City of Hayward
Housing Element

July 2022

Draft

HAYWARD

Acknowledgements

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Executive Summary

Executive Summary

WHAT IS THE HOUSING ELEMENT?

- Required "element" or chapter in the City's General Plan
- Assesses the condition of the City's current housing and future needs of its residents
- Establishes a roadmap for accommodating projected housing unit demand for existing and future residents over the next eight years (2023-2031)
- Sets citywide goals, objectives, and policies for housing
- Shows how the City will meet demand for housing at all income levels, per State Law

WHY UPDATE THE HOUSING ELEMENT?

- Housing is essential to people's health, quality of life and the economy
- Housing Elements are a mandatory part of the General Plan under state law
- It must be updated every 8 years and submitted to the State by a specific date they prescribe (6th Cycle submitted by January 2023)
- Detailed roadmap outlining how the City will meet its Regional Housing Needs Assessment (RHNA) allocation by income level
- Housing Element compliance is required for Statewide funding and grants

HOW IS THE HOUSING ELEMENT USED?

- The Housing Element is the guiding document that sets the City's policy and program direction related to housing
- Used when reviewing development projects (both housing and non-housing projects)
- Used to establish funding priorities for communitywide financial assistance such as rental assistance, homebuyer programs, rental inspection programs and relocation assistance among others
- Used when setting housing policy such as updates to the Density Bonus Ordinance, Affordable Housing Ordinance, and updates to the Zoning Ordinance as they must be consistent with the General Plan

THE HOUSING ELEMENT AIMS TO ACHIEVE SEVERAL GOALS INCLUDING:

- Accommodating projected housing demand, as mandated by the State
- Increasing housing production to meet this demand
- Improving housing affordability
- Preserving existing affordable housing
- Improving the safety, quality, and condition of existing housing
- Facilitating the development of housing for all income levels and household types, including special needs populations
- Improving the livability and economic prosperity of all City residents and promoting fair housing choice for all

The City of Hayward believes that housing is a basic human right and is committed to improving access to safe and high-quality housing for residents across all income levels in a manner that prioritizes sustainability and care for the environment. Strategies to achieve these goals include promoting a diversity of housing types throughout the City, increasing the feasibility of development of underused sites throughout the City, and focusing the greatest amount of new housing near transit and jobs.

The Housing Element lays out the City's plan for removing barriers to housing production to counter well-documented housing shortages, and helps ensure that the City is planning for its "fair share" of affordable and market rate housing.

THE HOUSING ELEMENT ORGANIZATION GUIDE

The Housing Element includes seven chapters that outline current and future housing needs of the community, housing resources, constraints to building housing, fair housing, and a housing plan. The housing plan within the Housing Element Update builds upon and revises the goals, policies, and programs of the existing Housing Element to ensure that the City can meet the housing needs of all Hayward residents through 2031, when the plan is scheduled to be updated again as required by State law.

The seven chapters are as follows:

1. Introduction: pages 8 – 25

Introduces the purpose of the Housing Element, context, related documents, and summary of public participation.

2. Housing Needs Summary: pages 26 – 33

Describes Hayward's demographic and housing related to the City's housing needs, including housing type and affordability with insight into special needs households and an equity lens.

3. Projected Housing Need: pages 34 – 37

Shows the Regional Housing Needs Allocation (RHNA), or the "fair share" of housing units the City must plan for at different affordability levels as required by law.

4. Housing Resources: pages 38 – 49

Summarizes the existing and proposed land, financial, and administrative resources Hayward has to meet the City's need through this update.

5. Housing Constraints: pages 50 – 55

Identifies governmental, market, environmental, and other existing challenges to maintaining, expanding, and improving housing in Hayward.

6. Fair Housing: pages 56 - 59

Provides an assessment of the City's fair housing issues and provides a framework for the City to take meaningful actions to overcome patterns of segregation, to combat discrimination and to foster inclusive communities.

7. Housing Plan: pages 60 - 89

Lays out the goals and steps needed to meet the housing needs of current and future residents. Each goal has associated policies, programs, and actions detailed in the plan by law.

HOUSING COSTS TOO MUCH FOR HAYWARD RESIDENTS

The Housing Element describes the current housing conditions in Hayward and provides data and information on the economic and social stresses that many residents face due to the lack of sufficient access to quality and affordable housing. The Housing Plan, Chapter 7 in the Housing Element, provides actions that the City will take to address the lack of affordable housing and help increase the number of new housing units to; ensure that housing is safe, clean and accessible for residents; assist renters and homeowners to stay in their housing; and, assist qualified residents to purchase housing to promote stability and wealth building. These actions include production of affordable housing units, preservation of existing affordable housing, and addressing the housing needs of vulnerable populations to provide housing assistance resources and to address fair housing issues.

Housing cost burden affects a substantial portion of households in Hayward, particularly lower income renter households and also disproportionately impacts Hispanic/Latino and Black/African American households. In addition, cost burden has significantly increased for immigrant households, families with children, seniors and students, and extremely low income to low-income households, all of which are identified as special needs households in the Housing Element.

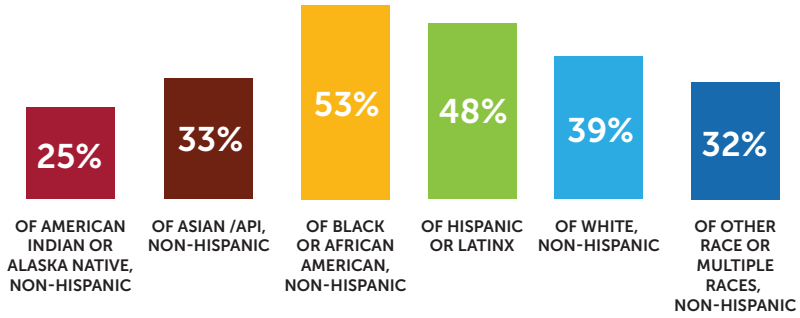
HOUSING COST BURDEN BY POPULATION ATTRIBUTE

RENTERS VERSUS OWNERS

50% RENTERS

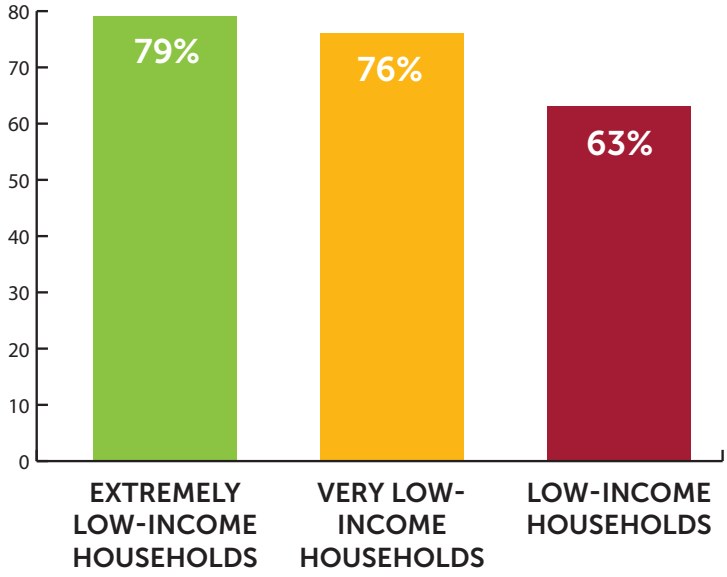
30% OWNERS

BY RACE*



*Percentage of each ethnic group experiencing housing cost burdens.

BY INCOME



Source: HR&A Advisors

ALMOST HALF OF ALL JOBS IN HAYWARD PAY LESS THAN $40,000/YEAR, WITH THE MEDIAN WAGE AROUND $56,000.

+32%

Change in median Hayward rents over the last decade.

<10%

of January 2021 listings affordable to potential owners earning at or below 80% AMI across Alameda county.

+56%

Change in Hayward home values over the last decade.

Source: City of Hayward Displacement Study, 2021

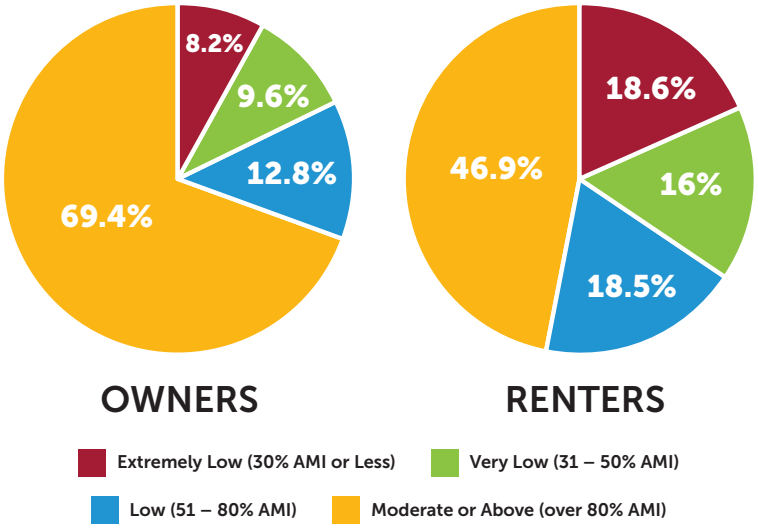
> **My biggest hope or dream for my living situation would be to buy a house...I just think it would really give me some stability in life and it would give me one less thing to worry about.... Right now buying a house is impossible... I also don't think it is just a Hayward issue.**
>
> **– Vivian,**
> **Cross Streets: Schafer Rd & Manon Ave**
> **Age: 25 and under**

WAGES ARE NOT KEEPING UP WITH INCREASING HOUSING COSTS

High housing costs have made it difficult for many Californians to be able to save or invest enough to take advantage of the long-term financial benefits of homeownership or to receive the social, health, and economic benefits that can come to individuals and families as a result of having access to high-quality, stable, and affordable housing.

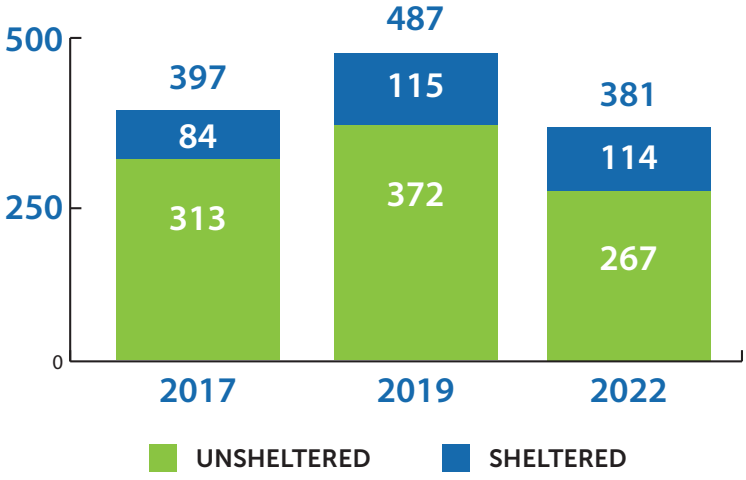
In addition, this housing crisis does not impact everyone equally. Lower-income households and residents of color are disproportionately affected due to lack of employment stability, historic lack of access to homeownership resources, and the attendant wealth building benefits as well as lack of access to certain neighborhoods. Further, renters typically have lower household incomes than homeowners and have a higher cost burden with regard to housing which results in less disposable income for food, healthcare, and education, among other costs.

INCOME BY OWNER OR RENTER



Source: HUD Comprehensive Housing Affordability Strategy (CHAS), 2014-2018.

SHELTERED/UNSHELTERED INDIVIDUALS IN HAYWARD



Modeled after the Alameda 2022 Point In Time Count

IMPACTS OF NOT ENOUGH HOUSING

The City of Hayward is one of many cities in the State that is severely impacted by the housing crisis, experiencing high rates of cost-burden, homelessness, overcrowding, and potential displacement of existing residents.

Homelessness continues to be a regional, State and national issue. Although homelessness is rising in Alameda County, the City of Hayward saw a 28 percent decrease in the number of people experiencing homelessness in the most recent 2022 point-in-time count. This decrease may be attributable to many factors, including the City's increased investment in homelessness response and prevention, as well as changes to the count methodology resulting in more accurate geo-coding of where individuals were living. Specifically, individuals previously counted as Hayward residents who may now be counted as residing in unincorporated Alameda County or another neighboring jurisdiction.

WHY DOES THIS MATTER?

There is a housing crisis in Hayward. High housing costs and a lack of affordable housing affects all residents. The City is working to establish a Housing Plan to address the crisis.

WHAT IS CONSIDERED "AFFORDABLE" HOUSING?

Housing is affordable if it costs no more than 30 percent of someone's monthly income. For example, a household making $3,000 a month would have rent no higher than $900 to be affordable. Average rents and mortgages are significantly higher than this in Hayward, typically averaging over $2,600 for a two-bedroom apartment and over $3,000 for a three-bedroom house.

DISPARATE IMPACTS

SENIORS	IMMIGRANTS	FAMILIES WITH CHILDREN	STUDENTS
+71%	+172%	+153%	74%
Cost-burdened senior renters since 2010	Cost-burdened immigrant households earning above $35K	Cost-burdened families with children earning above 50K	Students qualify as socioeconomically disadvantaged

Source: City of Hayward Displacement Study, 2021

WILL THIS PLAN BUILD HOUSING?

This update establishes a roadmap with policies and actions that the City has control over to meet the housing needs of Hayward residents and to minimize constraints to housing development for the next eight years. It is essential to note that construction is accomplished by private and nonprofit developers. Most of the housing the City is planning for will meet the City's projected Regional Housing Needs Assessment allocation which provides for a variety of housing at different income levels; however, there are a variety of factors outside of the City's control that could influence whether or not that housing is built such as land and construction costs, availability of labor and materials, availability of financing, and developer interest in Hayward among others.

WHAT CAN YOU DO?

Review this Housing Element, attend meetings, ask questions, and make comments about what you believe you and your community needs and wants to see in future housing development in Hayward.

For information about Housing Relief Programs, homeless housing assistance, homeownership resources, and housing information for tenants and landlords, please visit the Housing Division website at **www.hayward-ca.gov/housing**

If you are a tenant living in substandard conditions or a property owner wishing to conduct an inspection with our division to assure your dwellings are currently up to code, please contact Hayward Code Enforcement at (510) 583-4175 or **rentalinspectionprogram@hayward-ca.gov.**

1. Introduction

1. Introduction

1.1 HOUSING ELEMENT PURPOSE AND CONTENT

The State of California has stated that the availability of decent and suitable housing for every California family is "a priority of the highest order." This objective has become increasingly urgent in recent years as communities across the state struggle to meet the housing needs of all their residents. The Housing Element is the primary tool for cities and counties to create a road map to meet their housing goals. The Housing Element is a comprehensive strategy for encouraging development of safe, decent, and affordable housing for all residents and preventing housing loss. The Housing Element must include:

- Identification and analysis of existing and projected housing needs, resources, and constraints;
- A statement of goals, policies, quantified objectives, and scheduled programs for preservation, improvement, and development of housing;
- Identification of adequate sites for housing;
- Assessment of the City's fair housing issues; and
- Adequate provision for existing and projected needs of all economic segments of the community.

The Housing Element helps the City determine how to address existing and future housing needs and plan for future growth. These housing policies and actions do not commit the City to construct new housing units, but they do identify ways in which Hayward will encourage development of housing intended to meet the housing needs of current and future residents during the Housing Element update cycle. This Housing Element represents the City of Hayward's 6th Housing Element cycle and will be carried out from 2023 through 2031.

1.2 RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The City of Hayward's 2040 General Plan was adopted in 2014 and is comprised of several State mandatory elements including: Land Use and Community Character, Mobility, Housing, Community Safety, Natural Resources, and Hazards. The General Plan also addresses several other optional elements including Economic Development, Public Facilities and Services, Education and Lifelong Learning, and Community Health and Quality of Life.

All elements bear equal weight, and no element has legal precedence over another. California Government Code Section 65583 (c) requires the Housing Element to maintain internal consistency with other General Plan Elements. For example, residential density limits established by the Land Use Element are reflected in the Housing Element and form the basis for analyzing residential capacities within the City. The Housing Element is also consistent with the (draft) Environmental Justice Element by avoiding concentration of lower-income housing in a disadvantaged community as defined by Government Code Section 65302(h)(4)(A) and Health and Safety Code Section 39711. California law requires that the Safety Element be updated during each update of the Housing Element if additional information relating to climate adaptation or resilience becomes available. When any element of the General Plan is amended in the future, the City will review the Housing Element and, if necessary, amend it to ensure internal consistency is maintained.

1.3 HOUSING CONTEXT

Hayward's rapid growth has sparked the development of Priority Areas as part of the Bay Area's Regional Transportation Plan and Sustainable Communities Strategy. These areas are suitable for future growth and have the potential to create walkable, compact development with integrated transportation systems. Priority Development Areas include downtowns, employment centers, corridors, neighborhoods, and districts served by regional transportation. Hayward has five Priority Development Areas:

- The Downtown City Center
- The Cannery Transit Neighborhood
- The Mission Boulevard Mixed-Use Corridor
- The South Hayward BART Mixed-Use Corridor
- The South Hayward BART Urban Neighborhood

Housing in these priority areas include high-density and mixed-use development. Typical building types include a mix of housing types including townhomes, duplexes, tri-plexes and four-plexes, multi-story apartments, and multi-family homes. The further away from the Priority Development Areas, housing types are mostly suburban and lower in density. This includes single-family homes, accessory dwelling units, and ancillary structures on large lots.

1.4 HAYWARD'S GUIDING VISION FOR THE COMMUNITY

Hayward's vision for the community embraces a vibrant, safe, and prosperous community that supports the diverse humans that live, work, and play in Hayward. This vision includes supportive youth services and excellent public schools to attract and retain families, and an expanded network of parks and recreational activities for all ages. A community that fosters life-long learning will include programs and activities that integrate college communities into local businesses to create a college culture and sense of college and community pride. Access to jobs will encourage long-term residency and result in a robust and business-friendly community, creating unique clusters of economic opportunities. Thriving commercial centers with pedestrian-friendly design will attract businesses, shopping, and dining in Downtown Hayward. Downtown will emerge as the heart and soul of the community and inspire residents to live an active healthy lifestyle.

Mixed-use and high density residential development will be supported by an interconnected network of safe, affordable, dependable, and convenient transportation options. Utilities and improvements to technology infrastructure will ensure that the community is resilient and prepared to survive impending disasters such as wildland fires and sea level rise. Increased and enhanced connectivity in the Baylands, hillsides, and regional parks will also protect environmental resources and mitigate impacts of rising sea levels.

1.5 ORGANIZATION OF THE HOUSING ELEMENT

Per California Government Code Sections 65580-65589, a housing element must consist of the following components:

- **Review of the previous Housing Element:** This section reviews the results of the goals, policies, and programs adopted in the previous Housing Element and compares projected outcomes with actual achieved results.
- **Housing Needs Assessment:** This section reviews the existing and projected housing needs of the community. It provides a profile of socio-demographic information, such as population characteristics, household information, housing stock, tenure, and housing affordability. The assessment also considers local special housing needs, such as, seniors, farmworkers, homeless, large households, and female-headed households
- **Resources and Inventory of Adequate Sites:** This section provides resources and an inventory of adequate sites that are suitably zoned and available within the planning period to meet the jurisdiction's fair share of regional housing needs across all income levels.

> **In my experience, Hayward is extremely diverse... I definitely think that there are certain areas that are a little more wealthy, and some that a are more poor but for the most part Hayward is a melting pot of diversity.**
>
> **– Thomas,**
> **Cross Streets: Miami Ave & Hesse Dr**
> **Age: 36-45**

- **Governmental and Nongovernmental Constraints:** This section identifies and analyzes impediments to housing production across all income levels.
- **Fair Housing Assessment:** This section provides a summary of contributing factors that serve as barriers to fair housing choice and access to opportunities in Hayward.
- **Housing Plan:** This section provides a statement of the community's goals, quantified objectives, and policies to maintain, preserve, improve, and develop housing. It also provides a schedule of meaningful actions to be taken during the planning period to achieve the aforementioned goals, objectives, and policies. It includes quantified objectives for new construction, rehabilitation, and conserved units by income category (i.e. very low, low-moderate, and above-moderate) to make sure that both the existing and the projected housing needs are met, consistent with the City's share of the RHNA.

The document was supported by comprehensive research and analysis which are compiled in appendices at the end of the document:

- **Appendix A:** Public Participation Report
- **Appendix B**: Housing Needs Assessment
- **Appendix C:** Housing Resources and Sites Inventory
- **Appendix D:** Housing Constraints
- **Appendix E:** Review of Past Accomplishments
- **Appendix F:** Fair Housing Assessment

1.6 DATA SOURCES AND METHODS

Data from a variety of sources is used to complete the Housing Element. The most commonly cited source is the U.S. Census, which provides consistent demographic characteristics that are widely accepted. The American Community Survey is a feature offered by the U.S. Census and includes five-year estimates on population and demographic characteristics. Other data sources include the following:

- Alameda County Collaborative
- Association of Bay Area Governments (ABAG)/Metropolitan Transportation Commission (MTC)
- California Department of Housing and Community Development (HCD)
- California Housing Finance Agency
- California Tax Credit Allocation Committee
- Comprehensive Housing Affordability Strategy (CHAS)
- California Department of Finance (DOF)
- Home Mortgage Disclosure Act (HMDA) lending data
- Regional Homeless Point-in-Time Count
- State Employment Development Department (EDD) data on wage and labor statistics
- United States Department of Housing and Urban Development (HUD)
- Let's House Hayward Strategic Plan (2021)
- Hayward Strategic Roadmap (2021)
- City of Hayward Displacement Study, HR&A Advisors Inc. (2021)
- Park Impact Fee Feasibility Analysis, Community Attributes Inc. (2019)
- Traffic Impact Fee Feasibility Findings and Jurisdictional Comparisons, Community Attributes Inc. (2022)

1.7 SUMMARY OF PUBLIC PARTICIPATION

The Housing Element must reflect the values and preferences of the community. Accordingly, community participation is an important component of the development of this Element. Government Code Section 65583(c)(8) states that the local government must make "a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element." This process not only includes community members, but also participation from local agencies and housing groups, community organizations, and housing sponsors.

> **I would really prefer that there were resources being made more readily available to them and that we as a community, we're doing more in an organized way, in a way that we are all contributing to to create space for them to be able to be in a place where they flourish and thrive. And providing them with services that do that would be the way that we should solve that so that they don't have to be out in the cold when I'm going to work in a warm car.**
>
> **– Kina,**
> **Cross streets: Ruus Rd & Tennyson Rd,**
> **Age: 26-35**

Hayward provided opportunities to solicit input from stakeholders and community members through interviews, surveys, a project-specific website, a housing simulation exercise, community events, and public meetings. To jumpstart the outreach process, the City compiled and contacted more than 175 stakeholders (complete list provided in Appendix A) and organizations that serve special needs households and renters, provide affordable housing, and offer fair housing services to inform the organizations about the Housing Element Update. Staff asked organizations to forward the information to their stakeholders and requested assistance and partnership in community outreach.

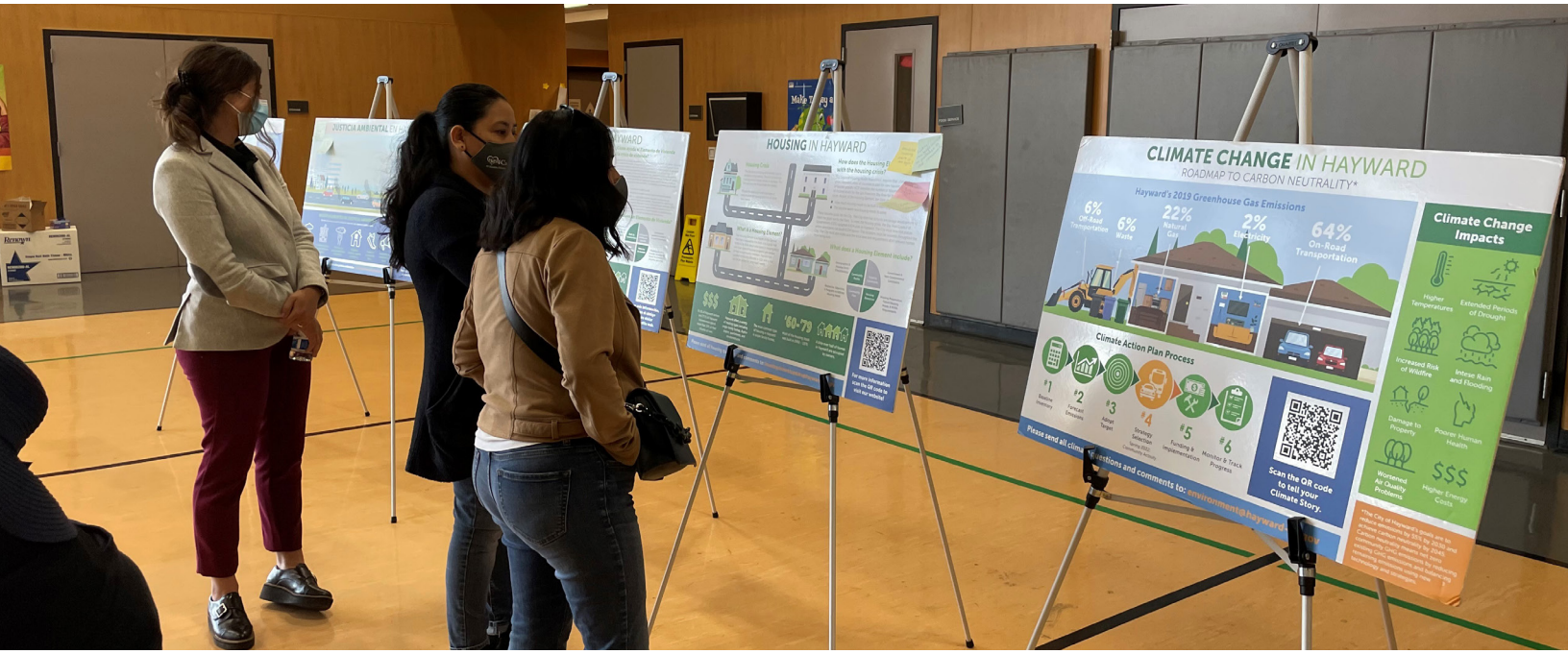
These entities were included in all notifications associated with the Housing Element update, including community events, housing survey, and a housing simulation exercise. A summary of the public participation is detailed below. More detailed information on the public engagement program is available in Appendix A.

Public Noticing

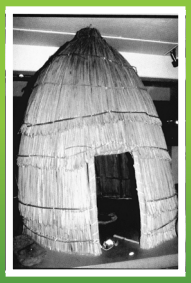
To reach the largest and broadest spectrum of community members and stakeholders, Hayward utilized the following notification methods throughout the Housing Element update process.

- Advertisement in The Stack Newsletter mailed to all addresses (approximately 160,000) within City limits.
- Regular posts to the City's social media accounts, including NextDoor, Facebook, Twitter, and Instagram, announcing project website launch, survey, and a housing simulation exercise, public meetings and release of the Draft Housing Element for public review.
- City staff developed email and mailing lists of community and advocacy groups, non-profits, faith-based organizations, school-based organizations, mobile home park associations, homeowners associations, disability advocates and neighborhood groups to provide outreach and regular updates on the project. In addition, the City is maintaining an "interested parties" list for those who have requested regular updates about the Housing Element, Climate Action Plan, Environmental Justice and Hazards Element Updates. See Appendix A for full list.
- The City developed flyers in English and Spanish advertising the project. A total of 48,500 flyers were mailed out to homeowners, multi-family housing complexes and individuals living in mobile home parks. In addition, City staff handed out flyers at 18 locations throughout Hayward including the BART stations, farmers markets, supermarkets, retail establishments and laundromats and at community events.

Community Events



HISTORY OF HAYWARD



Before the 1700s: Indigenous Communities

The Ohlone are the predominant Indigenous group of the Bay Area, including the Chochenyo and the Karkin in East Bay and the Muwekma tribe throughout the region.

Ohlone were hunters and gatherers. The Yrgin and Tuiban who lived in the areas that became Hayward used the salt ponds to cure hides and preserve food.[1]

1700s through 1800s: Missions and Rancheros

In the late 1700s, Spanish explorers threatened Ohlone existence and culture due to exposure to European diseases, harsh living conditions, and forced cultural and religious assimilation through its Missions.

In the early 1800s, California was claimed as part of the Mexican Republic. The Mexican government provided large land grants to individuals including the area that became Hayward and surrounding lands.

Mid-1800s: California & Hayward

California joined the Union in 1850.

William Hayward purchased a portion of Rancho San Lorenzo and built a general store at the corner of A Street and Mission Blvd.

In 1868, the Southern segment of the Hayward Fault ruptured, triggering a M7.0 earthquake. Nearly every building in the Hayward area was destroyed or significantly damaged in the earthquake.

Hayward was incorporated in 1876.

1930s through 1940s: Mid-Century Migration

Job opportunities in California and the Bay Area encouraged waves of migration. Generally, African Americans worked in factories and shipyards and Mexican migrants worked in agriculture as part of the Bracero program.

Between 1940 and 1960, the population of Hayward grew from 6,736 to 72,700 people, similar to the population boom throughout the Bay Area and California.[2]

Practices such as redlining[3] and racial covenants, directed people of color to certain neighborhoods and limited bank loans to purchase property. Housing discrimination led to people of color moving into unincorporated neighborhoods surrounding Hayward, such as Russell City (the present-day area between Chabot College and Hayward Airport) and Kelly Hill (Fairview).

Between 1942 and 1945, more than 600 Japanese Americans, or 150 families, from the area were forced to leave their homes and businesses and were detained in 10 internment camps throughout the Western U.S.[4,5]

1950s through 1970s: Civil Rights and Social Justice Movement

California and Bay Area population continued to grow but jobs decreased after the war effort. Housing options continued to not meet community needs.

Civil Rights and social justice established national and state policies, including the Civil Rights Act, Fair Housing Act, Voting Rights Act, and the California Environmental Quality Act.

During this era, government actions, such as urban renewal, displaced communities of color and segregated neighborhoods throughout California. For example, a nearby community called Russell City, which was home to African American, Latinx/Latine, and low-income residents, was added to Hayward's boundary. This process displaced these residents when the area was redeveloped into an industrial center.

1980s to today: Modern Era

The economy and workforce characteristics changed as traditional manufacturing was replaced with technology, service, and supporting economies.

Limited housing options in California continue to result in increased housing costs. Government actions and lack of affordable housing options have led to segregation, gaps in wealth and homeownership, and unequal health impacts for communities of color.

The City of Hayward is currently the sixth-largest city in the Bay Area with approximately 159,000 residents and an increasingly diverse population.

Hayward is experiencing gentrification, displacement, and loss of communities of color similar to surrounding Bay Area communities.

Photo credits to the Hayward Area Historical Society. | [1]Wilkinson, Megan. 2002. What Ever Happened to Russell City? & Sandoval, John. 1945. "Brief History of Hayward." The Hayward Journal. | [2]Bay Area Census. 2021. http://www.bayareacensus.ca.gov/cities/Hayward50.htm | [3]Redlining is the systematic denial of various services by agencies of the federal government, local governments, and the private sector, either directly or through selective price increases. https://es.wikipedia.org/wiki/Redlining#cite_note-2 | [4]This data encompasses people who lived in Hayward, Castro Valley, San Lorenzo, San Leandro, Mt. Eden, Ashland, and Cherryland. | [5]Japanese American Internment. 2021. https://www.britannica.com/event/Japanese-American-internment | [6]The Ohlone of California, Jack S. Williams (2003). Ohlone House, de Saisset Museum, Santa Clara University. | [7]The Ohlone of California, Jack S. Williams (2003). Mission de San Francisco de Asis.

HOUSING IN HAYWARD

Housing Crisis

The Bay Area's housing affordability crisis is decades in the making. There is not enough housing which causes prices to increase. This hits low-income households the hardest.

People are spending more and more of their income on housing and less on other basic needs.

How does the Housing Element help with the housing crisis?

The Regional Housing Needs Assessment requires that cities and unincorporated areas of counties to plan for new housing to accommodate projected growth. HCD identifies the number of housing units needed across all income levels for the San Francisco Bay Area for the eight-year RHNA cycle. As part of the Housing Element, the State determines:

- How much housing needs to be built in each City.
- The income levels new housing needs to serve.

These become goals for the City. The City then has to try to encourage development to meet the goals set by the State. To meet the housing goals, the Bay Area Council of Governments (COG) assigned 4,624 units to Hayward. The City must now find places where developers can build 4,624 homes. The locations must be available throughout the City. The City must also make sure the local laws and requirements don't prevent homes from being built.

What is a Housing Element?

The Housing Element is a chapter of the General Plan that is required by the State. It is a guide that helps a City think about what types of housing exists and what types of housing programs are needed to help its community members. Hayward last updated its Housing Element in 2014 and is now due for an update on other basic needs.

What does a Housing Element include?

$$$

91.5% of Hayward renters and 77.7% of Hayward homeowners spend more than 30% of their income on rent.

Hayward offers a variety of housing types including single family homes, duplex triplex, apartments, and condominiums.

The most common type of housing in Hayward is single family homes.

'60-'79

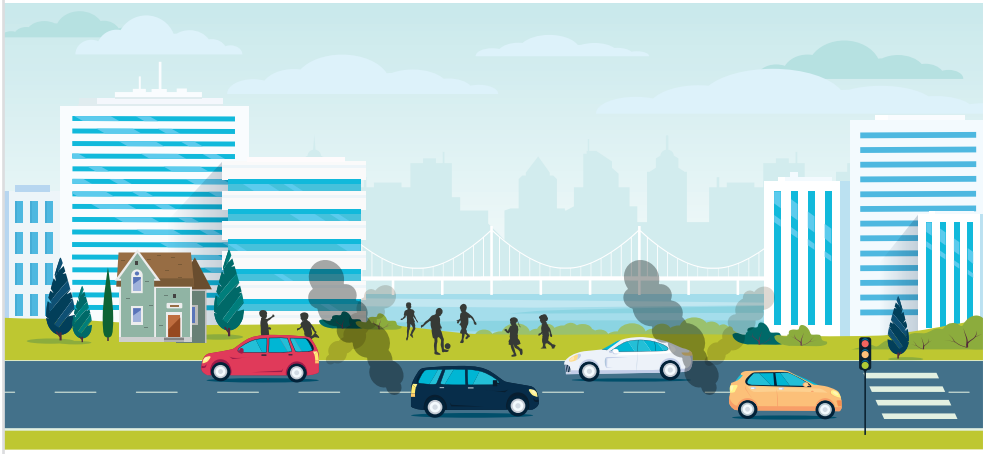
Most of the housing stock was built in 1960 – 1979.

A little over half of homes in Hayward are occupied by owners.

For more information scan the QR code to visit our website!

Please send all housing questions and comments to: housingelementupdate@hayward-ca.gov

ENVIRONMENTAL JUSTICE IN HAYWARD



NEW ENVIRONMENTAL JUSTICE ELEMENT

The new Environmental Justice Element will seek to create goals and policies to:

- Reduce Pollution Exposure
- Promote Access to Public Facilities
- Promote Access to Healthy Foods
- Promote Safe & Sanitary Homes
- Promote Physical Activity
- Promote Civic Engagement

Please send all environmental justice questions and comments to housingelementupdate@hayward-ca.gov

ENVIRONMENTAL JUSTICE

Environmental justice is defined by the State as, *"the fair treatment and meaningful involvement of people of all races, cultures and incomes as part of the development and implementation of environmental laws and policies."* Environmental justice provides an important opportunity to alleviate problems that previous government activities have not addressed. As part of this update, the City will include a new Environmental Justice chapter in the General Plan.

IDENTIFYING UNEQUAL IMPACTS

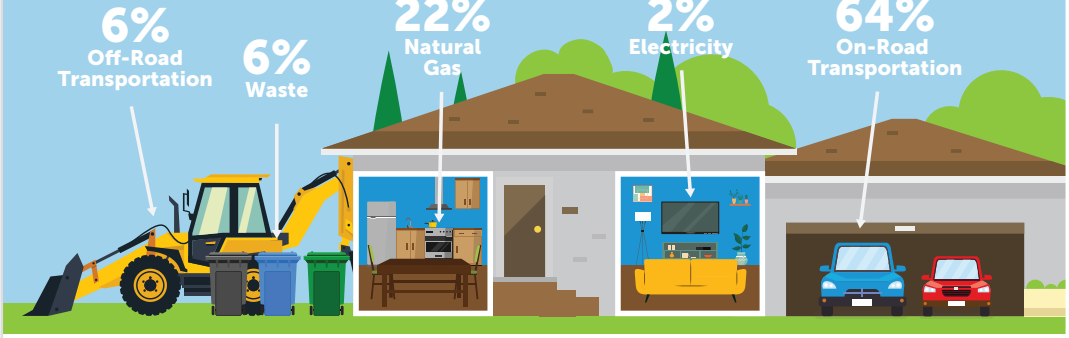
While pollution impacts all communities, low-income persons and communities of color experience those impacts at a higher rate. Historically in the United States, low-income and minority communities tend to be located closer to toxic or polluted environments including toxic waste-producing businesses, landfills, and energy facilities. These facilities cause health issues for nearby communities. Environmental justice shines a light on these issues and fights abuses and biased practices against these disadvantaged communities. Disadvantaged communities suffer the most from economic, health, and environmental issues. These problems can include poverty, unemployment, air and water pollution, exposure to hazardous chemicals, and health impacts such as high rates of asthma and heart disease, among others.

For more information scan the QR code to visit our website!

CLIMATE CHANGE IN HAYWARD

ROADMAP TO CARBON NEUTRALITY*

Hayward's 2019 Greenhouse Gas Emissions



Climate Action Plan Process

- #1 Baseline Inventory
- #2 Forecast Emissions
- #3 Adopt Target
- #4 Strategy Selection (Spring 2022: Community Activity)
- #5 Funding & Implementation
- #6 Monitor & Track Progress

Scan the QR code to tell your Climate Story.

Please send all climate questions and comments to: environment@hayward-ca.gov

Climate Change Impacts

- Higher Temperatures
- Extended Periods of Drought
- Increased Risk of Wildfire
- Intese Rain and Flooding
- Damage to Property
- Poorer Human Health
- Worsened Air Quality Problems
- Higher Energy Costs

*The City of Hayward's goals are to reduce emissions by 55% by 2030 and achieve carbon neutrality by 2045. Carbon neutrality means net zero community GHG emissions by reducing existing GHG emissions and balancing remaining emissions using new technology and strategies.

SAFETY, HAZARDS, AND ADAPTATION IN HAYWARD

The Safety Element will cover hazards related to Seal Level Rise, Floods, Tsunamis, Earthquakes and Wildfires.

How to Get Involved and Learn More

The City of Hayward is updating key elements of the City's General Plan and we want to hear from you! This website provides all the information you will need to stay up to date and provide feedback on the project, including upcoming community events, City public meetings, reports and resources, and other opportunities.

For more information scan the QR code to visit our website!

Earthquakes

An earthquake is a sudden and violent shaking of the ground caused by the earth's crust moving. An earthquake may cause events, including tsunamis, landslides, and liquefaction.

Urban flooding

Urban flooding, is flooding that occurs after periods of extended, high intensity rainfall in developed, populated areas.

Rising Sea Level

Sea Levels, which are impacted by global warming, are projected to rise by at least 55 inches during the next 100 years. As sea levels rise, the Hayward shoreline, as well as industrial, commercial, and residential areas along creeks and drainage ways, will become more and more vulnerable to water inundation during both normal high tides and flooding during major storm events.

To learn more about potential impacts of sea level rise in Hayward, please read the Hayward Regional Shoreline Adaptation Master Plan.

https://www.hayward-ca.gov/shoreline-master-plan

Tsunami

A tsunami is a long high sea wave caused by an earthquake or other disturbance.

Wildfires

A wildfire is an unplanned, unwanted, uncontrolled fire in an area of combustible vegetation starting in rural areas and urban areas.

Please send all Safety Element questions and comments to: housingelementupdate@hayward-ca.gov

Bilingual Informational Gallery Event

The City prepared an interactive, in-person, mobile gallery with posters in English and Spanish on the topics of history of Hayward, the Housing Element, the Climate Action Plan, Environmental Justice and Hazards to provide people with the opportunity to learn about the project on their own time. The housing element poster explained the housing crisis, what a Housing Element is, chapters included in the Housing Element, how the Housing Element helps with the housing crisis, and statistics of housing in Hayward through a visually-appealing poster. Gallery event posters included Spanish translation and a QR code where participants could go to the project website for additional information. Starting in January 2022, the galleries were placed at the Downtown Hayward Library, City Hall and were used at events at the Farmers Market, BART, the NAACP Offices, Chabot College, and the Alameda County Transportation Offices which has approximately 400 Hayward employees.

NAACP Events

On April 30, 2022 and May 21, 2022, City staff attended community meetings at the Hayward NAACP Branch Office, located at 1218 B Street. The Hayward NAACP meetings provided an opportunity for African Americans and other minorities to learn about the Housing Element and to provide input on some of the issues they are facing in trying to secure affordable, quality housing in Hayward. The April 30 event was attended by approximately six people and the May 21 even was attended by approximately 40 people. In addition, staff from the Housing Division presented information on housing resources and assistance for people who may need some assistance in paying their rent and utilities due to the COVID-19 pandemic. Community comments received at these events included concerns about access to affordable housing and transportation options, limitations on rent increases, not requiring stringent background and credit checks for rental housing and subsidized housing specifically, and general inquiries about rental and mortgage assistance programs.

Hayward Promise Neighborhood

On May 21, 2022, City staff attended a Hayward Promise Neighborhood (HPN) community meeting at Tyrrell Elementary School on May 12, 2022. The HPN was established with a federal grant from the US Department of Education, and it supports a collaborative partnership between government agencies, non-profits, businesses, and educators to support residents and students who attend partner schools within the Hayward Unified School District. The HPN provides comprehensive, high-quality educational and social support to ensure the long-term health, safety, and economic well-being of the Jackson Triangle and South Hayward Harder-Tennyson neighborhood.

There were approximately seven people in attendance from the Community Childcare Council of Alameda County who live and work in Hayward as well as mothers whose children attend Tyrell Elementary School. The majority of attendees spoke Spanish and translation services were provided. General comments from the attendees included:

- Widespread concern that the cost of housing is too high.
- Request to apply for and be eligible for affordable housing opportunities as they become available in the community.
- Request for first time homebuyer's programs
- Request for landlord/community meetings to discuss housing problems and tenants' rights.
- Concerns about the neighborhood and safety including a concern about the high number of liquor stores in South Hayward compared to other parts of Hayward; increasing safety for pedestrians including pedestrian crossings and street lights; and, concerns about increases in homeless individuals within neighborhoods.

Housing Element 101 Informational Meetings with Committees, Planning Commission, and City Council

In the Fall of 2021, the City held Housing Element 101 informational meetings for the Housing and Homeless Task Force, the Planning Commission, and City Council to notify the public and decision-makers about the Housing Element Update. At the meetings, City staff provided an overview of recent State Laws, took comments on updates to the Affordable Housing Ordinance and introduced the Housing Element process. The meetings were public workshops and posted on publicly available agendas. While members of the public attended the meetings, there were no public speakers on the item. Task Force, Planning Commission, and Council comments centered on the following topics:

- Prioritize Housing Element outreach to underserved and hard to reach groups by getting out into the community; conduct outreach at schools and colleges; work with advocacy groups to reach special needs groups to determine actual housing issues and needs; and ensure that materials are translated into other languages.
- Keep equity and Affirmatively Furthering Fair Housing goals at the center of the project. Include policies to expand fair housing, reduce racial and income segregation, increase affordable housing opportunities, and use the housing element to educate about past policies such as redlining and housing discrimination.
- Focus on housing affordability and how to make high density housing more livable.
- Explore creative opportunities, actions and programs around financing affordable housing.
- Describe the barriers to market rate and affordable housing development and discuss ways the City can reduce barriers to development.

Individual Meetings and Focus Groups

January through May 2022, City staff met with representatives from various advocacy and interest groups including Community Resources for Independent Living (CRIL), the Hayward Promise Neighborhood, and NAACP to notify and partner with the groups to get the word out about the Housing Element Update.

On June 10, 2022, the City conducted a focus group with CRIL consumers. While CRIL advertised the opportunity widely, a total of four individuals participated and provided insights into the combined issues of housing and transportation accessibility for individuals with disabilities. Three of the individuals are renters and one is a homeowner who works with CRIL consumers. Specific issues raised during the focus group included: the high cost of housing, particularly for individuals on fixed incomes; the need to live with roommates, caregivers or others to assist with the activities of daily living; difficulty accessing and navigating public transportation and rideshare systems to get to work, doctor appointments and other locations; the desire to see infrastructure improvements (sidewalks, trails, open space and parks) built to be accessible to individuals with disabilities; the desire to see affordable housing constructed in close proximity to commercial and service uses; and, ensuring that landlords maintain and upgrade buildings to ensure accessibility for all individuals.

The City will continue to reach out to various groups to see if there is an interest in conducting additional focus groups.

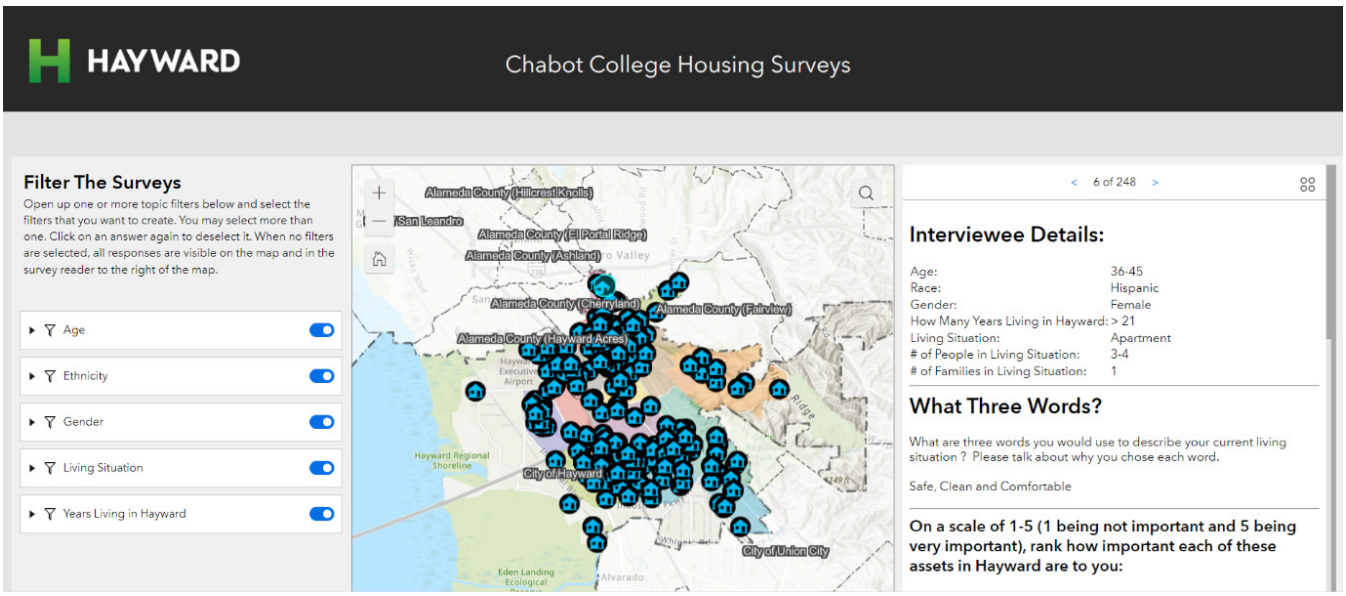
Community Partner: Chabot College

Chabot College is a public community college in Hayward, as part of the Chabot-Las Positas Community College District. Chabot College has served the communities of Hayward, Union City, San Leandro, Castro Valley, San Lorenzo, Ashland, Cherryland, Fairview, and Sunol for over 50 years, and is a nationally recognized leader in community college innovation of education experiences.

The City contracted with Chabot College to have students from two English classes interview Hayward residents around the issues of housing including housing conditions and concern about eviction or not being able to pay mortgages; experiences with neighbors; experiences with discrimination; perceptions of concentrations of poverty within Hayward; perceptions of homelessness; experiences of environmental pollution; rankings of importance for schools, transit, jobs, retail, libraries and other community assets; and hopes and dreams for the future. The students interviewed 388 Hayward residents and the responses were mapped by the City's Geographic Information Systems technicians and is available at **maps.hayward-ca.gov**. The interviews are summarized in Attachment A and quotes from the interviews are included throughout this document. Figure 1 shows the location of interviewees that participated in the housing survey.

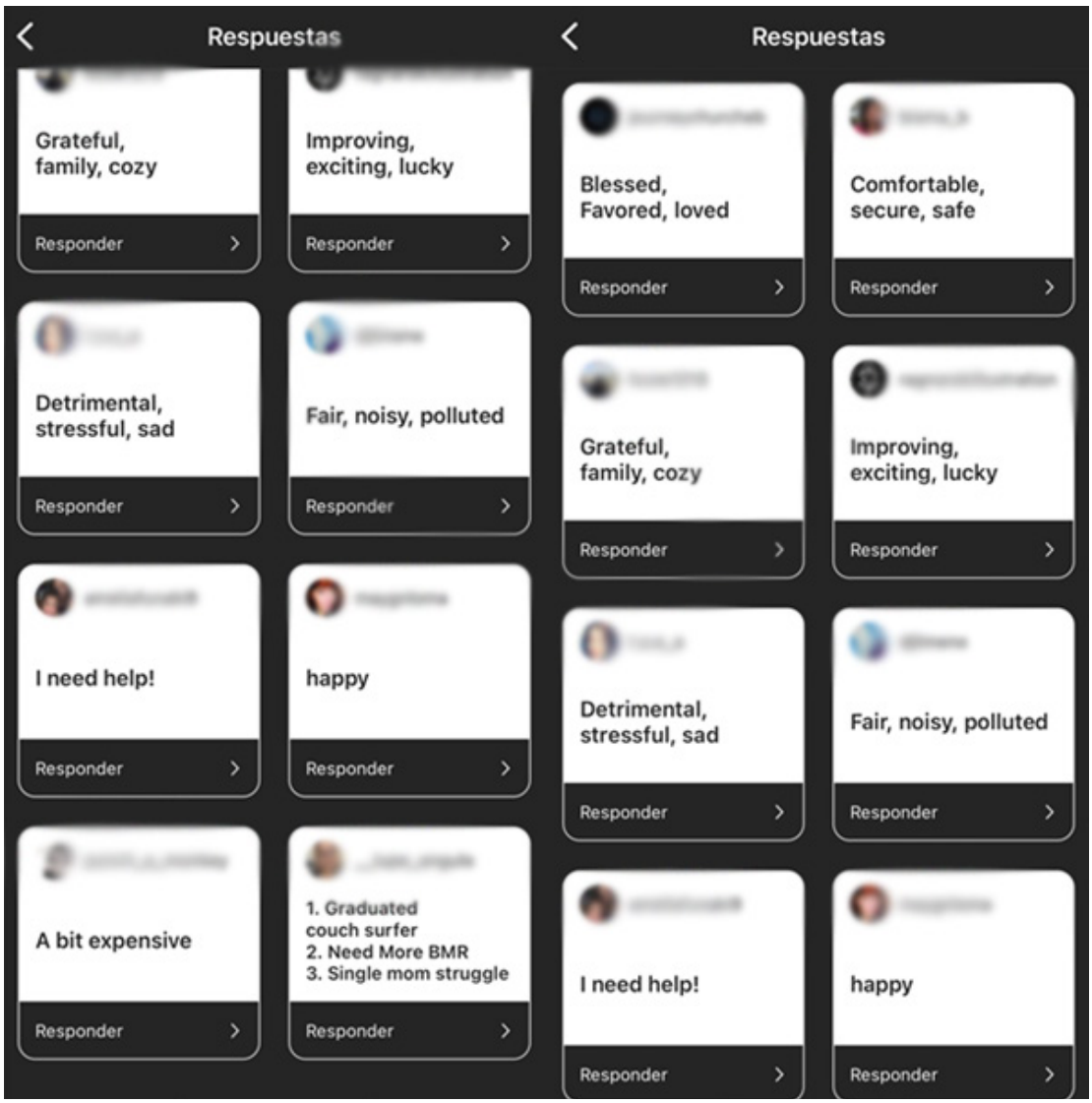
On April 25, 2022, City staff attended an event at Chabot College where professors and approximately 30 students discussed topics related to housing, gentrification and displacement, pollution and dumping, and other findings from the interviews. Both interviewers and some interviewees attended the meeting to listen to student presenters. City staff present at the event were able to provide translation services as needed.

Figure 1 – Chabot College Housing Surveys



Project Website

To further facilitate the distribution and gathering of information, the City created a separate project website dedicated to the Housing Element update. The project website provided detailed background information on the Housing Element, frequently asked questions, links to upcoming and past event materials, links to articles and videos on the topics of Housing, Climate Change, Environmental Justice among other resources. The videos on housing included such as the legacy of redlining, the History of Russell City in Hayward and explainers on zoning among other topics (**https://haywardhousingandclimateupdate.com/learn-more/**). Project materials associated with the Housing Element update were regularly posted on the project website, including documents from the gallery event, information for upcoming events, and virtual workshop PowerPoint presentations and video recordings. A link on the website enabled people to sign up for project email updates and provide comment at any time throughout the project process.



To encourage public engagement and to connect the Housing Element work to people's lived experiences, the City posted a story on Instagram asking Hayward residents what three words they would use to describe their housing situation and added a banner on the project website directing people to share their "three word stories" around their housing situation in Hayward.

The input provided through Instagram and project website included the following:

- "Not Senior Friendly"
- "Noisy, Dirty, Congested"
- "Real Bad Mold"
- "Things Getting Worse"
- "Blessed, Loved, Expensive"
- "Own, Respect, Blessed"
- "Comfortable, Inaccessible, Cost-Effective"
- "Pretty Darn Good"

The three-word theme was carried through the interviews conducted by Chabot students which are included as an attachment to this report.

In addition to the three-word stories, people posted general comments through the website that encompassed the following themes:

- A desire to see more assisted living options and deed restricted low-income housing for seniors.
- A desire to see more high density and mixed income housing near transit.
- An ordinance to prevent smoking in multi-family residential complexes.
- Concern around increased air pollution related to traffic and questions about how the City and region will provide water necessary for increased housing and population given the ongoing drought in California.
- A letter from YIMBY/Greenbelt Alliance urging the City to consider rezoning to allow for higher density development.
- A letter from a consortium of various community-based organizations providing guidance and recommendations on public participation.
- A letter from a Hayward resident and UC Berkeley graduate student commenting on AFFH requirements, the City's Balancing Act tool and assumptions related to development in certain areas, and general comments on counting ADUs and other sites in the inventory.

The project website is available at: **https://haywardhousingandclimateupdate.com/**.

Balancing Act: Housing Sites Simulation

The City made available a housing sites simulation from April 8, 2022 to May 13, 2022. The sites simulation gave the public an opportunity to provide comments and recommendations relating to housing in Hayward. The activity was sent out via email lists to interested parties and was advertised on the City's social media and website. There were 19 participants that provided 44 comments on 1,722 potential housing sites. The input provided by the participants is included in Table 1. Input gathered through this activity was used to guide the City's site selection process.

Table 1 – Balancing Act Simulation Summary

FOCUS AREA	RECOMMENDATIONS
Caltrans Corridor	▪ Build higher density housing in South Hayward near BART station ▪ Create a pedestrian-friendly, transit-oriented "Main Street"
Downtown Area	▪ Build high-density residential development ▪ Encourage walkability to dining, entertainment, and services in Downtown while also promoting new housing development ▪ Remove parking minimums because of walking distance to BART station
Mission Boulevard	▪ Revitalize the area due to empty and underutilized lots ▪ Concern regarding limited resources and opportunities for walkability ▪ Build affordable housing or homeless shelter in the area
Residential and Mixed-Use Area	▪ Add more housing in North Hayward ▪ Include mid-density townhomes around commercial development and amenity hubs, since Hayward has a lot of infill sites
Citywide	▪ Prioritizing residential development on empty lots first ▪ Concern about the identified locations generally requiring cars for transportation due to limited public transit ▪ Increase density along major corridors, including Tennyson and Industrial, to encourage small businesses and public transit use ▪ Limit residential development near the hills because of earthquakes and landslides as well as areas located near the shore because of climate change-induced sea level rise

Housing Survey

The City prepared and distributed Surveys inquiring about housing, access to resources, and experiences with discrimination to all individuals in the City of Hayward. The project website hosted an online housing survey for 60 days (from January 10 to March 10, 2022). The surveys were translated into Spanish and Mandarin. To encourage participation, the City advertised a drawing for five $50 Hayward business gift cards for individuals who completed the survey. There were 64 survey participants (60 surveys completed in English, 3 surveys completed in Spanish, and 1 survey completed in Chinese). The input provided by the participants included the following major themes:

- **High Cost:** Difficulty finding affordable housing, paying the deposit for rental housing, and monthly rental housing costs were identified as housing challenges personally experienced by survey participants.
- **Housing Accessibility:** Affordability, homeownership, and availability of housing were identified the most urgent housing issues in Hayward.
- **Need More Homes:** Entry level or starter homes, co-living housing, apartments, and condominiums were identified as housing types needed in Hayward.
- **Housing Types:** Mixed support of diversifying housing types and increasing housing overall in Hayward.

City Council and Planning Commission Study Session

On June 23, 2022, the Planning Commission held a Work Session on the draft Housing Resources, Inventory and Housing Plan of the 2023-2031 Housing Element. At that meeting, the Commissioners asked clarifying questions such as how many properties on the sites inventory are publicly owned, how many units are at risk of conversion from affordable to market rate housing during the next cycle, whether the sites inventory identified tenure of housing units, and the technical definition of "cost burdened." One Commissioner voiced concerns about the loss of local control due to recent State Laws. Other Commissioners suggested that the City Council consider ground leasing publicly owned properties to developers rather than selling the land; voiced a desire to see mixed income and mixed tenure projects so that low- and moderate-income households could have the opportunity to purchase homes; and said that education and outreach related to resources and assistance should remain a major priority in the next cycle. One member of the public spoke and agreed that resources should be allocated to a mix of rental and ownership opportunities at all levels of affordability.

On July 5, 2022, the City Council held a Work Session on the Housing Resources and Inventory and Housing Plan. At that meeting, Councilmembers asked questions about specific sites and how the inventory was derived; expressed a desire to protect industrial and commercially zoned land; asked general questions about the RHNA and the numbers in Hayward relative to the region and the area median income of Hayward versus the region; examine eviction rates, foreclosures and understand the investors who are purchasing housing in Hayward; recommended that the City partner with Chabot College and Cal State East Bay to expand housing for students; wanted to ensure the Housing Element prioritized seniors and other households on fixed incomes; and, expressed concerns about the ongoing drought and impacts of water supply on potential development.

At that meeting, four members of the public spoke about the need for affordable housing; opportunities for low income households to be able to purchase homes; additional housing for seniors and individuals with disabilities and special needs; the desire to see complete streets, services and assistance for individuals with disabilities and special needs; and, a concern about displacement. One individual representing the Carpenters Union asked the City Council to adopt a policy in the Housing Element requiring developers to use union labor that provide apprenticeship programs, retirement and health benefits.

Draft Housing Element Available for Public Input

Placeholder.

2. Housing Needs Summary

July 2022

2. Housing Needs Summary

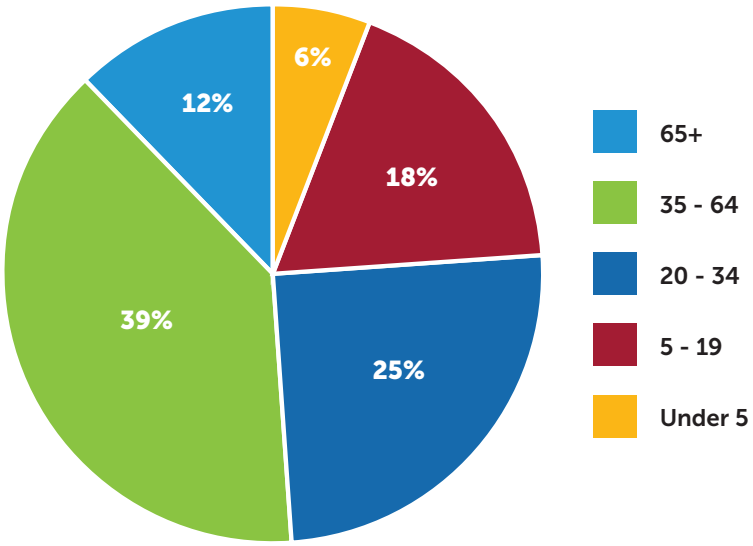
2.1 INTRODUCTION

The primary goal of the housing element is to ensure adequate housing for all of Hayward's present and future residents. Housing needs are determined by the City's population and its existing housing stock. An assessment of the demographic, socioeconomic, and housing characteristics in Hayward is required to help the City effectively target its programs and resources toward households with the greatest need. This chapter discusses the characteristics of Hayward's population and housing stock to identify the extent and context of unmet housing needs in the city.

2.2 POPULATION TRENDS

Hayward's population is both growing and shifting. Since 1990, Hayward's population grew by 44 percent. Along with the increase in population size, Hayward has become increasingly diverse. Groups with the largest percent growth are Hispanic/Latino, followed by Asian residents. In addition to the diversification of the population, age groups have also shifted. From 2000 to 2019, older aged adults 65+ have increased by 35 percent. Adults aged 35-64 also grew by 27 percent, marking a steady increase of median age of 31.9 in 2000, to 35.5 in 2019. Conversely, those under 5 years old dropped by almost 13 percent. In addition, those aged 5-19 years decreased by nearly 8 percent. Residents in Hayward are typically increasing in age, while the City's younger age groups are also steadily declining.

AGE CHARACTERISTICS



Source: Bureau of the Census, 2000. Bureau of the Census, 2010. ACS, 2019.

RACE & ETHNICITY

NON-HISPANIC WHITE (16%) | AFRICAN AMERICAN (9%) | ASIAN (27%) | NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER (2%) | HISPANIC / LATINO (40%) | AMERICAN INDIAN OR ALASKA NATIVE (<1% [.4%]) | OTHER RACE OR 2 OR MORE RACES (5%)

Source: Bureau of the Census, 2000. Bureau of the Census, 2010. ACS, 2019.

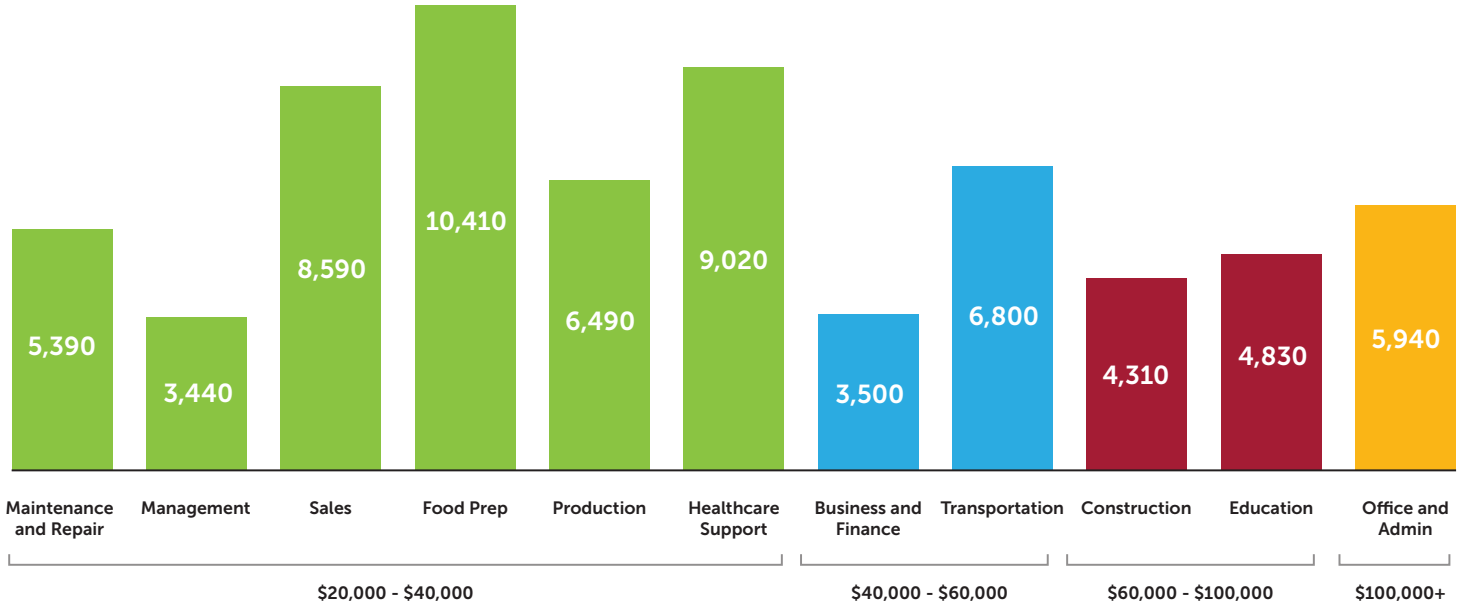
2.3 EMPLOYMENT TRENDS

Housing affordability should be informed by the types of jobs and income levels of those residing in Hayward. Housing that meets the needs of local residents is important for increasing the quality of life by reducing commute times to travel to and from work destinations. Incomes associated with different types of jobs and the number of workers in a household determines the type and size of housing a household can afford. Those earning more at higher-paying jobs can afford broader housing opportunities, while those with lower-paying jobs have limited housing options. In addition, employment growth can increase the housing needs and demand.

With proximity to major transportation corridors to major firms throughout the San Francisco Bay region, Hayward is attractive to major firms in bio-medical and industrial corporations like Baxter Bio Pharma, Illumina, Plastikon Industries Inc., and Kobe Precision among others. In addition, public employers are popular employers including the Alameda County Sheriff's Department, California State University East Bay, Hayward Unified School District and the City of Hayward.

In recent years, employment trends are changing. From 2000 to 2019, the manufacturing sector fell by 5 percent, whereas the education/health/services sector had overtaken manufacturing as the largest percentage of workers in the city. Nearly one-third of the residents are employed in either education/health/services or professional services.

HAYWARD TOP EMPLOYER SECTORS: NUMBER OF JOBS AND MEDIAN WAGE (2020)

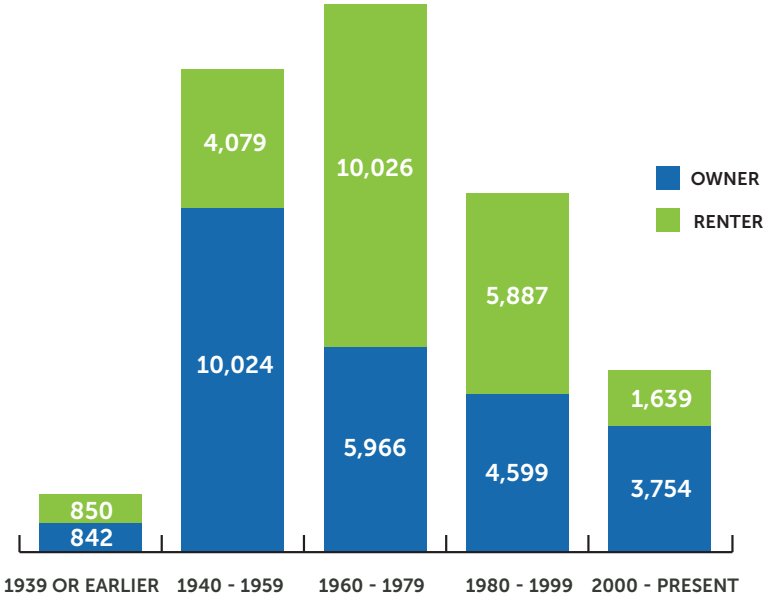


Source: City of Hayward Displacement Study, 2020

2.4 HOUSING STOCK

Growth in population is outpacing the available housing stock in Hayward. From 2000 to 2019, the number of housing units built grew by 9 percent while the total population grew by nearly 18 percent. The term "tenure" refers to whether a unit is owned or rented. typically Since the 1990s, there has been a steady decline in construction of units is ownership development. This indicates that supply is not keeping pace with demand, and that a large portion of housing is likely in need for rehabilitation or repair due to gradual physical deterioration over time because housing over 30 years old is more likely to have rehabilitation needs. Additionally, over 56 percent of the housing units built since 2000 has been ownership housing resulting in fewer housing opportunities for households where homeownership is inaccessible.

HOUSING UNITS BY YEAR BUILT

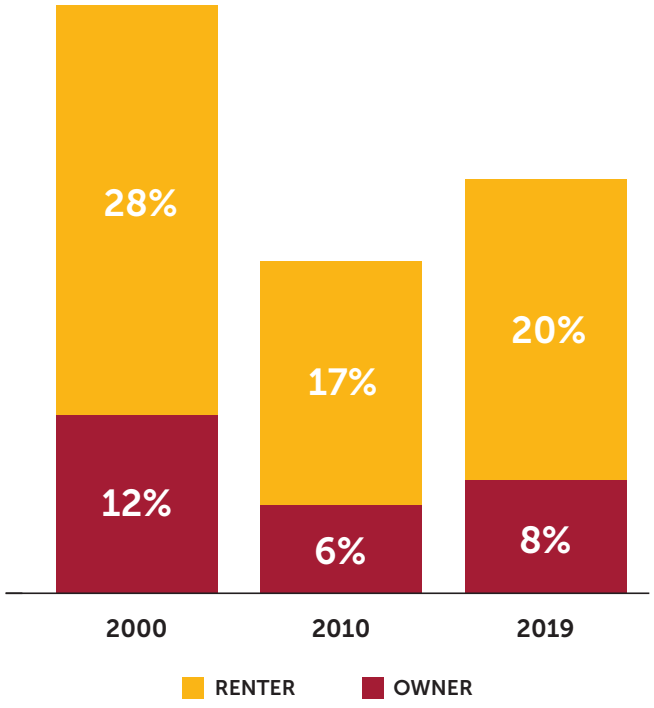


Source: American Community Survey 2015-2019

2.5 HOUSEHOLD CHARACTERISTICS

Household composition also influences the housing needs of a community. Individuals living alone have different needs than families who require more space or larger housing units. Though the number of households has remained relatively constant since 2010, family households married with children declined by 13 percent from 2000 to 2019, while single-person households increased by nearly 16 percent in this timeframe. In addition, only 20 percent of the rental units in the City are 3 bedrooms or more while 79 percent of ownership housing is 3 bedrooms or more. The lack of rental housing for large families contributes to overcrowding.

PERCENT OF OVERCROWDED RENTER AND OWNER HOUSEHOLDS



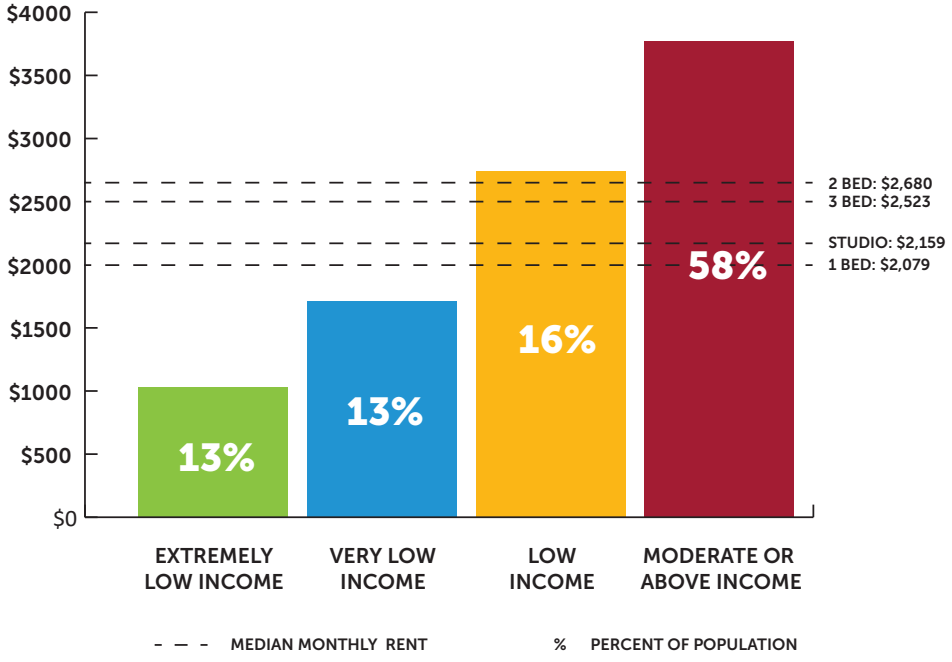
Source: Bureau of the Census, 2000 Census; American Community Survey, 2006-2010 and 2015-2019.

Households may also experience varying difficulties in affordability and housing problems based on tenure. Slightly less than half of Hayward's households are renters. Renters are more vulnerable to housing issues and are often the first to be priced out of communities, experience cost burden, or be forced into households in overcrowded or substandard conditions. To alleviate rising costs, households double-up or rent rooms, which results in overcrowding. In part, this is due to increasing rents over time, as opposed to homeowners locking in monthly payments for the duration of the mortgage as they build equity. Stagnant and low-income wages coupled with increasing rents decreases disposable income to meet basic needs and save for financial goals which exacerbates the wealth gap between renters and homeowners. In addition, overcrowding tends to accelerate the physical deterioration of housing.

2.6 HOUSING AFFORDABILITY

From 2015 to 2020, home values increased by 41 percent, and median monthly rent is commonly above $2,000 per month. These costs are out of reach for residents, specifically those with very low income or low income. As a result of high home values and rents, residents have less to spend on other basic necessities. For housing to be affordable, a household should not pay more than 30 percent of their pre-tax income on housing. If households spend more than 30 percent on housing, they are cost burdened. Similarly, households paying 50 percent or more of their income on housing are considered to be severely cost-burdened. Being overburdened by rent can lead to overcrowding, substandard living situations, and lack of

HOUSING AFFORDABILITY BY INCOME LEVEL COMPARED TO MEDIAN MONTHLY RENT



Source: HUD; Comprehensive Housing Affordability Strategy (CHAS), 2014-2018.

money to spend on basic necessities such as food, education, or healthcare. Across all income levels, renters that are severely cost-burdened comprise a higher percentage of households than homeowners that are severely cost-burdened. In Hayward, half of renters are cost burdened, compared to 30 percent of household owners that are cost burdened.

	Alameda
Townhouse	
Median sales price	$834,800
Annual income needed to afford mortgage	$161,350
Single-Family	
Median sales price	$1,204,300
Annual income needed to afford mortgage	$229,220

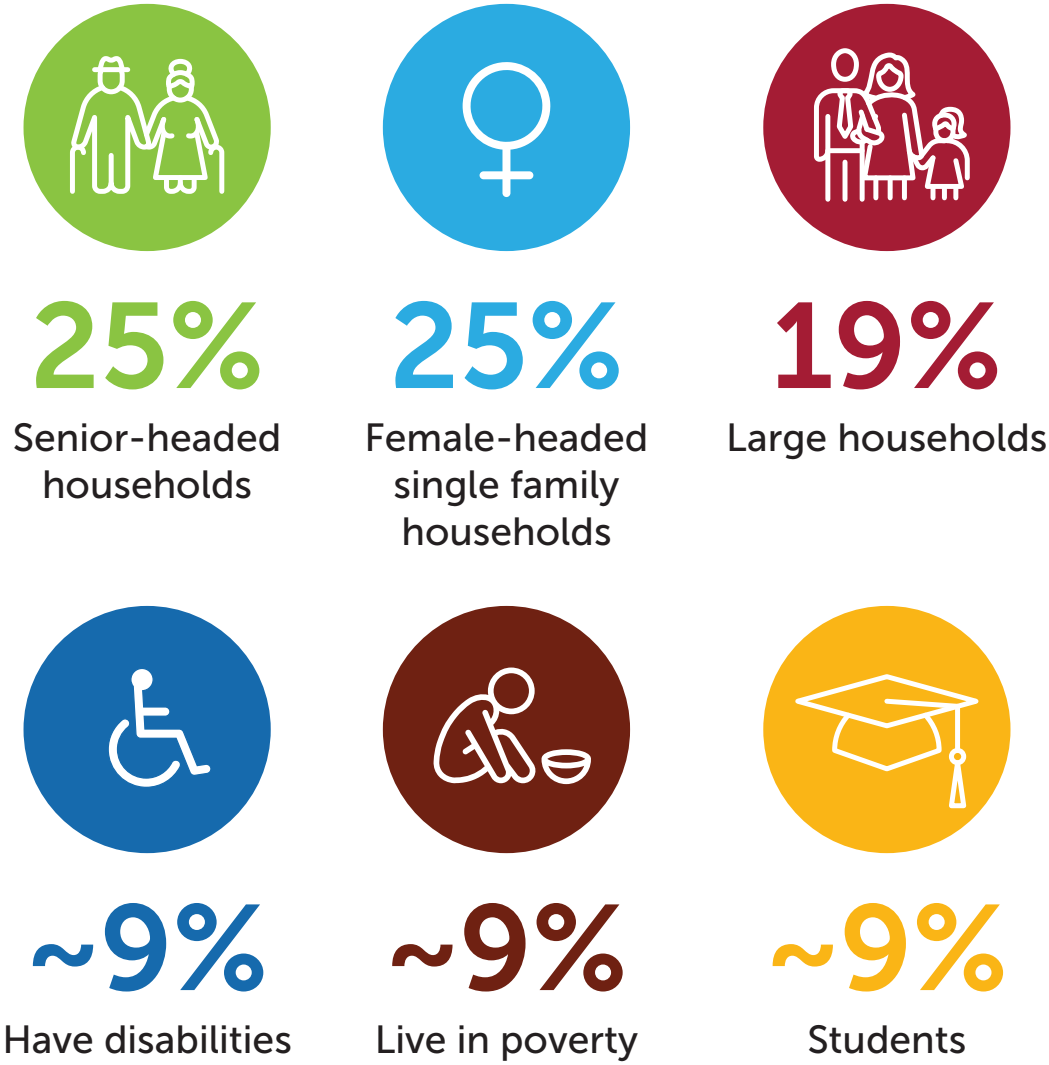
“I feel like people look down on me as a single father and my situation with the kids. I always feel like people always have an opinion about me and how I handle living with two kids.

– Jabar,
Cross Streets: Amador St & Elmhurst St
Age: 36-45

2.7 SPECIAL GROUPS

Certain segments of the population may face more difficulty in finding decent, affordable housing due to their needs and circumstances. Special needs may be related to employment and income, family characteristics, disability, or household characteristics. Special accommodations may be required for these groups such as on-site supportive services, or unique building design. For example, many seniors live on a fixed income, making it difficult for seniors to maintain housing as rents increase. Single-parent households, most of which are female-headed, require special considerations because they often experience a higher housing cost burden relative dual income households.

Considerations for special groups including seniors, single-parent households, people living with disabilities, people living below the poverty line, and college students should be taken to ensure housing opportunities are created that meet their needs. Large households are those with 5 or more persons living in the household, and often find it difficult to find housing that accommodates the necessary number of bedrooms if the housing market does not meet their needs. This can lead to overcrowding for these larger households. These special groups may be assisted by an increase of affordable housing especially near services such as community centers, grocery stores, commercial businesses, and public transportation.



Source: American Community Survey (ACS), 2015-2019

In Hayward, 27 percent of households are senior headed households, 25 percent are female-headed single family households, 19 percent are large households, and around 9 percent have disabilities, around 9 percent are living in poverty, and around 9 percent are students.

2.8 DISPARATE IMPACTS

Historically, racist lending and property insurance policies, zoning requirements, and criminal records policies have excluded people from housing opportunities and choices solely based on a person's race or color of their skin. Today, these discriminatory practices are referred to as disparate impacts, and are still prevalent today and further discriminate against someone's disability, religion, sexual orientation, or familial status. The Fair Housing Act prohibits discrimination in housing and housing-related services and works to ensure that every person be treated with respect and dignity and ultimately have an equal right to housing.

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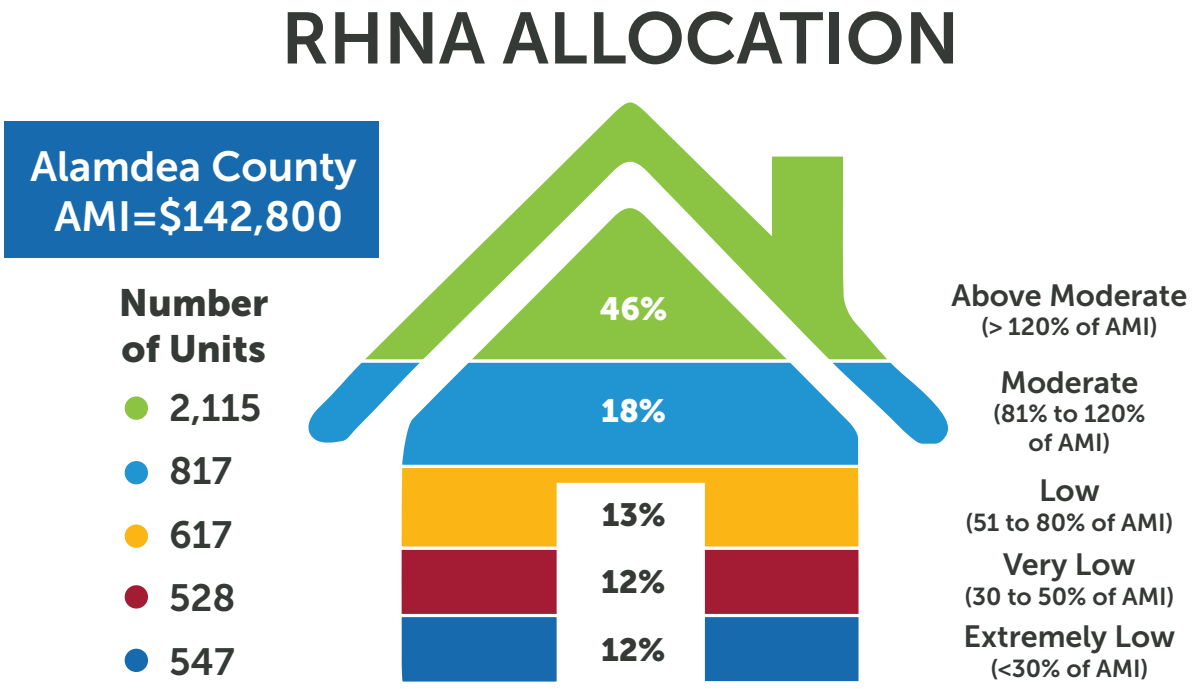
3. Projected Housing Needs

3. Projected Housing Needs

3.1 INTRODUCTION

State Housing Element Law (Govt Code 65580 et. seq.) requires regional Metropolitan Planning Organizations (MPOs) to identify each member jurisdictions' "fair share allocation" of the RHNA provided by HCD. Each city and county must demonstrate their capacity to accommodate their local share of regional housing needs in the community's housing element. Each jurisdiction holds the responsibility for meeting their RHNA numbers.

The Association of Bay Area Governments (ABAG), the MPO for Hayward, adopted its 6th cycle RHNA Allocation Methodology in December 2021. Each local government must demonstrate how it will accommodate the RHNA in the Housing Element by 2023. ABAG considered several factors for determining the allocation, which weighed both projected and existing housing need. Projected need of housing was informed by household growth, future vacancy need, and replacement need, while existing need considered transit accessibility, jobs accessibility, and residual need in disadvantaged communities weighing factors such as overcrowding. The distribution of the RHNA across all four income categories factored in a social equity adjustment, which allocated a lower portion of lower-income RHNA jurisdictions that already had high concentrations of such households in comparison the County, and inversely, allocated a greater proportion of said households to jurisdictions lacking an existing concentration of lower-income households. The social equity adjustment also includes the goal to Affirmatively Further Fair Housing (AFFH), which adjusted the distribution of RHNA in jurisdictions either very low or very high resource areas.



Projected housing needs are broken down by income level categories based on definitions in the California Health and Safety Code (Section 50079.5). HCD calculates these limits as "extremely low," "very low," "low," "median," "moderate," and "above moderate" and publishes these at the county level. Hayward's 2023 income limits are shown in graphic below.

Hayward's share of regional future housing needs is 4,624 total units for the January 2023 through January 2031 planning period. In the prior planning period, Hayward was allocated 3,920 housing units during the 2015-2023 5th Cycle Housing Element. The current 6th Cycle RHNA for the planning period of 2023-2031 represents an increase of approximately 18 percent over the previous RHNA cycle.

While the City is not responsible for the actual construction of these units, the City is responsible for ensuring that there is adequate land zoned to accommodate the housing allocation and for creating the regulatory framework in which the private market could build the number of units and unit types included in the RHNA allocation. This includes the creation, adoption, and implementation of policies, zoning standards, municipal code changes, and/or economic incentives to encourage the construction and feasibility of various types of units.

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4. Housing Resources

4. Housing Resources

4.1 INTRODUCTION

The following section provides a summary of vacant or underutilized land available to accommodate future housing, an overview of the resources available to support continued development, preservation, and rehabilitation of housing in Hayward. The full Sites Inventory analysis is located in Appendix C. This section also includes a list of federal, state, and local programs that provide financial assistance to support the City in meeting its housing goals.

4.2 LAND RESOURCES

A critical part of the Housing Element is the Sites Inventory, which identifies a list of sites that are suitable for future residential development. State law mandates that each jurisdiction ensure availability of an adequate number of sites that have appropriate zoning, development standards, and infrastructure capacity to meet its fair share of the regional housing need at all income levels. This inventory of sites is a primary tool that assists in determining if a jurisdiction has enough available land to support its RHNA, given the current regulatory framework.

The City's available land and adopted Land Use Element of the General Plan offers adequate capacity to accommodate the City's RHNA for all income categories. Zoning code amendments and rezoning is not necessary to implement the RHNA allocation. New residential development in the City of Hayward is expected to occur primarily in the areas covered by the Downtown Specific Plan, Mission Boulevard Specific Plan, and Former Route 238 Corridor which are in close proximity to commercial services and high frequency transit and allow for high density development.

"My biggest dream is to have a granny unit in my back yard as there is enough space...to bring this dream to reality, I need enough funds and go through all the city ground rules to make it happen. I might have to have a second plan if the above doesn't work out.

– Geovanni,
Cross Streets: Eldridge Ave & Inglewood St
Age: 56 and older

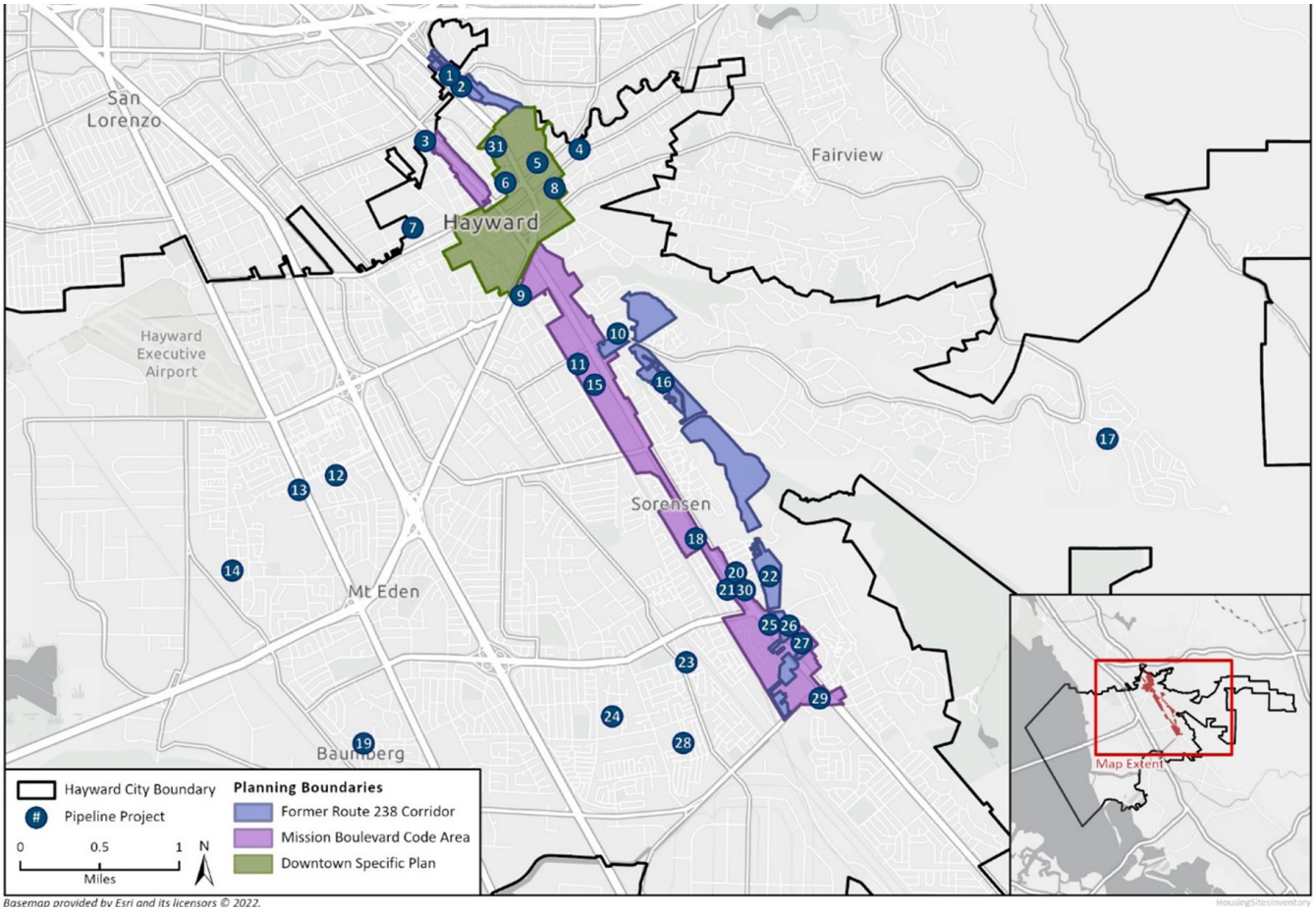
Accessory Dwelling Units

The City has seen an increasing activity of junior and accessory dwelling units (J/ADUs) since State laws passed in 2018 that facilitated the development of these secondary units. Given the increasing permit applications for J/ADUs in Hayward, this Housing Element assumes credits of J/ADUs towards the City's RHNA. Assuming that annual J/ADU permits will average 40 units per year, the City assumes a total of 320 ADUs that will be permitted between 2023 and 2031. The annual projection comes from the average number of permitted ADUs between 2018 and 2021 in the City.

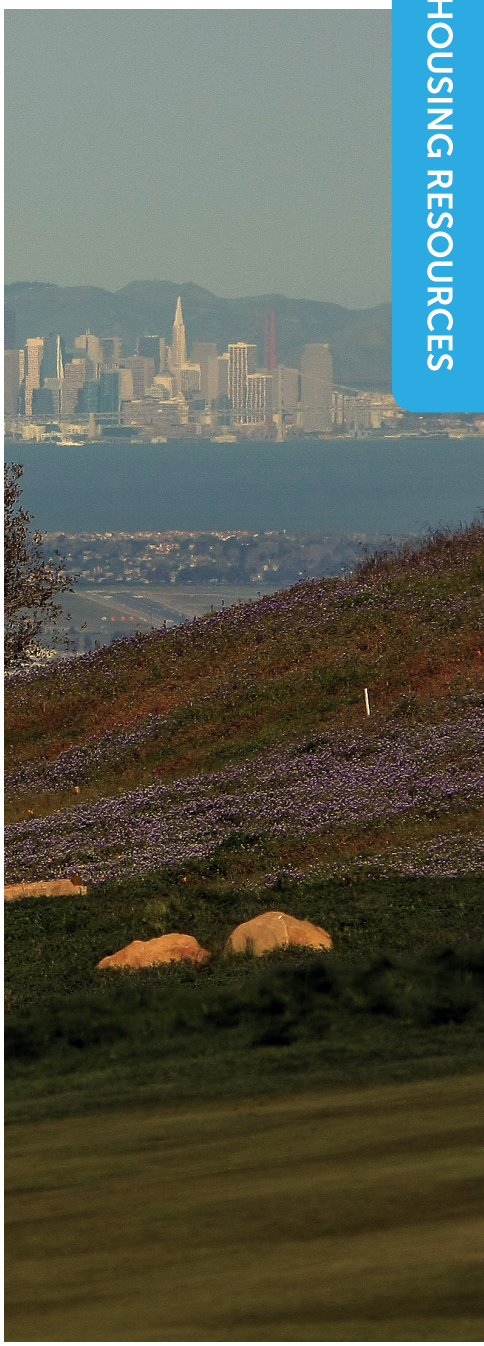
Entitled and Proposed Developments

The Housing Element can apply units in pipelines projects towards RHNA if it can be demonstrated that the units be built by the end of the 6th cycle's planning period. The City has identified 1,895 units in 28 projects that have been planned, approved, or proposed but not yet permitted. Of these projects, 5 are 100 percent affordable, 13 projects have an affordability component in compliance with the City's Inclusionary Housing Ordinance, and 10 projects consist solely of market-rate units affordable to above-moderate households (see Table C-3 in Appendix C). These projects are generally clustered along the Mission Boulevard Code as well as within Hayward's Downtown. Figure 2 shows the geographic location of the projects currently in the pipeline in addition to Appendix C, Housing Resources.

Figure 2 – Pipeline Projects



Identification of Sites Suitable for Housing



New residential development is expected to occur primarily in the areas covered by the Downtown Specific Plan (DSP), the Mission Boulevard Code area (also known as Mixed Use Corridor PDA), and Former Route 238 Corridor. Development codes in these areas create a vision for resilient, safe, walkable, attractive neighborhoods and allow for high-density mixed-use development. Specifically,

- The DSP shifts from districts solely shaped by allowable uses to a more hybrid approach that accommodates more mix of uses and considers the physical character of development (building form, design, and function) that contribute to neighborhood quality and characteristic. This shift towards a form-based code is intended to provide increased predictability to property owners and developers throughout the development permitting process and achieve more compact walkable neighborhood environment. The Development Code develops PlaceTypes ranging from Neighborhood Edge, Neighborhood General, Urban Neighborhood, Downtown Main Street, Urban Center to achieve an integration of a multi-modal circulation system and new pedestrian oriented public spaces.

- The Mission Boulevard Code implements similar goals for compact and mixed-use development through the application of zoning districts to include: Corridor Neighborhood, Neighborhood Node, Corridor Center, Civic Space, and Planned Development, with applied zoning overlays to regulate portions of the corridor. These include Transit Oriented Development, Commercial Overlay Zone 1 and Commercial Overlay Zone2.

- Finally, Former Route 238 Corridor will accommodate large-scale, affordable mixed-use projects across the parcel groups. The City has entered into an agreement with Caltrans to dispose of the properties by 2027, thus the City retains ultimate control over the type, density, amenities and amount of affordable housing built on the Caltrans properties.

Estimation of Dwelling Unit Capacity

The Housing Element employs a comprehensive and iterative methodology to estimate dwelling unit capacity on a given parcel. As required by state law, the methodology must include sites that have a high potential to be developed with housing in the cycle, and reflect a reasonable estimate of the dwelling unit capacity of eligible sites that is informed by past trends and substantial evidence. In its methodology, State law has established "default" density standards for the purpose of estimating potential units by income range. In its methodology, the City assumed that realistic development capacity of the chosen sites is less than the full development capacity allowed by the parcel's zoning or land use designation; however, the City has reviewed and approved projects with Density Bonuses that exceed allowable density during the 5th cycle. See Appendix C, Table

C-3 for a table showing the percentage of development relative to the maximum density allowed for Planned, Approved and Pending Projects approved during the 5th Cycle Housing Element.

Steep slopes, protected wetlands or watercourses, open space and parking requirements, and irregularly shaped parcels all impact the ability to achieve the maximum density allowed on the site. Based on that finding, the City assumes the realistic capacity of the Sites Inventory to be 75 percent of the maximum density under the applicable zoning or general plan designation.

Dwelling Unit Capacity Under Current Zoning Code

Under the current zoning code, the City can accommodate a total of 3,504 total units on vacant or underutilized sites in the Downtown Specific Plan (DSP) Area, the Mission Boulevard Code, and Former Route 238 Corridor.

- Downtown Specific Plan – With the maximum allowed density of 110 units per acre, a total of about 20 acres can support the development of nearly 1,606 potential new units in the DSP.
- The Mission Boulevard Code supports varying densities ranging from 35-55 dwelling units per acre to 100 dwelling units per acre, accommodating the potential development of 1,424 new units.
- The Former Route 238 Corridor plan facilitates 510 the development of 510 new units, at the maximum of 35 dwelling units per acre to 55 dwelling units per acre on the remaining sites.

Table 2 shows the dwelling unit capacity of each planning area and Figure 3 shows the geographic locations of the vacant and nonvacant opportunity sites that have been identified as part of this Housing Element.

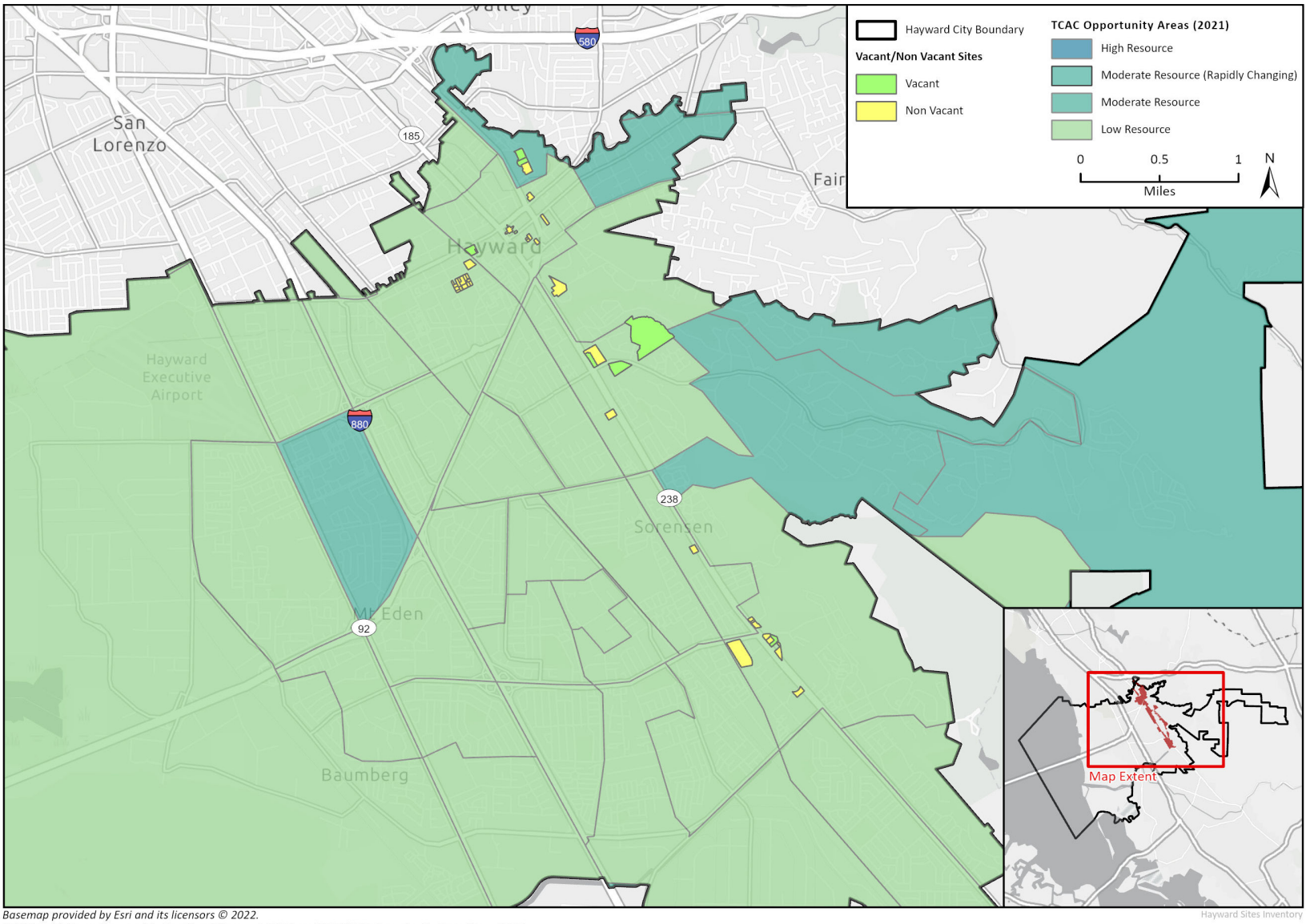
Table 2 – Current Zoning – Dwelling Unit Capacity

General Plan Land Use Designation	Acres	Number of Parcels	Maximum Allowed Density (dwelling units per acre)	Potential New Units
Downtown Specific Plan Area				
Central City – High-Density Residential (CC-HDR)	0.44	2	110	35
Central City – Retail and Office Commercial (CC-ROC)	19.19	27	110	1,571
Total	**19.63**	**29**	**-**	**1,606**
Mission Boulevard Code				
Corridor Neighborhood (MB-CN)	11.7	5	35 – 55	428
Corridor Center (MB-CC)	7.6	8	55 – 100	521
South Hayward BART Site - Planned Development (PD)	5.9	1	100*	439
Total	**25.2**	**14**	**-**	**1,388**
Former Route 238 Corridor				
Corridor Neighborhood (MB-CN)	4.9	1	35	
Sustainable Mixed Use (SMU)	10.0	1	55	412
Total	**14.9**	**2**	**-**	**510**

Summary of Adequate Sites

Based on the current zoning, the City has a surplus of development capacity of 1,095 units including pipeline projects, ADU assumptions, and include both vacant and underutilized sites. About 63 acres of land on 13 sites can facilitate the development of 1,607 lower income units based on the current densities permitted in the respective Zoning Districts resulting in a lower income unit surplus of 657 units. There is also the potential for 798 Moderate income units on 18 sites, resulting in a total moderate income unit surplus of 159 units. In the Mission Boulevard Code area alone, a total of 816 lower-income units can be developed on vacant or underutilized sites. The results of the residential Sites Inventory are presented in Table 3 and further detailed in Table A, Housing Element Sites Inventory of Appendix C, Housing Resources of the Housing Element.

Figure 3 – Opportunity Sites



Basemap provided by Esri and its licensors © 2022.
Additional information provided by City of Hayward, 2022 and TCAC/HCD Opportunity Area Maps, 2021.

Table 3 – Residential Dwelling Unit Potential and RHNA

	Lower Income	Moderate Income	Above Moderate Income	Total
RHNA Allocation	**1,692**	**817**	**2,117**	**4,624**
Planned and Approved Units	550	82	1,263	1,895
ADUs Anticipated	192	96	32	320
Remaining RHNA	**950**	**639**	**820**	**2,409**
Downtown Specific Plan Area	791	434	381	1,606
Mission Boulevard Code	816	164	408	1,388
Former Route 238 Corridor	0	200	310	510
Total Units on Vacant Sites	508	226	425	1,159
Total Units on Underutilized Sites	1,099	619	627	2,345
Total Units on Vacant and Underutilized Sites	**1,607**	**798**	**1,099**	**3,504**
Total Unit Surplus	**657**	**159**	**279**	**1,095**

4.3 FINANCIAL RESOURCES

The City of Hayward receives financial resources through government programs that encourage housing production that meets the needs of all income levels. These financial resources are intended to support cities and counties in streamlining processes for affordable housing development, subsidize rents, subsidize the development of rental and ownership housing, and preserving existing housing stock. In addition to government funding, the City implements programs using a variety of local funding including the Inclusionary Housing Fund, the Rental Housing Program Fund, and the General Fund.

Community Development Block Grant Funds

Through the Community Development Block Grant (CDBG) program, HUD provides funds to local governments for a range of community development activities. The primary CDBG objective is the development of viable urban communities, including decent housing, a suitable living environment, and expanded economic opportunity. Eligible activities must meet one of three national objectives: benefit low-and moderate-income families, aid in the prevention of slums or blight, or meet other urgent community development needs.

Hayward utilizes CDBG funds to stabilize neighborhoods, provide public services, and preserve and upgrade the existing housing stock. Annually, the City receives approximately $1.5M to meet these goals. In 2021, the City was awarded $2.1 million in CARES Act CDBG supplemental funding which was used to support programmatic work in response to the COVID-19 pandemic. Much of this programmatic work supported the city's most vulnerable communities and included Rent Relief Grants and shelter services for unhoused residents.

HOME Investment Partnership Program

Hayward receives an annual entitlement under the Alameda County HOME Consortium. HOME funds can be used for activities that promote affordable rental housing and lower-income

homeownership, including but not limited to: building acquisition, new construction, reconstruction, moderate or substantial rehabilitation, first-time homebuyer assistance, and tenant-based assistance. One federal priority for use of these funds is the preservation of at-risk housing stock. In 2021, Hayward was allocated approximately $482,000 in HOME funds.

SB2 Grants

In 2017, Governor Brown signed a 15-bill housing package aimed at addressing the State's housing shortage and high housing costs. Specifically, it included the Building Homes and Jobs Act (SB 2, 2017), which establishes a $75 recording fee on real estate documents to increase the supply of affordable homes in California. The number of real estate transactions will vary from year to year, and thereby the fees collected are expected to fluctuate.

SB2 Grants provide funding and technical assistance to help cities and counties prepare, adopt and implement plans and process improvements that streamline housing approvals and accelerate housing production. The City will be using these funds to achieve housing goals by completing three projects:

- Rezoning approximately 1,558 properties (approximately 289 acres) zoned Single Family Residential District to Medium or High Density Residential District to match the underlying General Plan designation and creating an overlay zoning district with CEQA review to up zone properties currently zoned for single family and create objective design and development standards to maximize unit potential and allow for a variety of housing types.
- Develop Objective Design Standards to allow for streamlining for compliant projects.
- Update the City's density bonus with CEQA clearance to allow for tiering. The City will explore ways to provide additional density bonus beyond state law requirements.

"I would wish Hayward city would come together to help homeless people to find work and shelter. Maybe if Hayward were to receive a grant from the government to help towards you know, people who are in need of housing. I mean, housing is expensive for anybody right now. Unless you're rich. You know, it's really hard to buy a house or else you have like a mortgage and that kind of stuff. People need to work together."

– Ernesto, Homeless
Age: 56 and older

Local Early Action Planning (LEAP) Grants

In the 2019-2020 Budget Act, Governor Gavin Newsom allocated $250 million for all regions, cities, and counties to do their part in meeting their identified community needs by prioritizing planning activities that accelerate housing production. With this allocation, HCD established the Local Early Action Planning Grant Program (LEAP) with $119 million for cities and counties. The City of Hayward is utilizing LEAP funding to accelerate housing production and implement the 6th Cycle Housing Element. These actions include:

- Prepare and adopt General Plan Updates (including the 6th Cycle Housing Element update, Environmental Justice Element and Safety Element);
- Develop innovative programs and policies that will be embedded within the updated Housing Element to fund housing development, ownership, and rental opportunities for all income levels and to provide housing-related services and programs for all segments of the population.
- Development an Accessory Dwelling Unit program that analyzes impediments to development of ADUs in Hayward and provide services and strategies to address those impediments.

4.4 ADMINISTRATIVE RESOURCES

This section describes administrative resources available to Hayward. These include building, code enforcement, housing programs, and partnerships with nonprofit organizations that help Hayward achieve the goals and objectives laid out in this Housing Element.

City of Hayward Planning Division

The Planning Division of the Development Services Department provides and coordinates development information and services to the public. Specifically, the Planning Division provides staff support to the City Council and Planning Commission in formulating and administering plans, programs, design guidelines and legislation for guiding the city's development in a manner consistent with the community's social, economic, and environmental goals.

The Planning Division is tasked with ensuring that land uses and new development in Hayward comply with City codes, the General Plan, City Council and Planning Commission

policies, and California law. Approval of projects through the planning process is required before the City issues grading or building permits. Advanced planning programs provided by the division include a comprehensive General Plan update (including periodic update of the Housing Element), preparing and amending specific plans and design guidelines, and conducting special land use studies as directed by the City Council.

City of Hayward Housing Division

The Housing Division of the City Manager's Office assists residents in identifying resources to help address their housing needs. The Housing Division oversees and implements the Residential Rent Stabilization and Tenant Protection Ordinance, the Tenant Relocation Assistance Ordinance, the Mobile Home Space Rent Stabilization Ordinance, the Affordable Housing Ordinance and the Housing Trust Fund. The Housing Division provides technical assistance including informational workshops to tenants, property owners, and developers about the various legislation and coordinates funding for and ensures that developers and property owners are compliant with income restrictions for affordable housing. Further, the Housing Division coordinates with the Community Services Division to ensure General Fund and CDBG funding is allocated to homeless service providers, community service providers, fair housing and legal assistance, and assistance to vulnerable populations.

City of Hayward Code Enforcement Division

The Code Enforcement Division of the Development Services Department provides regulatory enforcement services for local, state and federal codes. Through education and responsive enforcement, Code Enforcement works with private property owners, property managers and residents to preserve and promote safe and healthy communities. Code Enforcement oversees the Rental Housing Inspection Program by conducting a combination of mandatory and complaint driven inspections of rental housing. The Residential Rental Inspection Program (RRIP) was adopted in 1989 and is intended to protect residents by providing access to safe and healthy housing. The RRIP applies to all rental housing and all hotel and motel units.

County of Alameda

The Housing Authority of the County of Alameda (HACA) operates several programs funded by the U.S. Department of Housing and Urban Development (HUD) that provide rental housing or rental assistance for low-income families, the elderly, people with disabilities, and others, in much of Alameda County. The programs include:

- Section 8 Housing Voucher Program
- The Project-Based Moderate Rehabilitation Programs
- Section 8 Helping Veterans Achieve Housing Stability – The Veterans Affairs Supportive Housing (VASH) Voucher Program
- Mainstream Voucher Program
- Family Obligations

Affordable Housing Providers

Affordable housing providers are a critical resource for accomplishing the goals and objectives of this Housing Element. This can be accomplished through private/public partnerships. Since 1997, the City of Hayward, the Former Hayward Redevelopment Agency, and the Hayward Housing Authority has been successful in supporting the development of 18 affordable housing projects through private/public partnerships which provide 1,278 units of affordable housing to low and very low-income households. The City continues to expand this portfolio of affordable housing. In 2018, the City Issued a Notice of Funding Availability and awarded development subsidy loans to three non-profit affordable housing development projects that will add an additional 258 units of affordable housing. Additionally in 2021 and 2022, the City negotiated development and disposition agreements with two affordable housing providers to develop an additional 278 units of affordable housing.

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5. Housing Constraints

5. Housing Constraints

5.1 INTRODUCTION

Providing decent and affordable housing is a primary goal for the City of Hayward. While the City may adopt policies and actions that promote development of new affordable housing, there are a variety of constraints that hinder development, some of which are outside of the control of a local jurisdiction. Constraints include governmental constraints such as permitting processes, zoning codes and development standards and environmental regulations; market constraints which include construction costs including labor and materials, availability and cost of land and market demand for housing; and, community concerns and opposition. This section provides an overview of these potential housing constraints.

5.2 GOVERNMENTAL CONSTRAINTS

Local policies and regulations set forth by the City are designed to balance both the housing needs and protect the health and safety of residents. Land use regulations, fees and exactions, building requirements, and residential development standards among other factors may increase the cost of development, improvement, and maintenance for housing.

Land Use Controls

In 2014, the City adopted its current General Plan to guide development through 2040. The Land Use Element sets the vision, goals, and policies for the City's urban form and land use patterns and establishes land use categories that define the use and building intensity throughout the city. Various designations range from rural estate density to Central-City High Density residential, with allowable densities increasing in range. Each General Plan land use designation has a corresponding Zoning District which regulates uses, setbacks, lot coverage, parking requirements, open space requirements, height and other aspects of physical development that could be considered constraints. In 2019, the City adopted the Downtown Specific Plan and in 2020, the City updated the Mission Boulevard Form Based Code to encourage the development of high density, mixed-use development near transit, commercial uses, and services. Recent updates to State Law including but not limited to Density Bonus updates, Senate Bill 9 and Senate Bill 35 have provided mechanisms for developers to circumvent the more onerous land use controls in lower density areas, or request exceptions to the standards in exchange for some level of affordability in the proposed housing development.

Permit, Processing, and Procedures

Timeframes for permit and approval processes vary depending on the type of project. Processing time needed to obtain development permits and required approvals is a common concern by the development community as a prime contributor to the high cost of housing. The development review process in Hayward may include Site Plan Review or Use Permit approval, approval of a Parcel Map or Tentative Map for subdivisions, a Zone Change or General Plan Amendment to change allowable density or development standards. These "entitlement" procedures typically include concurrent environmental review.

Depending on the magnitude and complexity of the development proposal, the time for entitlement review and approval may vary considerably in cost and time to process. For example, a Site Plan Review for a small multi-family development that is processed administratively and is exempt from CEQA could take as little as six months to entitle whereas a residential development that requires a Zone Change, Tentative Map and preparation of an Initial Study could take up to a year and a half to entitle depending on the completeness and quality of the plans and the complexity of the site.

Impact & Development Fees

In addition to entitlement fees, developers are also responsible for paying impact and development fees such as park impact fees, traffic impact fees, utility fees, school district fees and affordable housing fees among others, which contribute to the overall cost per unit and can be a constraint to the development of housing.

5.3 MARKET CONSTRAINTS

Many factors affecting housing costs are related to the regional housing market. Land value, construction material and building costs and increasingly availability, and labor costs all contribute to the overall cost of housing. These costs and delays can hinder the production of affordable housing and increase housing costs for residents. In addition, the availability of financing can limit funding for new developments as well as access to homeownership for some segments of the population.

Housing Context

In 2021, the median home value in Hayward was $874,000, a 67 percent increase from 2015 median home values. Factors that impact housing costs include construction costs and economic variability such as recessions. Since the 2008 recession, national construction costs for multi-family projects have risen by 25 percent. Historically, new home sales decline by nearly 15 percent on a national average during recessions. However, the COVID-19 pandemic created a global economic recession that had different implications. Low interest rates, households spending more time at home and thereby increasing the demand for housing, and homeowners reluctant to list their home during a pandemic created more demand for housing as home values soared across the state.

Other costs such as construction and land costs can drive up the cost of development. Specifically, construction costs to provide affordable units onsite in a higher-density condo project is estimated to be 20 percent higher on a per square foot basis than for townhomes. The cost of developable land is dependent on quantities of available vacant parcels for residential development. Land in the Bay Area is limited which drives up the cost of land. The total cost to acquire a parcel, relocate occupants (if applicable), and potentially mitigate for hazards can be costly and increase housing development. Combined, this poses a significant constraint to the development of affordable units, because the rent or sale prices must be high enough to justify the cost of development for developers.

Market Activity

Market activity is influenced by a myriad of factors. The availability of developer and potential homeowner financing options both impact the ability to finance the project or purchase a home. In 2020, nearly 9 percent of government backed loans and 8 percent of conventional loans were denied in Hayward. In market downturns, home improvement financing is generally

less accessible, and in 2020, around 37 percent of home improvement loans were denied in Hayward. In addition, loan denial rates vary by race, leaving people of certain race and ethnicity vulnerable to changing markets. Countywide, American Indian or Alaskan Native individuals had the highest loan denial rate, at almost 20 percent. Black or African American individuals were also denied at a higher-than-average rate, at 17 percent. Asian and white individuals were denied at lower percentages.

Median home values in Hayward are less than median home values in Alameda County; however, they are outpacing the growth in percentage compared to the county. As of 2021, the median house value grew by 67 percent since 2015 in Hayward, compared to a 60 percent growth in Alameda County. The cost of growth may reflect the feasibility for new developers to develop new units with rising construction costs, cost of land, and market variability, as higher rents can offset the cost of development. The high cost of new construction (such as construction costs and labor) paired with expensive land costs can constrain residential development in areas with more restrictive development standards and lower achievable market rents.

5.4 COMMUNITY CONCERNS & OPPOSITION TO HOUSING DEVELOPMENT

In addition to governmental and market constraints on housing production, there are also local non-governmental constraints that can halt or prevent housing production. In recent decades, community opposition to new housing production, especially affordable housing, has emerged throughout Alameda County and other California cities. Complaints including traffic concerns, environmental concerns, and the preservation of neighborhood character have been known to delay projects through California Environmental Quality Act (CEQA) lawsuits, which are significant constraints to housing development as they add time and cost for developers.

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6. Fair Housing

6. Fair Housing

6.1 INTRODUCTION

The following section provides a summary of contributing factors that serve as barriers to opportunity and fair housing choice in Hayward. The full Fair Housing Assessment (Affirmatively Furthering Fair Housing (AFFH)discussion is in Appendix F. The section also provides an overview of programs and policies aimed at addressing barriers, thereby, increasing equitable access and opportunity to safe and affordable housing regardless of race.

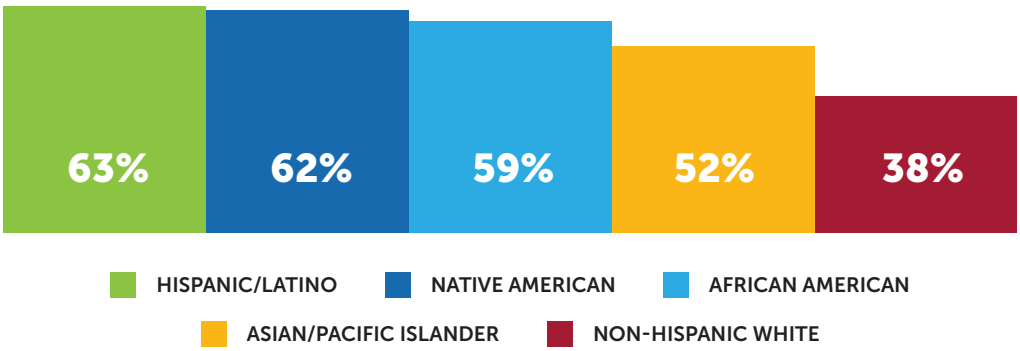
6.2 CONTRIBUTING FACTORS

Pursuant to AB 686, the Housing Element must include an analysis and determination of consistency with AFFH requirements. AFFH is defined as:

> "Taking meaningful actions, in addition to combating discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics. These actions must, taken together, address significant disparities in housing needs and in access to opportunity, replace segregated living patterns with truly integrated and balanced living patterns, transform racially and ethnically concentrated areas of poverty into areas of opportunity, and foster and maintain compliance with civil rights and fair housing laws."

Past and present exclusionary governmental policies and discriminatory practices in the housing market including but not limited to redlining, racial steerage and discrimination in federal policies related to government backed mortgages and private lending has resulted in neighborhoods with concentrated poverty, deteriorating housing stock and infrastructure, limited access to opportunity, unsafe environmental conditions, underfunded schools, a wealth gap between white households and households of color, among other disproportionate housing problems. In an effort to affirmatively further fair housing throughout Hayward, this AFFH document identifies the contributing factors that serve as barriers to fair housing choice and access to opportunities, and prioritizes actionable programs to increase fair housing choice and promote equitable access to opportunity.

HOUSEHOLDS EXPERIENCING HOUSING PROBLEMS BY RACE/ETHNICITY



Race and Ethnicity and Access to Resources

Historic exclusionary governmental policies, discrimination in mortgage lending practices and long-term disinvestment in communities have created patterns of racial and ethnic segregation and facilitated racial and ethnic concentrations of poverty across neighborhoods. Examining ethnic and racial geographic trends within a city is necessary in understanding fair housing concerns, including access to economic opportunity and safe and affordable housing. Race and ethnic composition varies across Hayward. Geographically, non-Hispanic white and, to a lesser degree, Asian populations were concentrated in Hayward's eastern neighborhoods. In contrast, neighborhoods along the western end of Hayward had predominately Asian residents, and neighborhoods throughout the city-center were predominately Hispanic/Latino. Similar to race and ethnic composition, access to resources also varies across the City. Approximately 90 percent Hispanic/Latino, 85 percent of Asian American/API, 82 percent of Black/African American and 79 percent of non-Hispanic White residents in Hayward are living in areas of low resource or high segregation and poverty. In comparison, 10 percent of Hispanic/Latino, 14 percent of Asian/API, 17 percent of Black/African American and 20 percent of non-Hispanic white residents are living in moderate resource areas throughout Hayward. Of the 50 census tracts in Hayward, a total of 32 are considered Low Resource, 14 are considered Moderate Resource, and 4 are considered High Resource. In Comparison, 35 percent of census tracts in Alameda County are considered Low Resource, 25 percent of the census tracts are considered Moderate Resource, and 40 percent of census tracts are considered High Resource.

Income

Between 2015 and 2019, Hayward had a median household income of $85,744, approximately 13 percent lower compared to the County. Within Hayward, household distribution is highest (greater than $125,000) in neighborhoods located along the eastern and western edges of the city. Neighborhoods with the lowest median household incomes (between $55,000 and $125,000) in Hayward are concentrated throughout central and south Hayward. In comparison, neighborhoods located within the western and eastern segments of Hayward had the lowest rate of low to moderate income populations in the city. Similar trends were prevalent for poverty rates across Hayward, as higher rates of poverty were estimated within central and south Hayward compared to neighborhoods in the periphery.

Housing Stock

According to 2014-2018 Comprehensive Housing Affordability Strategy data, approximately 48 percent of total households in Hayward experienced at least one housing problem (units having incomplete kitchen facilities, incomplete plumbing facilities, more than one person per room, and households with a cost burden greater than 30 percent). Housing problems in Hayward disproportionately affect households of color, as Hispanic/Latino (63 percent), Native American (62 percent), African American (59 percent), and Asian/Pacific Islander (52 percent) experience the highest rates of housing problems in the City. Geographically, the oldest share of housing built (built in year 1950 or earlier) is most prominent in central Hayward, indicating that housing in these areas may be in the most need or repairs and/or rehabilitation.

6.3 FAIR HOUSING GOALS AND PRIORITIES

Fair housing issues and contributing factors were identified to develop meaningful actions that provide access to safe, affordable, and vibrant housing for Hayward residents and are further discussed in Appendix F, Fair Housing Assessment. Actions to address fair housing issues are included in the housing programs located in Chapter 7, Housing Plan. They include educational outreach programs that ensure residents are aware of their rights and responsibilities regarding fair housing and furthermore investing in programs that eliminate housing discrimination. Other actions by the City include the establishment of programs that protect its residents from displacement in areas of new development, and providing rental assistance for lower-income households who are overpaying for housing. These metrics and milestones will promote inclusive communities, increase housing opportunities, and address racial/ethnic and economic disparities in the city.

7. Housing Plan

7. Housing Plan

The Housing Plan identifies the City of Hayward's housing goals, policies, and programs. The overall strategy is to present a balanced and diverse array of programs which address the main issue areas of construction, preservation of affordable housing, conservation of naturally occurring affordable housing, rehabilitation, and administration. Hayward's Housing Plan includes the six following themes:

1. Preserving, Conserving, and Improving Existing Housing
2. Assisting in the Development of Affordable Housing
3. Providing Adequate Housing Sites
4. Removing Constraints on Housing Development
5. Housing for Persons with Special Needs
6. Equal Housing Opportunities for All Persons

The Housing Plan seeks to address community needs as identified in Appendix B, Housing Needs Assessment, governmental constraints as identified in Appendix D, Housing Constraints, and patterns of segregation and barriers that restrict access to opportunity for protected classes as identified in Appendix F, Fair Housing Assessment. Programs from the 2023-2031 Housing Element have been carried forward where applicable, as identified in Appendix E, Review of Past Accomplishments. The Housing Plan aligns with the work that the City has already completed and is planning as provided in the City's Strategic Roadmap and other related plans for the coming years.

7.1 GOALS, POLICIES, AND PROGRAMS

The goals and policies contained in the Housing Element address the identified housing needs in Hayward and are implemented through a series of housing programs. Housing programs define the actions the City will take to achieve specific goals and policies. Housing programs include programs currently in operation as well as new programs that address identified housing constraints and fair housing issues. This section provides a housing program description as well as qualitative and quantitative objectives for each program.

Preserving, Conserving, Improving, Existing Housing Stock

Preserving, conserving and improving the housing stock helps maintain investment in the community and promotes affordable housing. A survey administered by the City indicated that 55 percent of survey participants rated the condition of their residents as "excellent" while 45 percent or participants had housing problems that would require minor to major rehabilitation. As described in Appendix F, Fair Housing Assessment Section 8.1, Housing Problems, most of

the housing stock in Hayward is more than 30 years old. Typically, housing over 30 years old is more likely to have rehabilitation needs that may include new plumbing, roof repairs, foundation work, and other repairs. Some older housing units may have health risks such as lead paint and asbestos. Further, housing problems in Hayward disproportionately impact households of color. Preventing these problems from occurring and addressing them when they do occur protects the safety and welfare of residents and assists in meeting housing needs throughout Hayward, particularly the most vulnerable residents. The City will focus its efforts on rehabilitation, code enforcement, rental housing inspection, preserving existing affordable units, and implementing anti-displacement policies and programs to take a proactive approach to preserving, conserving and improving the current housing stock. An important part of preserving the existing affordable housing stock is ensuring that subsidized affordable housing units maintain their affordability and do not convert to market-rate units. Policies in this section focus on improving the existing housing stock and assisting in the preservation of affordable housing.

Goal H-1: Maintain and enhance the existing housing opportunities, viable housing stock and neighborhoods within Hayward.

POLICIES

H-1.1: Code Enforcement: The City shall enforce adopted code requirements that set forth the acceptable health and safety standards for the occupancy of housing units.

H-1.2: Preserve Affordable Single-Family Housing: The City shall preserve the existing single-family housing stock occupied by lower-income households by rehabilitating single-family, owner-occupied conventional and mobile homes.

H-1.3: Residential Rehabilitation: The City shall administer residential rehabilitation programs that assist lower-income households to ensure the safety and habitability of housing units and the quality of residential neighborhoods.

H-1.4: Preserve At-Risk Units and Naturally Occurring Affordable Housing: The City shall avoid the loss of publicly assisted and unassisted ("naturally occurring") affordable housing units and the resulting displacement of low-income residents by providing funds, as available, to nonprofit developers to be used for the acquisition of subsidized housing developments at risk of converting to market rate units.

H-1.5: Funding for Accessibility Retrofits: The City shall provide funding to homeowners for home retrofits that improve accessibility.

PROGRAM H-1: Minor Home Repair Program

The Minor Home Repair Program provides rehabilitation grants up to $10,000 to qualified lower-income households, including elderly and/or disabled homeowners, to make minor home repairs to address health and safety problems, correct code deficiencies, and improve the exterior appearance of homes. Priority will be given to work that corrects health and safety issues, and to accessibility modifications for people who have disabilities.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 1.1: Provide housing rehabilitation assistance to lower-income, elderly, and/or disabled households.	Annually assist ten households with larger repairs and 40 households with smaller repairs.
Action 1.2: Continue existing partnerships with nonprofit housing rehabilitation agencies such as Rebuilding Together Oakland/East Bay and Habitat for Humanity East Bay/Silicon Valley to provide property rehabilitation assistance to targeted Hayward homeowners.	Ongoing.
Action 1.3: Disseminate information regarding rehabilitation standards, preventative maintenance, and energy conservation measures to eligible homeowners.	Maintain current information on the City's website and disseminate to at least 100 qualified homeowners annually.
Implements the Following Policies	H-1.2, H-1.5, H-1.3, H-2.5
Responsible Agency	City Manager's Office
Funding Sources	CDBG

PROGRAM H-2: Residential Rental Inspection Program

The Residential Rental Inspection Program safeguards the stock of safe, sanitary rental units within the city and protects persons entering or residing in rental units through systematic inspection of rental housing throughout the city. The program focuses attention on rental housing in higher-density areas with priority given to units displaying signs of substandard conditions. Properties outside higher-density areas are routinely monitored for indicators of substandard conditions unless they are the subject of a complaint and prioritized for inspection. All rental units are subject to inspection. The program has a goal of inspecting units once every five years. In addition to an annual per-unit fee, fees are charged for every unit in which a violation is found. Penalties are also assessed for lack of timely correction of violations.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 2.1: Systematically inspect rental units throughout the city to safeguard the stock of safe, sanitary rental units within the city and protect persons entering or residing in rental units.	Annually inspect 250 single-family homes and 750 multi-family units. Focus attention on rental housing in higher density areas with the goal of inspecting these units every three to four years.
Action 2.2: Amend the Hayward Municipal Code (HMC) to comply with Section 17970.5 of the California Health and Safety Code requiring that upon a rental tenant complaint, the respective landlord a) conducts a mandatory inspection and b) specifies specific actions that can be taken to mitigate any hazards present.	Amend the HMC by January 2025.
Action 2.3: Disseminate information to residents about the mandatory rental inspections and up to-date information on the City's adopted laws and regulations specific to housing.	Maintain current information on the City's website and provide information to a minimum of 100 renter households annually through workshops, non-profits or advocacy groups, and direct outreach at the Permit Center and in the field.
Action 2.4: Provide annual trainings during the planning period to improve capacity of Code Enforcement staff to work with diverse communities, in a culturally competent manner with a focus on problem solving and with connections to social and economic support services.	Begin providing annual trainings to staff by 2024.
Implements the Following Policies	H-1.1, H-1.2, H-1.3
Responsible Agency	Development Services
Funding Sources	General Funds

PROGRAM H-3: Preservation of At-Risk Affordable Housing

This program is intended to support the preservation or acquisition of restricted affordable units and unrestricted affordable units that could potentially convert to market-rate units during the planning period. The City will monitor all units and assist property owners in maintaining the affordability of these units and assist tenants if preservation is unsuccessful.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 3.1: Monitor the status of the five projects and 295 units at risk of conversion to market-rate units during the planning period and seek to preserve these affordable units for extremely low-income households and very low-income households. The five projects include: ▪ Hayward Villa ▪ Josephine Lum Lodge ▪ Sycamore Square ▪ Wittenberg Manor II ▪ Weireb Place	Annually.
Action 3.2. Reach out to property owner to inquire about their plans for the property with the expiring regulatory controls and assess the risk of loss of affordable housing units.	Send correspondence to property owner three years prior to termination of regulatory controls. Objective is to ascertain risk of loss of affordable units and identify if the City as resources to preserve the units.
Action 3.3: Inform property owners of their obligation to comply with noticing requirements stipulated under state law to ensure that qualified non-profit entities from the State's qualified entities list are informed of the opportunity to acquire the affordable property and that tenants are informed about their rights and potential resources. If the property was built before July 1, 1979, inform property owner that rent increase limits stipulated in the City's Residential Rent Stabilization Ordinance will apply post conversion to market rate.	Send notice to property owner three years prior to potential project conversion. Provide follow-up with contacts one year and six months prior to conversion if property owner fails to comply. Objective is to ensure qualified non-profit entities are notified of acquisition opportunities and to ensure tenants are aware of the impending changes.
Action 3.4: Contingent of funding availability, in the event that a property is scheduled for conversion, contact property owner regarding funding availability. If the property owner intends to sell the property encourage sale to a qualified non-profit entity.	Inform property owner three years prior to potential project conversion whether funding is available to preserve the affordability restrictions. The objective is to incentivize the sale to a qualified non-profit entity.
Action 3.5: Include naturally occurring affordable housing at risk of conversion to higher rates as an eligible project type for funding under the City's Notice of Funding Availability (NOFA) to preserve these units through long-term affordability covenants as a condition of funding.	Subject to availability of Inclusionary Housing Trust funds, issue NOFA at least once during compliance period and establish an affordable housing development pipeline inclusive of project that convert market rate housing to affordable housing.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 3.6: Support qualified affordable housing developers that acquire and convert naturally occurring affordable housing to restricted affordable housing meet state or federal funding application requirements that subject to City review or support. The City may choose not to support projects that pose a high risk of displacement of existing tenants.	On a case-by-case basis.
Action 3.7: As necessary, provide technical assistance to tenants to access other affordable housing resources.	Ongoing on a case-by-case basis.
Implements the Following Policies	H-1.4, H-6.4
Responsible Agency	Development Services, City Manager
Funding Sources	HOME, Inclusionary Housing In-Lieu Fees, Housing Choice Vouchers, and other federal and state housing funds

Assisting in the Development of Affordable Housing

Providing affordable housing is essential for a healthy community. Seeking funding from varied sources increases the opportunities for the development of affordable housing units. The City works with both non-profit and for-profit developers in the production of affordable for-sale and rental housing. Recognizing a variety of housing needs, the City supports the development of affordable housing opportunities ranging from creation of rental housing that meets the needs of extremely low, very low, and low income households to creation of ownership housing for lower and moderate income households to improve housing stability, help instill a pride of ownership, and increase wealth building opportunities.

Goal H-2: Assist in the provision of housing that meets the needs of all socioeconomic segments of the community.

POLICIES

H-2.1: Homeownership Housing: The City shall encourage the development of ownership housing and assist tenants to become homeowners to increase owner occupancy rate within the parameters of federal and state housing laws.

H-2.2: Provide Incentives for Affordable Housing: The City shall promote the use of density bonuses and waive or reduce park, transportation and other impact fees to facilitate the development of new housing for extremely low-, very low-, and low-income households.

H-2.3: Inclusionary Housing: The City shall enforce the Inclusionary Housing Ordinance to ensure that a certain percentage of new residential units will be made affordable to lower- and moderate-income households or to ensure the payment of affordable housing in-lieu fees to subsidize the development of affordable housing.

H-2.4: Integration of Affordable Housing: The City shall encourage a mix of affordability levels in residential projects and encourage the dispersal of such units to achieve greater integration of affordable housing throughout the community.

H-2.5: Partnership with Affordable Housing Developers: The City shall maintain a funding process to award affordable housing in-lieu fees to affordable housing builders to support the development of affordable housing

H-2.6: Financial Assistance: The City shall identify new funding sources and strategies to support affordable housing.

PROGRAM H-4: Affordable Housing Development Assistance

The City of Hayward is committed to increasing the supply of affordable housing. The City will prioritize households at the extremely low-income level and seek new funding opportunities and partnerships to greater improve housing conditions amongst the vulnerable and lower-income communities.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 4.1: Partner with qualified housing developers to identify affordable housing development opportunities with emphasis on promoting housing choices that serve the needs of special needs populations, including seniors, homeless, female-headed households, large families, low-income, and/or persons with disabilities.	Subject to availability of Inclusionary Housing Trust funds, issue NOFA at least once during compliance period and establish and affordable housing development pipeline of at least three affordable housing projects.
Action 4.2: Monitor availability of State and federal funding and support developers with their applications for state and other local development incentives and funding programs that provide financial assistance to develop affordable housing for special needs populations.	Annually, review proposed development budgets and schedules for City funded affordable housing projects to identify the need for City support with funding applications. Upon request, provide support for non-city funded affordable housing development project.
Action 4.3: Subject to funding availability, provide development subsidy for at least three affordable housing developments. Prioritize subsidy for financing for rental housing units affordable to lower-income households and households with special needs and projects that promote the City's goals relating to transit-oriented development and jobs/ housing balance.	Assist in the development of at least 200 lower income units over the eight-year planning period.
Action 4.4: Use state, federal, and local In-Lieu Fees to reimburse the cost of land for the development of extremely low-, very low-, low-, and moderate-income housing.	Any development subsidy awarded to affordable housing developers can be applied to acquisition costs at the time the project closes all project funding
Action 4.5: Subsidize the development of affordable housing through disposition of City-owned land where feasible and provision of development subsidy when available.	Support at least two affordable housing developments on City owned land during the planning period.
Implements the Following Policies	H-2.4, H-2.5, H-2.6, H-3.10
Responsible Agency	Development Services, City Manager
Funding Sources	State and federal funds, local funds (In-Lieu Fees, General Fund)

PROGRAM H-5: Density Bonus

Consistent with State law (Government Code Sections 65915 through 65918), the City offers residential density bonuses as a means of encouraging affordable housing development. In exchange for setting aside a portion of the development as units affordable to lower- and moderate-income households, developing senior or student housing or installing on-site childcare, the City shall grant a density bonus over the otherwise allowed maximum density, a reduction in parking standards, up to four regulatory incentives or concessions and unlimited waivers to development standards. These units must remain affordable for a period of no less than 55 years and each project must enter into an agreement with the City to be monitored by the Housing Services Division for compliance.

The density bonus increases with the proportion of affordable units set aside and the depth of affordability. For market-rate projects, the maximum density bonus a developer can receive currently is 50 percent when a project provides 15 percent of the units for very low-income households, 24 percent for low-income households, or 44 percent for moderate-income households. 100 percent affordable housing projects can receive up to 80 percent increase in density or unlimited density when the project is within ½ mile of major transit. Incentives and regulatory concessions may include, but are not limited to, fee waivers, reduction or waiver of development standards, in-kind infrastructure improvements, an additional density bonus above the requirement, mixed-use development where it normally wouldn't be permitted, or other financial or regulatory incentives or concessions.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 5.1: Ensure that housing developers are informed about the City's density bonus program during pre- development conferences, inquiries, and at application and highlight the additional development potential available.	Ongoing on a case-by-case basis.
Action 5.2: Update the Density Bonus Ordinance to bring it into compliance with State Law and remove the requirement for Planning Commission approval of Density Bonus applications. Through the update process.	Adopt updated Density Bonus Ordinance by June 2023.
Action 5.3: As part of Density Bonus Ordinance update, discuss incentives and concessions with qualified housing developers to determine if increasing density bonus for market-rate projects beyond state law is appropriate for Hayward.	Meet with four qualified housing developers annually. Adopt updated Density Bonus Ordinance by June 2023.
Action 5.4: Provide technical assistance to developers on how to use the Density Bonus incentives.	Maintain current information on the City's website and publish informational bulletin by September 2023.
Implements the Following Policies	H-2.2, H-2.4, H-3.1
Responsible Agency	Development Services
Funding Sources	General Fund

PROGRAM H-6: Inclusionary Housing

Inclusionary housing regulations help increase the availability of affordable housing stock in the city. Hayward's Inclusionary Housing program requires that a certain percentage of new residential developments units be made affordable to very low-, low- and moderate-income households, depending on whether the project is intended as ownership or rental housing. Having these programs for inclusionary requirements in place proactively as new markets for investment emerge through the city can serve as a program to mitigate displacement and meet the needs of vulnerable populations. The inclusionary housing ordinance specifies the following:

Affordable Rental Units

A total of six percent of the units must be affordable at the following income levels:

- 50 percent of affordable units restricted at very low-income.
- 50 percent of affordable units at low-income.

Affordable Ownership Units

- Ten percent of the units must be made affordable to moderate-income households.

Developers may also pay an affordable housing in-lieu fee as an alternative to providing affordable units. These fees are placed in the City's Affordable Housing Trust Fund and are used to fund affordable housing development.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 6.1: Complete a new feasibility study to determine the appropriate on-site affordable housing requirements and fees for rent and ownership of residential units that appropriately reflect market conditions.	Complete feasibility study by June 2023.
Action 6.2: Based on the findings of the feasibility study, modify the ordinance as necessary to maximize production of affordable units without adversely affecting marke-rate development.	Modify the ordinance by January 2024.
Action 6.3: Following the adoption of the modifications to the Affordable Housing Ordinance, monitor the effectiveness of the current Inclusionary Housing Program to determine if modifications would be necessary. Conduct a subsequent feasibility study if monitoring results in findings that ordinance may not be maximize production of affordable units or may be adversely affecting market- rate development.	Assess program by January 2027
Implements the Following Policies	H-2.3, H-2.4
Responsible Agency	Development Services, City Manager.
Funding Sources	General Fund; In-Lieu Fees

PROGRAM H-7: Housing Choice Vouchers

The Housing Choice Voucher (HCV) Program is the federal government's major program for assisting families with very low income and people who are elderly and/or have disabilities to afford decent, safe, and sanitary housing in the private market. This program is administered by the Housing Authority of the County of Alameda (HACA). Under this program, renters with very low income receive supplemental assistance for rent so they can afford standard housing without becoming rent burdened.

Since housing assistance is provided on behalf of the family or individual, participants can find their own housing, including single-family homes, townhouses, and apartments. The participant is free to choose any housing that meets the requirements of the program and is not limited to units located in subsidized housing projects. A family that is issued a voucher is responsible for finding a suitable housing unit of the family's choice where the owner agrees to rent under the program. This unit may include the family's present residence. Rental units must meet minimum standards of health and safety, as determined by HACA. A housing subsidy is paid to the landlord directly by the HACA on behalf of the participating family. The family then pays the difference between the actual rent charged by the landlord and the amount subsidized by the program.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 7.1: Cooperate with the HACA to provide tenant-based rental assistance.	Assist approximately 1,844 households through Section 8 Vouchers during the planning period.
Action 7.2: Refer Housing Choice voucher holders to a list of properties compiled by HACA that actively participating in the Housing Choice Voucher Program throughout the housing cycle.	Ensure Hayward Housing Staff is aware of the HACA "For Rent" directory.
Action 7.3: Provide outreach and education to potential tenants and landlords/property management regarding State law that prohibits housing discrimination based on source of income, including public subsidies.	Annually conduct one workshop for tenants and one workshop for landlords in multiple languages.
Action 7.4: Disseminate information on HCV opportunities offered by HACA through the City website, newsletters, and brochures at public counters.	Publish material on the City's website by June 2023.
Action 7.5: Provide support to HACA as necessary to seek additional funding that can be used, in addition to Housing Choice Voucher funds, to provide subsidies to lower- income households to bring monthly rents in line with affordability guidelines.	Upon request by HACA.
Action 7.6: In collaboration with HACA, provide education to property owners and managers to expand awareness of the Housing Choice Voucher program in an effort to increase acceptance of tenant-based Housing Choice Vouchers and to facilitate mobility and provide choices for lower-income households throughout the city.	Annually conduct one workshop for tenants and one workshop for landlords in multiple languages.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 7.7: Inform HACA of affordable homeownership opportunities to provide participants of the Family Self-Sufficiency Program the opportunity to transition from renter to homeowner and begin to build assets.	Identify the appropriate contact at HACA to disseminate information to participants by June 2023. Send information about application process for affordable homeownership opportunities as they become available.
Implements the Following Policies	H-2.4, H-2.5, H-2.6
Responsible Agency	Alameda County Department of Housing and Community Development.
Funding Sources	HUD

Providing Adequate Sites

A major part of meeting the housing needs of all segments of the community is the provision of adequate sites to facilitate the development of all types, sizes, and prices of housing throughout the City. Persons and households of different ages, types, incomes, and lifestyles have a variety of housing needs and preferences that evolve over time and in response to changing life circumstances. Providing an adequate supply and diversity of housing accommodates changing housing needs of residents. The Hayward General Plan, Zoning Ordinance, and various design/concept plans establish where and what types of housing may locate in the city. To provide adequate housing and maximize use of limited land resources, new development should be constructed at appropriate densities that maximize the intended use of the land.

Goal H-3: Provide suitable sites for housing development that can accommodate a range of housing by type, size, location, price, and tenure.

POLICIES

H-3.1: Diversity of Housing Types: The City shall continue to implement land use policies that allow for a range of residential densities and housing types, prices, ownership, and size, including low-density single family uses, moderate-density townhomes, and higher-density apartments, condominiums, transit-oriented developments, live-work units, Accessory Dwelling Units (ADUs), and units in mixed-use developments.

H-3.2: Transit-Oriented Development: The City shall encourage transit-oriented developments in close proximity to BART and high frequency bus lines.

H-3.3: Sustainable Housing Development: The City shall promote sustainable housing practices that incorporate a "whole system" approach that considers sustainable siting, design, and construction of housing that is integrated into the building site, consuming less water, improving water quality, reducing energy use and the use of other resources, and minimizing development impacts on the surrounding environment.

H-3.4: Residential Uses Close to Services: The City shall encourage development of residential uses close to employment, recreational facilities, schools, neighborhood commercial areas, and transportation routes.

H-3.5: Compatible Development of Underutilized Sites: The City shall encourage compatible residential development in areas with underutilized land.

H-3.6: Flexible Standards and Regulations: The City shall allow flexibility within the City's standards and regulations to encourage a variety of housing types.

H-3.7: Facilitate Lot Consolidation: The City shall facilitate lot consolidation to encourage the development of housing on infill sites.

H-3.8: Adaptive Reuse: The City shall support innovative strategies for the adaptive reuse of residential, commercial, and industrial buildings to provide for a variety of housing types and residential uses.

H3.9: No Net Loss Zoning: The City shall make findings related to the potential impact on the City's ability to meet its share of the regional housing need when approving discretionary entitlements to rezone residentially designated properties or develop a residential project with fewer units or at a higher income than what is assumed for the site in the Housing Element Sites Inventory, consistent with "no-net-loss" zoning requirements in Government Code Section 65863.

H3.10: Residential Sites Inventory: Maintain a vacant and underutilized residential sites inventory and assist residential developers in identifying land suitable for residential development.

PROGRAM H-8: Ensure Adequate Sites to Accommodate Regional Fair Share of Housing Growth

The City was allocated a RHNA of 4,624 units for the 2023-2031 Housing Element planning period. With anticipated pipeline projects and projected ADUs, a total 2,215 units can be credited toward the City's RHNA. The remaining 2,409 RHNA units (950, 639 moderate, and 820 above moderate-income units) must be accommodated through adequate sites planning. The sites inventory capacity analysis found that existing land use designations can accommodate the RHNA on vacant and underutilized land (see Appendix C, Housing Resources, for more information). Future residential growth is expected to occur primarily on vacant and nonvacant parcels in the Downtown Specific Plan area and Mission Boulevard corridor and on the former Caltrans Route 238 corridor.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 8.1: Maintain an updated inventory of housing sites and actively promote sites available for lower- and moderate-income housing development to potential developers, private and non-profit organizations, and other interested persons and organizations. Post such information on the City's website and update as necessary to maintain accurate information.	Publish on the City's website by June 2023 and update annually as needed.
Action 8.2: Maintain an updated list of residential housing developments that have been submitted, approved, and denied throughout the housing cycle.	Publish by June 2023 and update annually as part of the Annual Progress Report (APR).

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 8.3: Comply with California law regarding reporting requirements including, without limitation, annual reporting in accordance with Government Code Section 65400.	Annually as part of the APR.
Action 8.4: Provide technical assistance and information on available parcels for lower-income developments to private or non-profit housing providers. Technical assistance includes land development counseling by City planners.	Provide technical assistance at the City's Permit Center Monday through Thursday from 9 am to 1 pm. Accept electronic correspondence and respond within two to three business days.
Action 8.5: Maintain a list of publicly owned properties with potential for residential development	Publish on the City's website by June 2023.
Implements the Following Policies	H-3.5, H-3.10
Responsible Agency	Development Services
Funding Sources	General Fund

PROGRAM H-9: No Net Loss Zoning

Government Code Section 65863, otherwise known as "No Net Loss" law, prevents the loss of existing housing and land available for future residential development by ensuring that cities and counties "identify and make available" additional adequate sites if a housing project is approved with fewer units by income category than what is identified in the Housing Element. In compliance with State law, the City will expand and improve upon the ongoing no net loss efforts to develop a procedure to track:

- Unit count and income/affordability assumed on parcels included in the sites inventory
- Actual number of units achieved and income/ affordability when parcels are developed
- Net change in capacity and summary of remaining capacity in meeting remaining RHNA

Unit count and income/affordability are identified in the Sites Inventory (see Appendix C).

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 9.1: Implement a monitoring program that evaluates the current capacity of housing sites on the Sites Inventory for all income levels throughout the duration of the planning period to ensure the City remains on track towards satisfying its RHNA target. Should an approval of development result in a shortfall of sites to accommodate the City's remaining RHNA requirements, the City will identify and, if necessary, rezone sufficient sites within 180 days to accommodate the shortfall and ensure "no net loss" in capacity to accommodate the RHNA.	Implement program by January 2025.
Action 9.2: Maintain an administrative list of additional sites with appropriate zoning that can be added to the City's Sites Inventory if and when an analysis provided through Action 9.1 or the Annual Progress Report indicates that sufficient sites may not exist to accommodate the City's remaining RHNA, by income level, for the planning period.	Create list by June 2023 and update annually as needed.
Implements the Following Policies	H-3.1, H-3.5, H-3.10
Responsible Agency	Development Services
Funding Sources	General Fund

PROGRAM H-10: Replacement Housing

Pursuant to AB 1397 (Adequate Sites) passed in 2017, the City will amend the Zoning Code to require the replacement of existing residential units on nonvacant RHNA sites as a condition of project approval for development. Specifically, sites that currently have residential uses, or within the past five years have had residential uses that have been vacated or demolished, that are or were subject to a recorded covenant, ordinance, or law that restricts rents to levels affordable to persons and families of low or very low income, subject to any other form of rent or price control, or occupied by low- or very low-income households, shall replace those units affordable to the same or lower income level as a condition of any development on the site. Replacement requirements shall also be consistent with those set forth in the State Density Bonus Law.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 10.1: Amend the Zoning Code to establish the replacement requirements pursuant to AB 1397.	Amend HMC by January 2025.
Implements the Following Policies	H-3.9, H-6.3
Responsible Agency	Development Services
Funding Sources	General Fund

PROGRAM H-11: By-Right Approval for Projects with 20 Percent Affordable Units

Pursuant to AB 1397 (Adequate Sites) passed in 2017, the City will allow by-right approval process for housing development that includes 20 percent of the units as housing affordable to lower income households, on sites being used to meet the 6th cycle RHNA if the site were:

- A vacant site for RHNA identified in the previous two Housing Element cycles
- A nonvacant site for RHNA identified in the previous one Housing Element cycle
- A site rezoned for RHNA after the statutory deadline of the current Housing Element cycle

By-right approval means the jurisdiction shall not require:

- A Site Plan Review, Administrative or Conditional Use Permit
- A Planned Development District or
- Other discretionary, local-government review or approval that would constitute a "project" as defined in Section 21100 of the Public Resources Code (California Environmental Quality Act "CEQA")

The Sites Inventory includes four nonvacant opportunity sites that would be subject to by-right approval.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 11.1: Amend HMC to implement a by-right approval process pursuant to Government Code Section 65583.	Amend HMC by January 2025.
Implements the Following Policy	H-3.9
Responsible Agency	Development Services
Funding Sources	Departmental Budget

PROGRAM H-12: Adaptive Reuse

The City has numerous older commercial buildings that are no longer being occupied by the highest and best uses or compatible uses with its surrounding neighborhoods. The economic impacts of the COVID-19 pandemic have further accelerated the decline of these properties. The City will pursue amendments to HMC to establish alternative building regulations for the conversion of existing buildings to other uses.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 12.1: Evaluate, and if appropriate, amend the HMC to remove potential constraints for adaptive reuse, such as review/approval process and minimum parking standards.	Evaluate the HMC by June 2024 and, if necessary, revise HMC within one year.
Action 12.2: Promote adaptive reuse to property owners and interested developers through public outreach.	Publish material on the City's website by June 2023.
Implements the Following Policy	H-3.8
Responsible Agency	Development Services
Funding Sources	Departmental Budget

PROGRAM H-13: Variety of Housing Types

Government Code Sections 65583 and 65583.2 require the housing element to provide for a variety of housing types including multifamily rental housing, factory-built housing, mobile homes, housing for agricultural employees, supportive housing, single-room occupancy units, emergency shelters, and transitional housing. Providing development opportunities for a variety of housing types promotes diversity in housing price, style, and size, and contributes to neighborhood stability by offering more affordable and move-up homes and accommodating a diverse income mix.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 13.1: Explore innovative and alternative housing options that provide greater flexibility and affordability in the housing stock. This may include allowing shelters, transitional housing and tiny homes with wraparound services on site at churches, social services agencies/ nonprofits that do this work in the community and on publicly owned land.	Explore options by January 2025 and amend the HMC as needed.
Action 13.2: Review all residential zoning districts and land use designations to determine feasibility for additional development in low-density neighborhoods. Amend the HMC to allow, by right or via streamlined review process, a mix of dwelling types and sizes, specifically missing middle housing types (e.g., duplexes, triplexes, fourplexes, courtyard buildings) in lower-density residential areas.	Complete review by January 2025 and, if necessary, amend HMC within one year.
Implements the Following Policy	H-3.1
Responsible Agency	Development Services
Funding Sources	Departmental Budget

Removing Constraints on Housing Development

Pursuant to State law, the City is obligated to address, and where legally possible, remove governmental constraints affecting the maintenance, improvement, and development of housing. Removing constraints on housing development can help address housing needs in the city by expediting construction and lowering development costs.

Goal H-4: Mitigate any potential constraints to housing production and affordability to the greatest extent feasible.

POLICIES

H-4.1: Clear Development Standards and Approval Procedures: The City shall strive to create and administer clear objective development standards and streamlined approval procedures for a variety of housing types, including, but not limited to, multifamily housing and emergency shelters.

H-4.2: Offer Development Incentives: The City shall offer financial and/or regulatory incentives, such as density bonuses and fee reductions, deferrals, or waivers, where feasible, to reduce the costs and/or to remove impediments to developing affordable housing.

PROGRAM H-14: Development Incentives

Jurisdictions can provide a variety of incentives to encourage development of affordable housing and other projects that meet community needs. The City shall incentivize both market-rate and affordable housing production to address the State's housing shortage and high housing costs. Topics to incentivize housing production include:

- Policies related to zoning and housing approvals
- Accessory dwelling units
- Large sites
- Lot consolidation
- Impact fee deferrals, waivers and fee transparency
- Funding sources
- Public land disposition
- Streamlining the approval process

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 14.1: Create "Package of Incentives" that identifies the benefits of providing on-site affordable housing	Create by January 2025.
Action 14.2: Evaluate the effectiveness and appropriateness of available incentives in encouraging development of identified sites, particularly for housing affordable to lower-income households in moderate-resource areas with available land for multi-family residential opportunities and report back to appropriate Task Force(s) and City Council on an annual basis. If incentives are not effective in encouraging and facilitating affordable housing development, the City will reassess to develop alternative strategies to incentivize development.	Report on housing programs and incentives to housing production included in the Strategic Roadmap and Incentives to Housing Production Work Plan Program once a year and update if necessary.
Action 14.3: Encourage land divisions and specific plans of large sites resulting in parcels sizes that facilitate multifamily developments affordable to lower-income households.	Ongoing on a case-by-case basis.
Action 14.4: Promote incentives to interested developers and provide technical assistance regarding the potential use of various incentives through pre-application meetings.	Ongoing on a case-by-case basis.
Action 14.5: Meet with qualified affordable housing developers to promote the use of regulatory incentives and development of inventory sites.	Regularly meet with developers at the City's Permit Center Monday through Thursday from 9 am to 1 pm. Accept electronic correspondence and respond within two to three business days.
Implements the Following Policies	H-2.2, H-4.2
Responsible Agency	Development Services
Funding Sources	General Fund

PROGRAM H-15: Lot Consolidation

This program aims to expand opportunities for additional affordable housing developments. The City will encourage the consolidation of small parcels to facilitate larger-scale developments that are compatible with existing neighborhoods.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 15.1: Make available an inventory of vacant and nonvacant properties to interested developers and identify sites where potential consolidation can occur based on current site usage and ownership.	Publish to the City's website by June 2023.
Action 15.2: Facilitate lot consolidation by providing appropriate technical assistance to developers to encourage negotiations between property owners.	Ongoing on a case-by-case basis.
Implements the Following Policies	H-3.7, H-3.10
Responsible Agency	Development Services
Funding Sources	General Fund

PROGRAM H-16: Expedited Project Review

The City continues to improve the efficiency of the development review process. As a response to the housing shortage in the State of California, Government Code Section 81560 was amended to restrict local rules that limit housing production. Amendments to Government Code Section 81560 changed the Permit Streamlining Act by creating a more ministerial, rather than discretionary, two-step application process. The City will continue to identify efficiencies for the development process in line with Government Code Section 81560 and further streamline the permit process. The City will also coordinate with developers to ensure a timely application and development process.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 16.1: Continue to offer free Pre-Application Review process for developers or applicants that submit a planning application. This serves as a "free" first submittal so developers can see any major costs or issues with the proposed development without spending money.	Ongoing on a case-by-case basis.
Action 16.2: Expedite review for the subdivision of larger sites into buildable lots when development application is consistent with the General Plan, applicable specific plan, and master environmental impact report.	Ongoing on a case-by-case basis.
Action 16.3: Assess existing processes to investigate additional review processes may be delegated to a streamlined, ministerial review for projects that include a percentage of affordable housing units.	Develop recommendations
by January 2025 and, if necessary, revise the process within one year.	
Action 16.4: Identify new or improved data and technology solutions to support faster development project review and greater access to housing and land use information such as online dashboards and other publicly accessible online resources.	Ongoing.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 16.5: Upzone approximately 1,558 Single Family District properties that have a higher density General Plan land use designation and develop Objective Design Criteria for residential development to streamline the development review process, allow missing middle housing and small lot single family development without requiring Zone Change to Planned Development District.	This process is currently underway through a Senate Bill 2 grant. Anticipate rezoning and adoption of new objective standards by December 2023.
Implements the Following Policies	H-3.2, H-3.3, H-3.4, H-3.6
Responsible Agency	Development Services
Funding Sources	General Fund & Senate Bill 2 grant

PROGRAM H-17: Accessory Dwelling Unit Program

Accessory Dwelling Units (ADUs) and Junior Accessory Dwelling Units (JADUs) represent an important opportunity to create more affordable housing for lower and moderate-income households. The State has passed multiple bills in recent years to remove constraints to the development of ADUs and JADUs (including AB 587, AB 671, AB 68, and SB 13, among others). The City's current ADU regulations do not comply with state law. However, the City has developed an ADU/JADU Frequently Asked Questions fact sheet and streamlined Checklist based on State Law to facilitate the review and approval of J/ADUs. Further, in 2021, the City combined Planning and Building permit review in order to minimize review time for JADUs. The City will monitor ADU development trends and new legislation to update the HMC to comply with changes in ADU and JADU law. This program aims to annually monitor provisions made to ADU legislation and amend the City's Zoning Ordinance as necessary to ensure compliance with state law.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 17.1: Pursue mechanisms to facilitate the construction of ADUs, including but not limited to: ▪ Pre-approved standards for ADU foundation plans or prefabricated plans. ▪ Refer property owners to programs that assist lower and moderate-income homeowners in constructing ADUs. ▪ Consider expanding/extending fee waivers for ADUs beyond state law.	Facilitate the development of 320 ADUs over the planning period. Initiate efforts in 2023.
Action 17.2: Perform a review of ADU trends and commit to adjustments if assumptions are not met. If the City is not meeting ADU goals, implement additional action(s) depending on the severity of the gap. Additional actions could include consideration of public outreach efforts, ADU incentives, and/or rezoning to bridge the gap. Encourage equitable distribution of ADU development throughout the City through targeted outreach. Monitor review times for ADU and JADU permit applications and explore ways to streamline review.	Review ADU trends every two years starting in 2023.
Action 17.3: Provide informational workshop(s) and/or publish resources on City's website on building ADUs and JADUs. Target outreach to property owners in low- and moderate-resource areas and provide workshops and materials in English and Spanish.	Publish material on the City's website by June 2023 and facilitate one workshop annually in multiple languages.
Implements the Following Policy	H-3.1
Responsible Agency	Development Services
Funding Sources	Departmental budget

PROGRAM H-18: Duplexes and Lot-Splits

In 2021, SB 9 was passed to allow for the ministerial approval of certain housing development projects containing up to two dwelling units (i.e., duplexes) on a single-family zoned parcel. In addition to permitting two units on a single-family lot, SB 9 allows qualifying lot splits to be approved ministerially (i.e., without discretionary review or hearings) pursuant to a parcel map, upon meeting a number of criteria. SB 9 is designed to increase the housing stock in single-family residential zones, as it allows not only two dwelling units per parcel, but also certain lot splits with two housing units on each. The City will implement a monitoring program that evaluates the current capacity of housing sites for all income levels throughout the duration of the planning period.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 18.1: The City will amend the HMC to address the requirements of SB 9.	Amend the HMC by January 2025.
Action 18.2: Monitor state law and SB 9 projects in the City to: ▪ Monitor who is utilizing this process ▪ Identify how many units are being created ▪ Identify what barriers exist to implementation of SB 9 and what solutions can be developed to address those barrier ▪ Encourage equitable distribution of such development throughout the City through targeted workshops and outreach	Begin monitoring in January 2024.
Implements the Following Policies	H-3.1, H-3.5, H-3.6
Responsible Agency	Community Development Department/Planning
Funding Sources	General Fund

Housing For Persons with Special Needs

The City of Hayward is a diverse community with people of all backgrounds, lifestyles, family types, and income levels. Many residents also have special housing needs. State law requires the housing element to address the needs of specific special needs groups, including seniors, persons with disabilities, large families with children, female-headed households, and individuals experiencing homelessness. Meeting the needs of these residents requires a broad range of strategies for housing and other services.

Goal H-5: Provide housing choices that serve the needs of special needs populations, including seniors, homeless, female-headed households, large families, and persons with disabilities, including developmental disabilities.

POLICIES

H-5.1: Address Special Housing Needs: The City shall address the housing needs of special populations and extremely low-income households through emergency shelters, transitional housing, and supportive housing.

H-5.2: Housing and Supportive Services: The City shall promote housing and supportive services for households with special needs including seniors, persons with disabilities, single parents, and individuals experiencing homelessness.

H-5.3: Reasonable Accommodation: The City shall continue to implement a reasonable accommodation process for persons with disabilities to request exceptions or modifications of zoning, permit processing, and building regulations to ensure housing is accessible.

H-5.4: Support Alameda County Continuum of Care Council: The City shall support the efforts of the Alameda Countywide Continuum of Care Council in its efforts to meet the needs of homeless families and individuals.

H-5.5: Support Organizations Serving the Homeless Community: The City shall support the efforts of non-profit and community organizations that provide emergency shelter and other assistance for the homeless population, including alcohol and drug recovery programs.

H-5.6: Range of Housing for Seniors: The City shall facilitate and encourage the development of a range of housing types for seniors from which support services are readily accessible.

H-5.7: Family Housing: The City shall facilitate and encourage the development of larger rental and ownership units for families with children, including lower- and moderate-income families, and the provision of services such as childcare and after-school care when feasible.

H-5.8: Universal Design Standards: The City shall implement universal design standards or guidelines that promote accessibility for everyone regardless of age or physical ability.

PROGRAM H-19: Housing for Special Needs Populations

The HMC is periodically updated to address a wide range of issues and California and federal law. The City will continue to monitor its policies, standards, and regulations to ensure that they comply with applicable law. The City will also facilitate development that serves the needs of special needs populations, including seniors, homeless, female-headed households, large families, and persons with disabilities, including developmental disabilities.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 19.1: Provide technical assistance for development of opportunity sites near commercial and civic services and public transit for senior housing development.	On a case-by-case basis
Action 19.2: Develop incentives for the provision of childcare in multifamily housing projects. Incentives could include parking reductions and density bonuses.	Develop incentives January 2025.
Action 19.3: Prioritize funding awards for affordable housing projects that provide units that serve the needs of at least one special needs group by creating scoring criteria that encourage the inclusion of units and services needed to support individuals with special needs.	Subject to availability of Inclusionary Housing Trust funds, issue NOFA at least once during compliance period and establish and affordable housing development pipeline of at least 3 affordable housing projects.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 19.4: Provide financial support to organizations such as Project Independence, Covenant House or other programs to provide a continuum of supportive and transitional services, including tenant-based rental assistance, to emancipated youth in Alameda County (youth from 18 to 24 who have aged out of the foster care system).	Annually provide ten transition age youth with a housing subsidy.
Action 19.5: Assess the City's capacity to accommodate individuals experiencing homelessness by comparing the most recent homeless point-in-time count to the number of shelter beds available on a year-round and seasonal basis, the number of beds that go unused on an average monthly basis, and the percentage of those in emergency shelters that move to permanent housing. If capacity is not sufficient, amend the HMC as necessary to continue to meet the City's need (see Action 13.1).	Bi-annually with release of point-in-time counts.
Action 19.6: Support services and programs that are part of the Continuum of Care system for the homeless.	Annually as part of the City's funding allocation process.
Action 19.7: Continue to pursue CDBG funds and other funds, as available, to support any additional need for emergency shelters, and transitional and supportive housing programs for the homeless and those who are at-risk of becoming homeless.	As needed during annual NOFA process.
Action 19.8: Continue to fund and operate the Hayward Navigation Center and Annex, which provides transitional housing and navigation services to Hayward individuals experiencing homelessness, with the goal of transitioning residents to permanent placements.	Annually as part of the City's funding allocation process.
Action 19.9: Develop and implement a shallow rent subsidy program to provide small monthly rental subsidies to extremely low-income households with prior experiences of homelessness to prevent future homelessness and reduce housing cost burden.	Annually through January 2025, with option to extend if additional funding is identified.
Action 19.10: Develop a public education campaign to educate the Hayward community about ongoing homelessness and housing development efforts and how the homeless system of care operates to build community trust and buy-in for homelessness services and housing efforts.	Implement by January 2025.
Action 19.11: Explore funding and feasibility options for safe parking and safe camping programs to provide additional safe, secure, and sanitary options for individuals and families experiencing homelessness.	Begin exploring funding and feasibility by January 2024.
Action 19.12: Submit feasible and eligible projects for State Homekey funding as available, leveraging local resources such as HOME for operating funding.	Ongoing, based on State Homekey NOFA schedule.
Action 19.13: Develop Universal Design guidelines or standards to require the use of Universal Design Principles in new construction and/or rehabilitation of housing.	Develop ordinance by January 2025.
Implements the Following Policies	H-5.1, H-5.2, H-5.2, H-5.3, H-5.4, H-5.6, H-5.8
Responsible Agency	Development Services; City Manager
Funding Sources	CDBG; HOME; American Rescue Plan Act (ARPA); State grants

PROGRAM H-20: Community Outreach and Education

Community outreach is a key component to developing a comprehensive and inclusive housing market in the city. It is critical to engage local community groups and stakeholders from all sectors of the community in order to educate and provide inclusive housing opportunities and to understand housing needs. The goal of this program is to provide community groups that are affected by restrictions to fair and equitable housing greater opportunities for becoming informed and engaged in the City's housing and overall planning process.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 20.1: Work with local organizations such as East Bay Regional Center and La Familia to inform residents of the housing and available services.	Identify and maintain a point of contact with the local organizations.
Action 20.2: Increase accessibility by conducting public workshops at suitable times, using online methods such as Zoom, having meetings be accessible to persons with disabilities, having meetings be accessible to nearby transit centers, and provide additional resources such as childcare, translation, and food services.	Ongoing on a case-by-case basis.
Action 20.3: Develop a list of neighborhood groups and other community organizations that advocate for protected housing groups including seniors, individuals with disabilities, large households, and other groups, and disseminate information about housing opportunities and participate in community meetings as requested.	Develop list by January 2025 and update contact information annually. Disseminate information on an ongoing basis as opportunities become available.
Action 20.4: As opportunities become available, conduct a multimedia campaign regarding available homeownership, rental, housing accessibility, and rehabilitation programs in the city.	Maintain current information on the City's website and disseminate to at least 100 individuals annually.
Action 20.5: Work with local partners to deliver monthly housing workshops on topics including local ordinances; tenant and landlord rights and responsibilities; fair housing; habitability and health and safety code; and foreclosure prevention. Determine best method of holding meetings (online, in person) and offer childcare, translation and/or food services, if desired by community.	Monthly.
Action 20.6: Develop a language access policy to ensure residents with limited English proficiency have accessible information.	Implement policy by January 2024.
Implements the Following Policies	H-5.2, H-6.1, H-6.4
Responsible Agency	Development Services, City Manager, Community and Media Relations
Funding Sources	General Fund, Rent Review Administration Fee

Equal Housing Opportunities for All Persons

The City recognizes the importance of extending equal housing opportunities for all persons, regardless of regardless of race, religion, sex, family status, marital status, ancestry, national origin, color, age, physical or mental disability, sexual orientation, source of income, or any other arbitrary factor.

Goal H-6: Ensure Fair and Equal Housing Opportunity.

POLICIES

H-6.1: Fair Housing Services: The City shall support services and programs that eliminate housing discrimination and ensure that residents are aware of their rights and responsibilities regarding fair housing.

H-6.2: Housing Discrimination: The City shall prohibit discrimination in the sale or rental of housing with regard to race, ethnic background, religion, disability, income, sex, age, and household composition.

H-6.3: Rent Stabilization, Tenant Protections & Tenant Relocation Assistance: The City shall stablish programs and actions to mitigate development impacts on displacement and gentrification and offer tenant protection.

H-6.4: Fair Housing Outreach: The City shall conduct fair housing outreach and education for Hayward residents, property owners, and housing providers to ensure each understands their rights and responsibilities.

H-6.5: Address Foreclosures: The City shall strive to prevent foreclosures and alleviate individual and community issues associated with foreclosures to preserve homeownership and promote neighborhood stability.

H-6.6 Rental Assistance: The City shall continue to support rental assistance for lower-income households who are overpaying for housing.

PROGRAM H-21: Foreclosure Prevention and Counseling

The Foreclosure Prevention and Counseling program is intended to assist at-risk homeowners with foreclosure-prevention resources including counseling, refinance loans, and legal services. The City provides assistance to at-risk homeowners through partnerships with HUD-approved non-profit counseling organizations.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 21.1: Continue existing partnerships with non-profit organizations such as Housing and Economic Rights Advocates to provide mortgage delinquency, default resolution negotiation, and legal advocacy services.	Annually host 10 educational workshops in multiple languages on foreclosure prevention, provide mortgage delinquency and debt resolution services to 100 eligible homeowners and financial assistance loans up to $15,000 to an estimated 8 eligible homeowners for three years through December 2024.
Action 21.2: Continue to pursue CDBG funds and other funds, as available, to support non-profit organizations offering foreclosure prevention services.	As needed during annual NOFA process.
Action 21.3: Continue to partner with organizations such as A1 Community Housing to provide free foreclosure prevention workshops as well as free one-on-one counseling for households at risk of foreclosure.	Monthly host three educational workshops in multiple languages on Foreclosure Prevention.
Action 21.4: Provide information about foreclosure prevention resources in the housing programs section of the City's website, including information about the programs available for refinancing at-risk loans, and contact information for legal services agencies and HUD-approved counseling organizations in the area. Mail foreclosure prevention materials to local residents who receive notices of default and notices of trustee sale.	Maintain current information on the City's website and disseminate to at least 100 qualified homeowners annually.
Implements the Following Policies	H-6.4, H-6.5
Responsible Agency	City Manager
Funding Sources	CDBG and other state and federal funds

PROGRAM H-22: Fair Housing Services

The City of Hayward contracts with the Eden Council for Hope and Opportunity (ECHO) to provide fair housing and tenant/landlord services. ECHO's Fair Housing Counseling Program conducts site investigations and enforcement in response to reports of housing discrimination complaints, performs audit-based investigations to determine degrees of housing discrimination existing in designated areas, and provides fair housing education for members of the housing industry including managers, owners, and realtors. ECHO's Tenant/Landlord Counseling Program provides information to tenants and landlords in Southern Alameda County on their housing rights and responsibilities. Additionally, ECHO has trained mediators to assist in resolving housing disputes through conciliation and mediation. The primary objective of the program is to build awareness of housing laws and prevent homelessness.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 22.1: Coordinate with organizations such as ECHO and the East Bay Community Law Center (EBCLC) to provide fair housing and tenant/landlord services, including fair housing counseling and education and tenant/landlord counseling and mediation.	Annually assist 200 persons with at least 50 percent of services in areas with higher levels of housing discrimination.
Action 22.2: Provide training for property owners and managers to have access to information about requirements of federal, state and local real estate, housing discrimination, tenant protection, housing inspection, and community preservation laws; and promote training of tenants in the requirements of federal, state, and local laws so that they are aware of their rights and obligations.	Provide two training sessions annually.
Action 22.3: Conduct an annual workshop presented by local organizations such as ECHO and Centro Legal de la Raza and/or other advocacy organizations to conduct an annual fair housing and rental housing law workshops targeted to lower-income households, senior households, and individuals with disabilities.	Hold one workshop annually in multiple languages.
Action 22.4: As funding permits, continue to support neighborhood and community groups with training, services and technical support related to fair housing.	Annually assist 20 residents.
Action 22.5: Work with organizations such as ECHO to conduct random testing at least once a year during the planning period.	Annual testing.
Implements the Following Policies	H-5.1, H-5.2, H-5.5, H-5.6 H-6.1, H-6.2, H-6.3, H-6.4
Responsible Agency	Development Services; City Manager's Office
Funding Sources	CDBG

PROGRAM H-23: Rent Stabilization and Tenant Protections

Through the Residential Rent Stabilization and Tenant Protection Ordinance (RRSO) and the Mobile home Space Rent Stabilization Ordinance (MRSO), the City implements rent increase thresholds on covered rental units and mobile home spaces. The thresholds are intended to prevent unpredictable, large rent increases promoting more housing stability, particularly for lower income residents. The City operates the rent dispute resolution process for eligible tenants and landlords, which provides mediation and arbitration paid for through and annual fee shared by the tenant and landlord to resolve disputes regarding rent increases, health and safety issues, and reduction in services. The RRSO also creates tenant retaliation protections and just cause protections for all rental units, with few exceptions, while the MRSO protects against retaliatory evictions.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 23.1: Continue partnership with consultant to implement the RRSO and MRSO, including the rent dispute resolution process.	Ongoing.
Action 23.2: Continue to monitor implementation and impact of the RRSO.	Annually provide update to Homelessness-Housing Task Force.
Action 23.3: Seek out and participate in opportunities to improve eviction and displacement prevention resources	Ongoing.
Action 23.4: Continue to provide tenants and landlords with information about local requirements and referrals to outside resources to assist with other tenant landlord disputes.	Ongoing.
Implements the Following Policies	H-6.6, H-6.3
Responsible Agency	City Manager
Funding Sources	Rent Review Administration Fee

PROGRAM H-24: Tenant Relocation Assistance

Through the Tenant Relocation Assistance Ordinance (TRAO), the City implements temporary and permanent relocation assistance policies. The TRAO requires landlords to pay permanent assistance when performing a no-fault eviction and to pay temporary assistance when making substantial repairs or when there is a government-issued order to vacate for health and safety reasons. The City also implements an Emergency Relocation Assistance Program for low-income tenants displaced due to natural disaster or when landlord refuses to pay required relocation assistance. Collectively, these programs are intended to provide tenants with financial resources to find alternative temporary or permanent housing when displaced from their units by no fault of their own.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 24.1: Continue cross collaboration among Housing Division Code Enforcement Division, Building Services, Fire Department to streamline communication and process for identifying eligible relocation assistance cases.	Ongoing on a case-by-case basis.
Action 24.2: Provide training to tenants and landlords to educate them about their rights and responsibilities related to relocation assistance.	Annually conduct one workshop for tenants and one workshop for landlords in multiple languages.
Action 24.3: Enforce relocation payment requirement through assessment of liens in cases where landlords fail to pay required assistance.	Ongoing.
Action 24.4: Continue to implement and monitor the Emergency Relocation Assistance Program and work to identify additional funding sources to provide ongoing program support.	Ongoing.
Action 24.5: Provide displaced tenants referrals to housing resources.	Ongoing.
Implements the Following Policies	H-1.1, H-5.1, H 6.3
Responsible Agency	City Manager
Funding Sources	Rent Review Administration Fee; ARPA

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 24.1: Continue cross collaboration among Housing Division Code Enforcement Division, Building Services, Fire Department to streamline communication and process for identifying eligible relocation assistance cases.	Ongoing on a case-by-case basis.
Action 24.2: Provide training to tenants and landlords to educate them about their rights and responsibilities related to relocation assistance.	Annually conduct one workshop for tenants and one workshop for landlords in multiple languages.
Action 24.3: Enforce relocation payment requirement through assessment of liens in cases where landlords fail to pay required assistance.	Ongoing.
Action 24.4: Continue to implement and monitor the Emergency Relocation Assistance Program and work to identify additional funding sources to provide ongoing program support.	Ongoing.
Action 24.5: Provide displaced tenants referrals to housing resources.	Ongoing.
Implements the Following Policies	H-1.1, H-5.1, H 6.3
Responsible Agency	City Manager
Funding Sources	Rent Review Administration Fee; ARPA

PROGRAM H-25: Consolidated Plan Update

Hayward's Consolidated Plan describes and prioritizes the City's housing and community development needs, as well as activities to address those needs as defined and funded by HUD. The current Plan will be updated in 2024 to strategically align with and help implement the 2023-2031 Housing Element and strengthen place-based strategies to expand housing mobility and housing supply in high-opportunity areas. The update will also seek to improve areas through targeted investment in areas with identified fair housing impediments.

ACTIONS	OBJECTIVE AND TIMEFRAME
Action 25.1: Update funding policies to prioritize the improvement of public facilities and infrastructure projects that improve the quality of life and accessibility for all residents.	Annually as part of the NOFA process.
Action 25.2: Identify mechanisms to increase production and access to housing in high resource areas, such as through acquisition, rehabilitation and conversion of existing housing units to be affordable, the construction of ADUs, or through financial incentives in exchange for deed restriction of housing units for low-income use.	Adopt consolidated plan update by August 2025.
Implements the Following Policies	H-2.6, H-6.3
Responsible Agency	City Manager's Office
Funding Sources	CDBG

7.2 SUMMARY OF QUANTIFIED OBJECTIVES

The City's quantified objectives for the 2023-2031 planning period are:

- Sites to facilitate new housing units, including the City's RHNA of 547 units for extremely low-income, 528 units for very low-income households, 617 units for low-income households, 817 units for moderate-income households, and 2,115 above moderate-income households
- Rehabilitation of 80 affordable units
- Construction of 200 affordable units
- Construction of 320 ADUs
- Conservation of 1,844 Section 8 Housing Choice Vouchers
- Preservation of 295 units at risk of converting to market-rate units

Table 6-1 summarizes these objectives for the 2023-2031 planning period by income group.

ACTIONS	EXTREMELY LOW INCOME	VERY LOW INCOME	LOW INCOME	MODERATE INCOME	ABOVE MODERATE INCOME	TOTAL
RHNA	547	528	617	817	2,115	4,624
Units To be Rehabilitated	20		60	–	–	80
New Construction	50		150	–	–	400
ADUs	96		96	96	32	320
Section 8 Housing Choice Vouchers to be Conserved	1,844		–	–	–	1,844
At-Risk Housing Units to be Preserved	295		–	–	–	295

Note: Government Code Section 65583 mandates that localities calculate the subset of the very-low income regional need that constitutes the communities need for extremely low-income housing. As an alternative to calculating the subset, local jurisdictions may assume that 50 percent of the very low-income category is represented by households of extremely low income (less than 30 percent of the median family income).

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