-income Census tracts are included in service provision.

## SP-25 Priority Needs - 91.415, 91.215(a)(2)

### Priority Needs

Table 14 – Priority Needs Summary

1	<b>Priority Need Name</b>	Expand/Improve Public Infrastructure & Facilities
	<b>Priority Level</b>	High
	<b>Population</b>	Extremely Low Low Moderate Non-housing Community Development
	<b>Geographic Areas Affected</b>	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell
	<b>Associated Goals</b>	1A. Facility & Infrastructure Access & Capacity
	<b>Description</b>	Expand and improve public infrastructure through activities for LMI persons and households. Improve access to public facilities that will benefit LMI persons and households. Funds will be used to improve public facilities such as recreational parks and community centers.
	<b>Basis for Relative Priority</b>	Through community participation and consultation of local stakeholder partners and organizations the need to Expand/Improve Public Infrastructure & Facilities was identified. Adequate public facilities and infrastructure improvements are essential to addressing the needs of the LMI population, including the homeless, elderly and disabled. Facilities and improvements include neighborhood/community centers, improved road infrastructure and the installation of ADA curb cuts and sidewalks for safety in LMI areas.
2	<b>Priority Need Name</b>	Preserve, Protect, and Produce Housing Stock
	<b>Priority Level</b>	High

	<b>Population</b>	Extremely Low Low Moderate
	<b>Geographic Areas Affected</b>	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell
	<b>Associated Goals</b>	2A. Preserve Existing Homeownership Housing 2B. Develop New Affordable Housing
	<b>Description</b>	The City will "Preserve, Protect, and Produce Housing Stock." Homeowner housing rehabilitation, rental housing rehabilitation, and increased homeownership opportunities remains one of the highest priorities in the jurisdiction.
	<b>Basis for Relative Priority</b>	Through community participation and consultation of local stakeholder partners and organizations the need to Preserve & Develop Affordable Housing was identified. Through the needs assessment housing cost burden is by far the largest housing problem in the jurisdiction.
<b>3</b>	<b>Priority Need Name</b>	Public Services & Quality of Life Improvements
	<b>Priority Level</b>	High
	<b>Population</b>	Extremely Low Low Moderate Families with Children Elderly Persons with Mental Disabilities Persons with Physical Disabilities Persons with Developmental Disabilities Persons with Alcohol or Other Addictions Persons with HIV/AIDS and their Families Victims of Domestic Violence Non-housing Community Development

	<b>Geographic Areas Affected</b>	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell
	<b>Associated Goals</b>	3A. Provide Supportive Services for Special Needs 3B. Provide Vital Services for LMI Households
	<b>Description</b>	Provide supportive services for LMI households and also the special needs populations in the jurisdiction. Public services will target LMI citizens and may include services to address homelessness, persons with physical and mental health, seniors, and youth.
	<b>Basis for Relative Priority</b>	Through community participation and consultation of local stakeholder partners and organizations the need for Public Services for LMI and Special Needs was identified. Public Services offered by the city and partner non-profit organizations provide for vital and essential services for LMI households and families throughout the jurisdiction. Public services will also help to enhance education and improve living situations of LMI individuals and households in the jurisdiction.
4	<b>Priority Need Name</b>	Economic Development
	<b>Priority Level</b>	High
	<b>Population</b>	Extremely Low Low Moderate Non-housing Community Development
	<b>Geographic Areas Affected</b>	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell



<b>Associated Goals</b>	4A. Provide for Small Business Assistance
<b>Description</b>	Provide for economic development opportunities that will help assist small businesses. Economic development initiatives that provide assistance for local businesses will include help for small businesses (micro-enterprises) and minority and women owned business enterprises.
<b>Basis for Relative Priority</b>	Through community participation and consultation of local stakeholder partners and organizations the need for economic development opportunities was identified. Unemployment and economic opportunities vary throughout the jurisdiction and the city will work to assist LMI areas with economic development opportunities.

**Narrative (Optional)**

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**SP-35 Anticipated Resources - 91.420(b), 91.215(a)(4), 91.220(c)(1,2)**

**Introduction**

The City of Hayward is a CDBG Entitlement city and also receives HOME funds as a member of the Alameda County HOME consortium. Currently, the City does not receive any Emergency Solutions Grant (ESG) or HOPWA funding.

In addition to funds provided by the CDBG and HOME programs, the City of Hayward will utilize local, county and state resources to facilitate Community Development Block Grant goals of expanding and improving public infrastructure and facilities; preserving, protecting, and producing housing stock; providing public services and quality of life improvements; and increasing economic development.

CDBG and HOME resources will be allocated towards projects that meet HUD national objectives and are able to comply with federal reporting and financial management regulations.

**Anticipated Resources**

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	public - federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	1,533,721	99,782	318,160	1,951,663	6,134,884	CDBG funds will be used to support projects that address the community and economic development objectives identified in the FY 2020-2024 Consolidated Plan.

**Table 15 - Anticipated Resources**

**Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied**

In addition to funds provided by HUD, the City will utilize local resources to address community and economic development needs. The City will contribute General Fund dollars to provide additional social and public services to align with priority needs and goals. CDBG and HOME resources will be allocated towards projects that meet HUD national objectives and are able to comply with federal reporting and financial management regulations. The General Fund will support local providers that provide support services to under-served populations, which include low-income seniors, non-English speaking communities, youth, and people with disabilities. These projects will align with Council priorities and the City's Strategic Roadmap. The Measure B allocation will allow the City to address the transportation needs of seniors and residents with disabilities. Finally, the City will use a state grant intended to reduce recidivism for individuals with a history of justice involvement and behavioral health issues to support funding for the Housing Navigation Center, which was developed partially through prior year's CDBG funding.

**If appropriate, describe publicly owned land or property located within the state that may be used to address the needs identified in the plan**

N/A

**Discussion**

In January 2020, the City of Hayward adopted a city-wide Strategic Roadmap based on wide-ranging community and staff outreach. Community Services staff used the priorities from the Strategic Roadmap to identify the goals of expanding and improving public infrastructure and facilities; preserving, protecting, and producing housing stock; providing public services and quality of life improvements; and increasing economic development.

The City also uses CDBG funds to support housing-related activities including housing counseling and fair housing services, which are allocated through a non-competitive process. Social service programs that address non housing-related needs may receive allocations from the above-described Social Services funding, based on the City's Community Services Commission funding recommendations and Council approval.

## SP-40 Institutional Delivery Structure - 91.415, 91.215(k)

Explain the institutional structure through which the jurisdiction will carry out its consolidated plan including private industry, non-profit organizations, and public institutions.

Responsible Entity	Responsible Entity Type	Role
Abode Services	Non-profit organizations	Homelessness
ALAMEDA COUNTY FOOD BANK	Non-profit organizations	Non-homeless special needs Public Housing
ALZHEIMER'S SERVICES OF THE EAST BAY	Non-profit organizations	Non-homeless special needs public services
A-Para Transit	Private Industry	Non-homeless special needs public services
BUILDING OPPORTUNITIES FOR SELF SUFFICIENCY	Non-profit organizations	Homelessness Non-homeless special needs Rental public services
Centro legal de la Raza	Non-profit organizations	Homelessness Non-homeless special needs public services
City of Hayward	Government	Economic Development Homelessness Non-homeless special needs Ownership Planning Rental neighborhood improvements public services
Community Child Care Council (4-Cs) of Alameda County	Non-profit organizations	Economic Development Non-homeless special needs

<b>Responsible Entity</b>	<b>Responsible Entity Type</b>	<b>Role</b>
COMMUNITY RESOURCES FOR INDEPENDENT LIVING	Non-profit organizations	Non-homeless special needs Rental public services
Downtown Streets Team	Non-profit organizations	Homelessness Non-homeless special needs
East Bay Agency for Children	Non-profit organizations	Non-homeless special needs public services
ECHO HOUSING	Non-profit organizations	Homelessness Non-homeless special needs Rental public services
Eden I&R	Non-profit organizations	Non-homeless special needs public services
EDEN UNITED CHURCH OF CHRIST	Community/Faith-based organization	Non-homeless special needs public facilities
EDEN YOUTH AND FAMILY CENTER	Non-profit organizations	Non-homeless special needs public facilities
Family Violence Law Center	Non-profit organizations	Homelessness Non-homeless special needs public facilities
FRIENDS OF HAYWARD	Community/Faith-based organization	Non-homeless special needs neighborhood improvements
FUNCTIONAL ZERO	Non-profit organizations	Homelessness
Habitat for Humanity East Bay	Non-profit organizations	Non-homeless special needs public facilities

<b>Responsible Entity</b>	<b>Responsible Entity Type</b>	<b>Role</b>
Hayward Adult School	Public institution	Non-homeless special needs public services
SUN GALLERY	Non-profit organizations	Non-homeless special needs public services
HAYWARD AREA HISTORICAL SOCIETY	Non-profit organizations	Non-homeless special needs neighborhood improvements
HORIZON SERVICES	Non-profit organizations	Non-homeless special needs public services
Housing and Economic Rights Advocates	Non-profit organizations	Homelessness Non-homeless special needs Rental public services
International Institute of the Bay Area	Non-profit organizations	Non-homeless special needs public services
LA FAMILIA COUNSELING SERVICES	Non-profit organizations	Homelessness Non-homeless special needs public services
LEGAL ASSISTANCE FOR SENIORS	Non-profit organizations	Homelessness Non-homeless special needs public services
LIFE ELDERCARE	Non-profit organizations	Non-homeless special needs public services
LOVE NEVER FAILS	Non-profit organizations	Economic Development Non-homeless special needs
PACIFIC CHAMBER ORCHESTRA	Non-profit organizations	Non-homeless special needs public services

<b>Responsible Entity</b>	<b>Responsible Entity Type</b>	<b>Role</b>
REBUILDING TOGETHER	Non-profit organizations	Non-homeless special needs public services
Ruby's Place	Non-profit organizations	Homelessness Non-homeless special needs public services
SAFE ALTERNATIVES TO VIOLENT ENVIRONMENTS (SAVE)	Non-profit organizations	Non-homeless special needs public services
South Hayward Parish	Community/Faith-based organization	Homelessness Non-homeless special needs public services
SPECTRUM COMMUNITY SERVICES	Non-profit organizations	Non-homeless special needs public services
ST ROSE HOSPITAL FOUNDATION	Non-profit organizations	Non-homeless special needs public services
TIBURCIO VASQUEZ HEALTH CENTER	Non-profit organizations	Non-homeless special needs public services
TRI-CITY HEALTH CENTER	Non-profit organizations	Non-homeless special needs public services

**Table 16 - Institutional Delivery Structure**

**Assess of Strengths and Gaps in the Institutional Delivery System**

The City of Hayward has a strong network of community-based organizations (CBOs) that are collaborative, innovative, and provide a variety of services to meet the needs of the City's most vulnerable. The most significant gap in the current system, as with systems across the Bay Area, is affordable housing. While many strong CBOs exist to provide supportive services to homeless and unstably housed residents, the system still lacks sufficient affordable housing units and shelter beds. In November 2019 the City opened its first Housing Navigation Center, which has helped address this gap; however, despite the 45 new beds and initial success moving individuals to permanent housing, the need persists.

**Availability of services targeted to homeless persons and persons with HIV and mainstream services**

Homelessness Prevention Services	Available in the Community	Targeted to Homeless	Targeted to People with HIV
<b>Homelessness Prevention Services</b>			
Counseling/Advocacy	X	X	
Legal Assistance	X	X	
Mortgage Assistance			
Rental Assistance	X	X	
Utilities Assistance	X		
<b>Street Outreach Services</b>			
Law Enforcement	X	X	
Mobile Clinics		X	
Other Street Outreach Services		X	
<b>Supportive Services</b>			
Alcohol & Drug Abuse	X	X	
Child Care	X		
Education	X	X	
Employment and Employment Training	X	X	
Healthcare	X	X	
HIV/AIDS	X		X
Life Skills	X	X	
Mental Health Counseling	X	X	
Transportation	X	X	X
<b>Other</b>			

Table 17 - Homeless Prevention Services Summary

**Describe how the service delivery system including, but not limited to, the services listed above meet the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth)**

Through its annual funding process, the City of Hayward funds family shelters, domestic violence shelters, homeless outreach, medical services, counseling services, legal services, and employment and life skills.

In November 2019, the City of Hayward opened its first Housing Navigation Center, just ten months after being approved by the Hayward City Council. The Housing Navigation Center provides temporary, short-term shelter to 45 individuals and intensive housing navigation services to move individuals into permanent housing.

The Newcomer Navigation Center is in development currently and is a Navigation Center for unaccompanied immigrant youth and children in migrant families.



**Describe the strengths and gaps of the service delivery system for special needs population and persons experiencing homelessness, including, but not limited to, the services listed above**

The City of Hayward continues to provide services within the following framework: prevent homelessness from ever happening, compassionately respond to homelessness, and quickly move people from homelessness into permanent housing. In January of 2020, the City adopted a three-year strategic roadmap comprised of five key priority areas. One of these areas was Preserve, Produce, and Protect Housing for All. As part of this priority area, the City has plans to develop a five-year strategic plan to end homelessness. The City's homelessness reduction strategic plan must now also address the new economic and social landscape created from the COVID-19 crisis. The homelessness reduction strategic plan will aim to better map out the existing services in Hayward and where the City's biggest needs are.

One challenge particularly poignant in the San Francisco Bay Area is the high cost of living as well as the high cost of construction. High construction costs create challenges in affordable housing development, and high cost of living make it challenging to utilize market rate housing for the very low and extremely low-income populations.

**Provide a summary of the strategy for overcoming gaps in the institutional structure and service delivery system for carrying out a strategy to address priority needs**

The City's upcoming homelessness reduction strategic plan will provide a clearer assessment of the strengths and gaps in the City's homeless service system, as well as tangible solutions for how to aggressively respond to this regional crisis. The City is proud to have housing and homelessness as one of its top priorities for the next five years. As evidenced by the quick development of the Housing Navigation Center, the City is willing to dedicate staff time and resources to provide solutions to this crisis.

## SP-45 Goals - 91.415, 91.215(a)(4)

### Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	1A. Facility & Infrastructure Access & Capacity	2020	2024	Non-Housing Community Development		Expand/Improve Public Infrastructure & Facilities	CDBG: \$2,286,572	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 100000 Persons Assisted
2	2A. Preserve Existing Homeownership Housing	2020	2024	Affordable Housing		Preserve, Protect, and Produce Housing Stock	CDBG: \$1,041,931	Homeowner Housing Rehabilitated: 225 Household Housing Unit
3	2B. Develop New Affordable Housing	2020	2024	Affordable Housing		Preserve, Protect, and Produce Housing Stock	CDBG: \$1,041,931	Rental units constructed: 200 Household Housing Unit
4	3A. Provide Supportive Services for Special Needs	2020	2024	Non-Housing Community Development		Public Services & Quality of Life Improvements	CDBG: \$746,419	Public service activities other than Low/Moderate Income Housing Benefit: 2750 Persons Assisted
5	3B. Provide Vital Services for LMI Households	2020	2024	Non-Housing Community Development		Public Services & Quality of Life Improvements	CDBG: \$746,419	Public service activities other than Low/Moderate Income Housing Benefit: 2750 Persons Assisted
6	4A. Provide for Small Business Assistance	2020	2024	Non-Housing Community Development		Economic Development	CDBG: \$2,223,276	Jobs created/retained: 25 Jobs  Businesses assisted: 140 Businesses Assisted

Table 18 – Goals Summary

## Goal Descriptions

The City’s HOME funds will be used for affordable housing development projects and Tenant-Based Rental Assistance (TBRA) through Project Independence, a TBRA program that provides housing subsidies to transition-age youth (TAY) as part of a wrap-around service model in which they receive case management and other supportive services. The City estimates that during the duration of this Consolidated Plan, approximately 150 low to moderate income TAY will receive support through the HOME-funded Project Independence.

For the first year of the Consolidated Plan, the 2020 Action Plan, the City plans to allocate additional HOME funds to TBRA in response to the COVID-19 pandemic.

<b>1</b>	<b>Goal Name</b>	1A. Facility & Infrastructure Access & Capacity
	<b>Goal Description</b>	Expand public infrastructure and access to public infrastructure and facilities through development activities for LMI persons and households. Public infrastructure activities include improvements to infrastructure in the jurisdiction such as roadway resurfacing and improvements to curbs and ramps on sidewalks for ADA compliance. Public facilities may include neighborhood facilities, community centers and parks and recreation facilities.
<b>2</b>	<b>Goal Name</b>	2A. Preserve Existing Homeownership Housing
	<b>Goal Description</b>	Provide for owner occupied housing rehabilitation in target areas of the jurisdiction. These activities will benefit LMI households.
<b>3</b>	<b>Goal Name</b>	2B. Develop New Affordable Housing
	<b>Goal Description</b>	There is a need to increase the number of affordable rental units, through activities such as acquisition of new properties, demolition of old properties for the purpose of creating opportunities for new affordable development, and other forms of support to affordable housing developers.

4	<b>Goal Name</b>	3A. Provide Supportive Services for Special Needs
	<b>Goal Description</b>	Provide supportive services for low income and special needs populations in the jurisdiction. Public services will target LMI citizens and may include services to address homelessness, persons with physical and mental health disabilities, the elderly, and the youth. Services may also include recreational programs for special needs populations, and education and health programs for special needs households.
5	<b>Goal Name</b>	3B. Provide Vital Services for LMI Households
	<b>Goal Description</b>	Provide supportive services for low- to moderate-income households in the jurisdiction. Public services will include: fair housing awareness, crime prevention programs, case management for emergency assistance, employment programs, and health programs.
6	<b>Goal Name</b>	4A. Provide for Small Business Assistance
	<b>Goal Description</b>	Provide economic development support using funds to assist small businesses in the jurisdiction.

**Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.315(b)(2)**

The City’s HOME funds will be used for affordable housing development projects and Tenant-Based Rental Assistance (TBRA) through Project Independence, a TBRA program that provides housing subsidies to transition-age youth (TAY) as part of a wrap-around service model in which they receive case management and other supportive services. The City estimates that during the duration of this Consolidated Plan, approximately 150 low to moderate income TAY will receive support through the HOME-funded Project Independence.

For the first year of the Consolidated Plan, the 2020 Action Plan, the City plans to allocate additional HOME funds to TBRA in response to the COVID-19 pandemic.

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## **SP-65 Lead-based Paint Hazards - 91.415, 91.215(i)**

### **Actions to address LBP hazards and increase access to housing without LBP hazards**

While the Federal Government banned the use of lead-based paint in 1978, many homes built prior to that may still have surfaces finished with lead-based paint. Simply painting over lead-based paint will not necessarily mitigate the potential health impacts of this product. Per the Consortium's Housing Needs Assessment, Hayward has approximately 37,359 homes built prior to 1980, where Lead-based is most often found. This represents 76% of the total number of dwelling units in Hayward. The incidence of lead paint hazards in the County's older housing stock, which poses dangers for young children living in those dwellings, has been documented in the Consortium's Housing Needs Assessment.

The City's Housing Rehabilitation Program is administered in partnership with local nonprofits. As required by the EPA, these providers must be trained by an approved trainer to become an EPA-certified renovator, who are authorized to perform work. When rehabilitating older housing, built before 1978, precautions are made to limit construction workers and homeowners' exposure to lead from lead-based paint. Work performed is in compliance with new Federal lead-based paint requirements and follow lead-safe work practices. Lead safety information is provided, including but not limited to the following resources:

- EPA information about Lead in Paint, Dust and Soil
- HUD's Office of Healthy Homes and Lead Hazard Control
- CDC's Childhood Lead Poisoning Prevention Program
- Coalition to End Childhood Lead Poisoning

Although many of the HOME-assisted properties are newer construction which do not contain lead-based paint, all properties acquired or rehabilitated with HOME funds must also have a lead-based paint risk assessment and the appropriate abatement measures must be performed. City staff conducts annual on-site monitoring inspections to verify that HOME-funded properties are in compliance with HOME, state, and local property standards, including regulations related to the control and abatement of lead-based paint. Additionally, during the inspections, tenants' leases are reviewed to verify that lead-based paint provisions are included and acknowledged by both the property and tenant.

The City provides information on general housing law compliance and regularly conducts housing inspections as part of the annual rental program. City staff responds to any public complaints regarding California Health and Safety Code violations, which includes Sec. 17921 of the California Health and Safety Code for lead-based paint concerns. Furthermore, the City is currently partnering with Alameda County Healthy Homes Department to develop a more robust lead-based training program.

### **How are the actions listed above integrated into housing policies and procedures?**

As of September 15, 2000, joint HUD and EPA Lead-Based Paint regulations require that properties acquired or rehabilitated with CDBG or HOME funds must have an assessment of lead-based paint risk and, funding between \$5,000 and \$25,000, have interim controls applied and, if over \$25,000, have all lead-based paint hazards abated.

The City is working with local partners to extenuate the risk of lead-based paint exposure in housing units by providing funding to mitigate lead-based paint as part of the overall rehabilitation of rental and owner-occupied properties. In addition, as the City continues to partnership with Alameda County Healthy Homes Department to find ways to refine the lead-based training program, new housing policies and procedures may emerge.

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## **SP-70 Anti-Poverty Strategy - 91.415, 91.215(j)**

### **Jurisdiction Goals, Programs and Policies for reducing the number of Poverty-Level Families**

Several priorities in the City's Strategic Roadmap are intended to combat poverty and improve quality of life. As such, the priority needs and goals identified in this Consolidated Plan align with the City's Roadmap and are intended to reduce the number of poverty-level families.

The City believes strongly in the need for regional collaboration and partnership in order to reduce the number of poverty-level families living in Hayward. In addition to working closely with local and regional community-based organizations (CBOs), many of whom are subrecipients of CDBG funds, the City also participates in partnerships with Hayward Unified School District; California State University, East Bay; Chabot College; Hayward Area Recreation and Park District; regional economic development boards and councils; and Everyone Home, the County's Continuum of Care network. Through these partnerships, the City focuses on improving opportunities and outcomes for low-income families, youth, individuals and families in need of shelter, older adults and adults with disabilities, newcomers, and other groups who need shelter, prevention, and intervention services and activities to improve their lives and combat poverty.

### **How are the Jurisdiction poverty reducing goals, programs, and policies coordinated with this affordable housing plan**

City staff promote communication and collaboration across internal City divisions and with external partners at the local, regional, and state levels. As such, the priorities, goals, and related projects and activities in this plan are developed in consideration of community needs and existing local and regional efforts to create more affordable housing opportunities.

Affordable housing priority needs and goals for this Consolidated Plan align with the Alameda County HOME Consortium's plan to ensure regional collaboration on program and policy efforts.



## SP-80 Monitoring - 91.230

**Describe the standards and procedures that the jurisdiction will use to monitor activities carried out in furtherance of the plan and will use to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements**

The City will monitor itself and its subrecipients utilizing approved procedures and policies in addition to systematic checklists to ensure all criteria, national objectives, and performance measurements are met. We will also follow the six steps outlined below:

1. **Pre-award assessment**, which includes methods to invite project proposals from subrecipients, assesses the quality of the projects and subrecipient capacity to carry them out, and make ultimate funding decisions.
2. **Subrecipient agreements** between the grantee and the subrecipient that specify types of products or services required, project timelines, documentation of results, and contract incentives or penalties.
3. **Training and technical assistance** provided to subrecipient agencies, including provision of orientation materials; training and other special instruction to new subrecipients or those carrying out particularly large or complex projects; and delivery of timely assistance upon request, or upon identification of issues through monitoring.
4. **Tracking program progress**, including reporting against work plan objectives and targets, assessment of project performance and response to performance findings, and documentation and communication of results.
5. **Monitoring strategies and procedures**, including procedures for assessing risk; assessing the scope of monitoring (for example, financial, procurement, project progress, program income, benefit determinations to low and moderate income persons, and other issues of compliance with their agency agreement); and inspection of work products and the quality of reporting.
6. **Follow-up procedures**, including corrective action to handle detected violations of law and regulations, and effective action on the part of agency decision-makers to resolve continuing problems in subrecipient management.

## Expected Resources

### **AP-15 Expected Resources - 91.420(b), 91.220(c)(1,2)**

#### **Introduction**

The City of Hayward is a CDBG Entitlement city and also receives HOME funds as a member of the Alameda County HOME consortium. Currently, the City does not receive any Emergency Solutions Grant (ESG) or HOPWA funding.

In addition to funds provided by the CDBG and HOME programs, the City of Hayward will utilize local, county and state resources to facilitate Community Development Block Grant goals of expanding and improving public infrastructure and facilities; preserving, protecting, and producing housing stock; providing public services and quality of life improvements; and increasing economic development.

CDBG and HOME resources will be allocated towards projects that meet HUD national objectives and are able to comply with federal reporting

and financial management regulations.

**Anticipated Resources**

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	public - federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	1,533,721	99,782	318,160	1,951,663	6,134,884	CDBG funds will be used to support projects that address the community and economic development objectives identified in the FY 2020-2024 Consolidated Plan.

**Table 19 - Expected Resources – Priority Table**

**Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied**

In addition to funds provided by HUD, the City will utilize local resources to address community and economic development needs. The City will contribute General Fund dollars to provide additional social and public services to align with priority needs and goals. CDBG and HOME resources will be allocated towards projects that meet HUD national objectives and are able to comply with federal reporting and financial management regulations. The General Fund will support local providers that provide support services to under-served populations, which include low-income seniors, non-English speaking communities, youth, and people with disabilities. These projects will align with Council priorities and the City’s Strategic Roadmap. The Measure B allocation will allow the City to address the transportation needs of seniors and residents with disabilities. Finally, the City will use a state grant intended to reduce recidivism for individuals with a history of justice involvement and behavioral health issues to support funding for the Housing Navigation Center, which was developed partially through prior year’s CDBG funding.

**If appropriate, describe publically owned land or property located within the jurisdiction that may be used to address the needs identified in the plan**

N/A

### **Discussion**

In January 2020, the City of Hayward adopted a city-wide Strategic Roadmap based on wide-ranging community and staff outreach. Community Services staff used the priorities from the Strategic Roadmap to identify the goals of expanding and improving public infrastructure and facilities; preserving, protecting, and producing housing stock; providing public services and quality of life improvements; and increasing economic development.

The City also uses CDBG funds to support housing-related activities including housing counseling and fair housing services, which are allocated through a non-competitive process. Social service programs that address non housing-related needs may receive allocations from the above-described Social Services funding, based on the City's Community Services Commission funding recommendations and Council approval.

## **Annual Goals and Objectives**

### **AP-20 Annual Goals and Objectives - 91.420, 91.220(c)(3)&(e)**

**Goals Summary Information**

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	1A. Facility & Infrastructure Access & Capacity	2020	2024	Non-Housing Community Development	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell	Expand/Improve Public Infrastructure & Facilities	CDBG: \$551,422	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 20000 Persons Assisted

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
2	2A. Preserve Existing Homeownership Housing	2020	2024	Affordable Housing	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell	Preserve, Protect, and Produce Housing Stock	CDBG: \$251,553	Homeowner Housing Rehabilitated: 45 Household Housing Unit

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
3	2B. Develop New Affordable Housing	2020	2024	Affordable Housing	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell	Preserve, Protect, and Produce Housing Stock	CDBG: \$251,553	Rental Units Constructed: 40 Household Housing Unit



Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
4	3A. Provide Supportive Services for Special Needs	2020	2024	Non-Housing Community Development	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell	Public Services & Quality of Life Improvements	CDBG: \$179,964	Public service activities other than Low/Moderate Income Housing Benefit: 550 Persons Assisted

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
5	3B. Provide Vital Services for LMI Households	2020	2024	Non-Housing Community Development	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell	Public Services & Quality of Life Improvements	CDBG: \$179,964	Public service activities other than Low/Moderate Income Housing Benefit: 550 Persons Assisted

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
6	4A. Provide for Small Business Assistance	2020	2024	Non-Housing Community Development	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell	Economic Development	CDBG: \$537,206	Jobs created/retained: 5 Jobs Businesses assisted: 28 Businesses Assisted

Table 20 – Goals Summary

**Goal Descriptions**

1	<b>Goal Name</b>	1A. Facility & Infrastructure Access & Capacity
	<b>Goal Description</b>	Expand public infrastructure and access to public infrastructure and facilities through development activities for LMI persons and households. Public infrastructure activities include improvements to infrastructure in the jurisdiction such as roadway resurfacing and improvements to curbs and ramps on sidewalks for ADA compliance. Public facilities may include neighborhood facilities, community centers and parks and recreation facilities.
2	<b>Goal Name</b>	2A. Preserve Existing Homeownership Housing
	<b>Goal Description</b>	Provide for owner occupied housing rehabilitation in target areas of the jurisdiction. These activities will benefit LMI households.
3	<b>Goal Name</b>	2B. Develop New Affordable Housing
	<b>Goal Description</b>	Acquire new and demolish old properties for the purpose of creating opportunities for new affordable development.
4	<b>Goal Name</b>	3A. Provide Supportive Services for Special Needs
	<b>Goal Description</b>	Provide supportive services for low income and special needs populations in the jurisdiction. Public services will target LMI citizens and may include services to address homelessness, persons with physical and mental health disabilities, the elderly, and the youth. Services may also include recreational programs for special needs populations, and education and health programs for special needs households.
5	<b>Goal Name</b>	3B. Provide Vital Services for LMI Households
	<b>Goal Description</b>	Provide supportive services for low- to moderate-income households in the jurisdiction. Public services will include: fair housing awareness, crime prevention programs, case management for emergency assistance, employment programs, and health programs.
6	<b>Goal Name</b>	4A. Provide for Small Business Assistance
	<b>Goal Description</b>	Provide economic development support using funds to assist small businesses in the jurisdiction.



## AP-35 Projects - 91.420, 91.220(d)

### Introduction

The following projects are CDBG eligible activities that will meet a HUD national objective. All applicants for funding in each project (excluding administration and the City's fair housing activities) participated in the City's competitive funding process, in alignment with the City's Citizen Participation Plan. Final allocation amounts were authorized by City Council. Identified sub-grantees must comply with the local contracting standards and federal rules and regulations.

#	Project Name
1	CDBG: Administration (20%)
2	CDBG: Public Facilities & Infrastructure
3	CDBG: Public Services (15%)
4	CDBG: Housing Programs
5	CDBG: Economic Development

**Table 21 – Project Information**

### Describe the reasons for allocation priorities and any obstacles to addressing underserved needs

Allocation priorities align with Council's Strategic Roadmap. As directed by Council, CDBG Public Services will be focused on housing/homelessness and the creation of economic and educational opportunity for poverty-level families, with a focus on helping individuals, families, and local businesses recover from the COVID-19 pandemic.

These goals are broad in nature and capture a range of community impacts that occur as a result of CDBG funded activities. The City makes every attempt to follow these goals when distributing the annual allocation of CDBG funds from HUD. Funding allocations for the 2020 program year focus on increasing economic development opportunities for those in need, providing public services, improving public infrastructure and public facilities, and increasing and maintaining the affordable housing supply in Hayward. Through guidance from the City's Community Services Commission and City Council, many activities funded within each of these projects are intended to reinforce these goals as individuals, families, and businesses deal with the economic, health, and social impacts of COVID-19.

The City anticipates that the COVID-19 pandemic will continue to be a significant obstacle in addressing unmet needs among the City's most vulnerable. The City will work closely with its community partners to identify resources and other funding sources that can be leveraged to further address the goals in this plan while responding to increased need resulting from COVID-19.

## AP-38 Project Summary

### Project Summary Information

<b>1</b>	<b>Project Name</b>	CDBG: Administration (20%)
	<b>Target Area</b>	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell
	<b>Goals Supported</b>	1A. Facility & Infrastructure Access & Capacity 2A. Preserve Existing Homeownership Housing 2B. Develop New Affordable Housing 3A. Provide Supportive Services for Special Needs 3B. Provide Vital Services for LMI Households 4A. Provide for Small Business Assistance
	<b>Needs Addressed</b>	Expand/Improve Public Infrastructure & Facilities Preserve, Protect, and Produce Housing Stock Public Services & Quality of Life Improvements Economic Development
	<b>Funding</b>	CDBG: \$338,531
	<b>Description</b>	Citywide administration of the CDBG program in PY 2020.

	<b>Target Date</b>	6/30/2021
	<b>Estimate the number and type of families that will benefit from the proposed activities</b>	N/A
	<b>Location Description</b>	Citywide
	<b>Planned Activities</b>	staff salaries, planning, general admin
<b>2</b>	<b>Project Name</b>	CDBG: Public Facilities & Infrastructure
	<b>Target Area</b>	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell
	<b>Goals Supported</b>	1A. Facility & Infrastructure Access & Capacity
	<b>Needs Addressed</b>	Expand/Improve Public Infrastructure & Facilities
	<b>Funding</b>	CDBG: \$495,000
	<b>Description</b>	The City will improve and expand access to public infrastructure through development activities for LMI persons and households. Public infrastructure activities include improvements to infrastructure in the jurisdiction such as roadway resurfacing and improvements to curbs and ramps on sidewalks for ADA compliance. The City will also expand and improve access to public facilities through development activities for LMI persons and households and for special needs population (elderly, persons with a disability, victims of domestic abuse, etc.). Public facilities may include neighborhood facilities, community centers and parks and recreation facilities.



	<b>Target Date</b>	6/30/2021
	<b>Estimate the number and type of families that will benefit from the proposed activities</b>	Approximately 20,000 LMI individuals and families, including those with special needs (e.g., homeless individuals, victims of domestic abuse, individuals with disabilities) will be assisted through improved access to and capacity of public facilities and public infrastructure.
	<b>Location Description</b>	Activities will occur city-wide.
	<b>Planned Activities</b>	neighborhood facilities, public facilities, infrastructure
<b>3</b>	<b>Project Name</b>	CDBG: Public Services (15%)
	<b>Target Area</b>	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell
	<b>Goals Supported</b>	3A. Provide Supportive Services for Special Needs 3B. Provide Vital Services for LMI Households
	<b>Needs Addressed</b>	Public Services & Quality of Life Improvements
	<b>Funding</b>	CDBG: \$247,085
	<b>Description</b>	The City will work to provide supportive services for low income and special needs populations in the jurisdiction. Public services will target LMI citizens and may include services to address homelessness, persons with physical and mental health disabilities, the elderly, and the youth. Services may also include recreational programs for special needs populations, and education and health programs for special needs households.
	<b>Target Date</b>	6/30/2021

	<b>Estimate the number and type of families that will benefit from the proposed activities</b>	Approximately 1,100 LMI individuals and families, including those with special needs (e.g., homeless individuals, victims of domestic abuse, individuals with disabilities) will be assisted through the provision of vital and supportive services.
	<b>Location Description</b>	Activities will occur city-wide.
	<b>Planned Activities</b>	public service programs (elderly & homeless)
<b>4</b>	<b>Project Name</b>	CDBG: Housing Programs
	<b>Target Area</b>	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell
	<b>Goals Supported</b>	2A. Preserve Existing Homeownership Housing 2B. Develop New Affordable Housing
	<b>Needs Addressed</b>	Preserve, Protect, and Produce Housing Stock
	<b>Funding</b>	CDBG: \$390,263
	<b>Description</b>	Provide for owner occupied housing rehabilitation in target areas of the jurisdiction. The City will also acquire new and demolish old properties to create opportunities for new affordable development. These activities will benefit LMI households.
	<b>Target Date</b>	6/30/2021
	<b>Estimate the number and type of families that will benefit from the proposed activities</b>	LMI individuals and families will be assisted through home rehabilitation projects in approximately 45 housing units.

	<b>Location Description</b>	Activities will occur city-wide.
	<b>Planned Activities</b>	housing rehab, acquisition and demolition
5	<b>Project Name</b>	CDBG: Economic Development
	<b>Target Area</b>	CT 4366.01 Jackson Triangle CT 4355 Burbank CT 4367 Santa Clara CT 4369 & CT 4362 Longwood-Winton Grove CT 4355 North Hayward CT 4379 Mission-Garin CT 4354 Downtown CT 4375 & CT4377 Harder-Tennyson Tennyson - Tyrell
	<b>Goals Supported</b>	4A. Provide for Small Business Assistance
	<b>Needs Addressed</b>	Economic Development
	<b>Funding</b>	CDBG: \$480,784
	<b>Description</b>	The City will provide economic development support using funds to assist small businesses in the jurisdiction. Activities will include small business grants, and employment programs to create or retain permanent jobs.
	<b>Target Date</b>	6/30/2021
	<b>Estimate the number and type of families that will benefit from the proposed activities</b>	Approximately 28 businesses will be assisted, and 5 jobs created or retained.
	<b>Location Description</b>	Activities will occur city-wide.
	<b>Planned Activities</b>	Small Business Assistance Program (façade improvement program, small business grants, employment programs to create or retain permanent jobs), and training and technical assistance for small businesses.



## **AP-50 Geographic Distribution - 91.420, 91.220(f)**

### **Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed**

Allocation of CDBG funds focuses on serving low- and moderate-income residents to ensure that they have the same access to opportunities as their neighbors. The City does not allocate funding strictly based on geographic boundaries. The City does recognize that some areas of Hayward are historically underserved and encourages applicants for funding to ensure individuals in those lower-income Census tracts are included in service provision.

### **Geographic Distribution**

<b>Target Area</b>	<b>Percentage of Funds</b>
CT 4366.01 Jackson Triangle	
CT 4355 Burbank	
CT 4367 Santa Clara	
CT 4369 & CT 4362 Longwood-Winton Grove	
CT 4355 North Hayward	
CT 4379 Mission-Garin	
CT 4354 Downtown	
CT 4375 & CT4377 Harder-Tennyson	
Tennyson - Tyrell	

**Table 22 - Geographic Distribution**

### **Rationale for the priorities for allocating investments geographically**

Activities are funded based on feasibility and eligibility and participants of funded programs are identified based on eligibility, not where they live in Hayward.

### **Discussion**

Hayward is committed to creating a community in which all residents have access to the housing, services, and resources they need to thrive. Through funding activities that meet the needs of the most vulnerable, the City enables its trusted community partners who possess deep and often personal, lived experience understanding, to meet the most vulnerable where they are at throughout the City.

## **AP-85 Other Actions - 91.420, 91.220(k)**

### **Introduction**

The City of Hayward will be undertaking and funding several programs throughout FY 2020-2021 to meet the needs of underserved communities, foster and maintain affordable housing, reduce lead-based paint hazards, reduce the number of poverty-level families, foster public private partnerships, and increase institutional structure. Particular focus will be paid to actions that address the increased needs of the community resulting from the COVID-19 emergency.

### **Actions planned to address obstacles to meeting underserved needs**

Providing services for populations with underserved needs is a high priority for the City of Hayward, understanding that increased access to services can prevent these individuals from becoming homeless, increases quality of life and opportunity, and supports the City's anti-poverty strategy. In FY 2020-2021, the City will utilize its General Fund to provide direct resources while participating with other jurisdictions to jointly fund non-housing service-enriched projects that benefit Hayward residents with special needs. The City will also work to leverage all available local, state, federal, and private funds to respond to the increased need of Hayward residents as a result of the COVID-19 pandemic.

### **Actions planned to foster and maintain affordable housing**

The City will preserve existing affordable rental and ownership housing for low and moderate-income households. Existing single-family housing stock occupied by lower-income households will be preserved by rehabilitating single-family owner-occupied homes and mobile homes. The City will also fund services to address housing discrimination. Sub-recipient housing counselors will investigate then intervene or mediate fair housing complaints and conduct a fair housing audit to determine where future local efforts and strategies should be focused. The City will foster the current relationships with non-profit housing development organizations such as Eden Housing and Allied Housing to leverage those relationships into new affordable housing opportunities. Additionally, in response to the significant economic impact of COVID-19 and the increased risk of displacement among individuals and families unable to pay rent, Hayward will provide temporary rental assistance to individuals at or below 80% AMI with significant rent burden in the form of one-time payments made by a partner non-profit agency directly to landlords on behalf of qualifying tenants.

### **Actions planned to reduce lead-based paint hazards**

Per the Alameda County Lead Abatement Program, Hayward has approximately 34,700 pre-1978 housing units. These units may contain lead-based paint. In accordance with the HUD/EPA regulations, City rehabilitation staff receives certification as Lead Supervisors. These staff members implement the lead regulations affecting property rehabilitation with CDBG funds. The EPA's Renovation, Repair, and Painting (RRP) Rule, which affects HUD-funded residential rehabilitation, went into effect on April 22, 2010, and the City has modified its contracting and rehabilitation procedures to

comply with the regulations.

### **Actions planned to reduce the number of poverty-level families**

A key component of the City of Hayward's anti-poverty strategy is to collaborate with other agencies whose focus is improving opportunities for low-income families, youth, single adults, and persons with disabilities who need shelter, prevention, and intervention activities to improve their lives. The City will collaborate with number of these public partners and fund non-profit organizations in implementing innovative programs to meet these needs.

A key example of this strategy is the Family Education Program (FEP) which will provide wrap-around literacy and academic support services to low-income Hayward families. A unique collaboration of HPL's successful Literacy Plus and Homework Support Center programs, FEP will provide after-school academic support to youth in grades K-12, four days a week, as well as ESL literacy services to the parents of the children attending the Homework Support Centers. The FEP directly addresses the cities priorities by providing high-quality educational opportunities for and improving K-12 academic performance in poverty-level families.

Other examples include activities that promote economic development, such as the Love Never Fails IT business training for LMI victims of domestic violence or trafficking, or the Community Child Care Council's Child Care (4 C's) Initiative Project, which provides licensing training and resources for small home-based childcare providers.

Further, Hayward's targeted efforts at responding to the COVID-19 will focus on increasing food security and providing public services to prevent and address homelessness for those at the greatest risk of displacement and contracting the disease.

### **Actions planned to develop institutional structure**

The City of Hayward implements housing and community development programs within a structure that includes various public and private agencies and organizations. Additionally, the City regularly monitors progress on activities to be carried out in the Action Plan to ensure compliance with program requirements. The overall process begins with the identification of needs, soliciting and evaluating applications for CDBG funding, and allocating resources. Through Agreements with sub-recipients and Memoranda of Understanding (MOUs) with other public agencies, the City sets a benchmark by incorporating goal requirements and reporting procedures, timelines, and budgets against which performance is measured.

The executive leadership of the City of Hayward is committed to a well-trained and cross-trained workforce that provides opportunity for succession planning and talent development. Cross department working groups and initiatives allow for a greater understanding of available resources and skill sets, as well as breaking down silos that are often an issue in government accountability. Staff has

received Results Based Accountability training, are well versed in the Lean Innovation methodology, and recently received training from the Government Alliance on Racial Equity (GARE).

### **Actions planned to enhance coordination between public and private housing and social service agencies**

The City works closely with many private and nonprofit organizations on housing and community development activities. The City's grant funding process promotes collaboration and coordination between these organizations in the delivery of housing, community development and other public and social services to reduce duplication of effort and to maximize the use of limited public resources. The City extends its efforts to the primary health care institutions that serve Hayward residents on the delivery of, and access to, health care services. The City works in coordination with the Hayward Chamber of Commerce and many local and regional business representatives to address the economic and workforce development needs of the Hayward community.

### **Discussion**

In addition to the agencies and programs funded through HUD-based grants, the City of Hayward funds several non-profit organizations and programs using City General Funds for Social. These funds will supplement the FY 2020-2021 CDBG entitlement, allowing the City to support shelters for families and victims of domestic violence, after school programs, healthy meal programs for low-income seniors, and coordinated information and referral services among many others.

Alameda County Measure B sales tax funds will be utilized to provide specialized transportation services to seniors and disabled individuals. Services are restricted to the sole provision of transportation services for the above referenced populations. While these funds are restricted, they provide an important tool in improving the lives our senior and disabled Hayward residents outside of federal dollars.



## Program Specific Requirements

### AP-90 Program Specific Requirements - 91.420, 91.220(I)(1,2,4)

#### Introduction

#### Community Development Block Grant Program (CDBG) Reference 24 CFR 91.220(I)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	99,782
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan.	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan	0
5. The amount of income from float-funded activities	0
<b>Total Program Income:</b>	<b>99,782</b>

#### Other CDBG Requirements

1. The amount of urgent need activities	0
2. The estimated percentage of CDBG funds that will be used for activities that benefit persons of low and moderate income. Overall Benefit - A consecutive period of one, two or three years may be used to determine that a minimum overall benefit of 70% of CDBG funds is used to benefit persons of low and moderate income. Specify the years covered that include this Annual Action Plan.	100.00%



## Appendix - Alternate/Local Data Sources

1	<b>Data Source Name</b> 2014-2018 ACS 5-Yr Estimates
	<b>List the name of the organization or individual who originated the data set.</b> US Census Bureau
	<b>Provide a brief summary of the data set.</b> The American Community Survey (ACS) is an ongoing survey that provides data every year -- giving communities the current information they need to plan investments and services. Information from the survey generates data that help determine how more than \$400 billion in federal and state funds are distributed each year. The ACS is accessed through the Census website, which provides data about the United States, Puerto Rico and the Island Areas.
	<b>What was the purpose for developing this data set?</b> Information from the ACS help determine how more than \$400 billion in federal and state funds are distributed each year to help communities, state governments, and federal programs.
	<b>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</b> Hayward, CA
	<b>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</b> 2014-2018 ACS 5-Year Estimates
	<b>What is the status of the data set (complete, in progress, or planned)?</b> Complete
2	<b>Data Source Name</b> 2013-2017 ACS (Workers), 2017 LEHD (Jobs)
	<b>List the name of the organization or individual who originated the data set.</b> 2013-2017 ACS and 2017 Longitudinal Employee-Household Dynamics: United States Census Bureau

	<p><b>Provide a brief summary of the data set.</b></p> <p>The American Community Survey (ACS) is an ongoing survey that provides data every year -- giving communities the current information they need to plan investments and services. Information from the survey generates data that help determine how more than \$400 billion in federal and state funds are distributed each year. The ACS is accessed through the Census website, which provides data about the United States, Puerto Rico and the Island Areas.</p> <p>The Longitudinal Employer-Household Dynamics (LEHD) program is part of the Center for Economic Studies at the U.S. Census Bureau. The LEHD program produces new, cost effective, public-use information combining federal, state and Census Bureau data on employers and employees under the Local Employment Dynamics (LED) Partnership.</p> <p><b>What was the purpose for developing this data set?</b></p> <p>ACS: Information from the ACS help determine how more than \$400 billion in federal and state funds are distributed each year to help communities, state governments, and federal programs.</p> <p>LEHD: Information from the LEHD help state and local authorities who increasingly need detailed local information about their economies to make informed decisions. The LEHD Partnership works to fill critical data gaps and provide indicators needed by state and local authorities. LEHD's mission is to provide new dynamic information on workers, employers, and jobs with state-of-the-art confidentiality protections and no additional data collection burden.</p> <p><b>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</b></p> <p>Hayward, CA</p> <p><b>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</b></p> <p>2013-2017 ACS (Workers), 2017 LEHD (Jobs)</p> <p><b>What is the status of the data set (complete, in progress, or planned)?</b></p> <p>Complete</p>
3	<p><b>Data Source Name</b></p> <p>Bureau of Labor Statistics</p> <p><b>List the name of the organization or individual who originated the data set.</b></p> <p>Bureau of Labor Statistics (BLS)</p> <p><b>Provide a brief summary of the data set.</b></p> <p>BLS unemployment rates are from the BLS Local Area Unemployment Statistics (LAUS). This program produces monthly and annual employment, unemployment, and labor force data for Census regions and divisions, States, counties, metropolitan areas, and many cities, by place of residence.</p>

<b>What was the purpose for developing this data set?</b>
The purpose of the BLS data is to collect, analyze, and disseminate essential economic information to support public and private decision making.
<b>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</b>
Hayward, CA
<b>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</b>
2019 - 2020
<b>What is the status of the data set (complete, in progress, or planned)?</b>
Complete