



Hayward Food Action Plan

Nurturing collaboration among Hayward food providers, educational partners, and food recovery organizations

November 2023

Thank you to our partners

This could not be possible without your participation!

4Cs

Agricultural Institute of Marin

Alameda County Community Food Bank

Cal State East Bay

Centro Community Partners

Chabot College

Daily Bowl

Deputy Sheriffs' Activities League, Dig Deep Farms

Downtown Streets Team

Eden Area Regional Occupational Program

Eden United Church of Christ

Eden Youth and Family Center

First Presbyterian Church of Hayward/South Hayward Parish

ForestR.org

Hayward Community Gardeners

Hayward Environmental Services staff

Hayward Promise Neighborhoods (HPN)

Hayward Unified School District/Tennyson High School/Cherryland Elementary

Humanity for 100K Trees

Life Elder Care

Meals on Wheels

Mercy Brown Bag

SOS Meals On Wheels

Spectrum

StopWaste

Teach Earth Action

Tiburcio Vasquez Health Center

UC Cooperative Extension and Nutrition staff

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Food Action Plan Partner Retreat to UC Santa Cruz's Center for Agroecology in March 2023



About the Hayward Food Action Plan

From August 2022 through October 2023, the City of Hayward, City Manager’s Office met with over 30 community organizations, educational partners, and service providers to convene and develop a community-informed Food Action Plan for Hayward and its surrounding communities. During this planning process, the City engaged partners to articulate top assets and gaps, identified opportunities for partnership, collected local data to support the work of our partners, and developed recommended priorities.

The process from August 2023 through October 2023 included:

Community-based organizations & staff conversations
Community-based organization interviews
19 work sessions across three different working groups on the topics: Food Access and Security, Food Recovery, and Career Pathways & Entrepreneurship
Organized talks with United Food and Commercial Workers Labor Union and Homeless Garden Project
Tours to Dig Deep Farm's Food Hub in San Leandro and Alicia's Tamales Los Mayas
A Food Action Plan Partners Retreat to Homeless Garden Project & UC Santa Cruz’s Center for Agroecology (hosted on March 22, 2023)
Street vendor interviews performed by Chabot interns
Surveying and analysis for Hayward Promise Neighborhoods and South Hayward Parish on preferred foods and line management performed by CSUEB interns
A food distribution resource map for the public completed by CSUEB Interns
The Learn & Earn Pilot Program in partnership with HUSD, EAROP, Forestr.org, and Mills College
South Hayward Farmer’s Market Interest survey outreach and analysis in partnership with Eden Youth and Family Services; dot surveying and community engagement completed at the Downtown Hayward Farmer’s Market

City of Hayward & Chabot College Food Distribution Operations, Fall of 2020



Background

The City of Hayward has a long history of organizations and community groups working towards eliminating food insecurity. This type of commitment was apparent especially during the COVID-19 pandemic when Hayward community-based nonprofits and educational institutions worked tirelessly to ensure all people in the community were fed.

During this time, the City also partnered with Chabot Community College to tackle food insecurity. Together, we launched and staffed a food distribution site that distributed 1,701,432 pounds of food to 179,700 people. This collaborative effort was a successful example of partnership among organizations across sectors to coordinate these services and programs for our most vulnerable communities.

Amidst these efforts, CBO and educational partners expressed the need for a more coherent and community-led plan around food access and the need for capacity building. With this feedback, the City applied for and received a planning grant from the Stupski Foundation to convene Hayward-based partners and define recommendations for next steps through this plan.

Food Action Plan Highlights



Food Action Plan Partner Tour to the Homeless Garden Project

Strengthening relationships among partners

During the planning process, one of the main goals of Food Action Plan was to convene and strengthen relationships among community partners. For 10 months, the City hosted work group sessions across three different topics: Career and Entrepreneurship, Food Access & Security, and Food Recovery. With over 30 organizations involved, these work group and resource meetings brought organizations together to learn about each other's work.

On March 22, 2023, the City hosted a retreat with Food Action Partners to Santa Cruz where partners took tours of the [Homeless Garden Project](#) and [UC Santa Cruz's Center for Agroecology](#). At the Homeless Garden Project, partners learned about their model which engages unhoused community members in growing food for the community and connects them to long-term employment opportunities and case management resources. Afterwards, partners toured UC Santa Cruz's Center for Agroecology to learn about their educational model to teach students and the community about [agroecological](#) systems.

Food Action Plan Retreat Highlight Video

Click the box to watch this 3 minute video!



What is Agroecology?

Agroecology is the application of ecological principles to agricultural systems and practices. New farming methods, like agroecology, practice farming that works with nature and reduces climate change

Food Action Plan Highlights

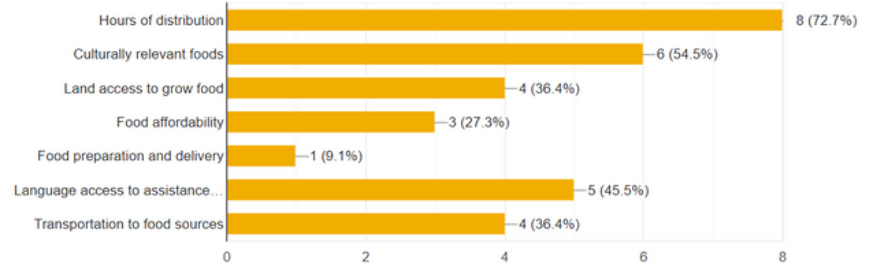
Collecting local data to better address local problems

At the beginning of the planning process, the Food Access & Security working group was polled to identify their priority areas on action items we could work towards. The top three topics to address were:

1. Coordinating hours of distribution
2. Improving access to culturally relevant foods
3. Improving language access to assistance

While answering, consider questions: What topics do we currently have the assets to make change now? Are there topics we can take immediate steps given our current partners and resources?

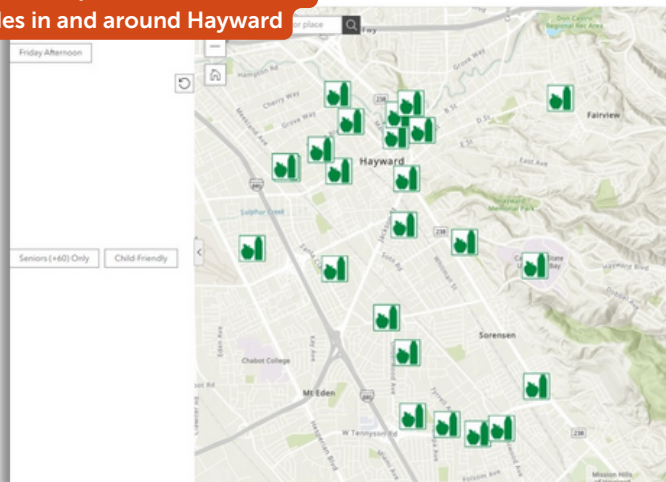
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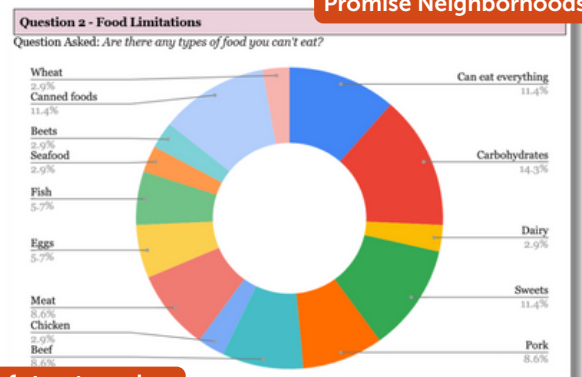
Engaging educational partners to collect local data

The City partnered with Chabot College and California State University - East Bay and hosted 18 Food Action Plan college interns to work with partners and gather data on the top three topics identified by partners as well as other topics. Deliverables from these partnerships include: a map of Hayward and nearby food distribution sites for the public, surveys and analysis of clients at two different food distributions to learn about food preferences and dietary restrictions, and interviews of street vendors. Data was shared among partners for collective learning.

Public map of food distribution sites in and around Hayward



Survey and analysis of food preferences at South Hayward Parish and Hayward Promise Neighborhoods



Interviews of street vendors



Food Action Plan Highlights

South Hayward Farmer's Market Interest Survey with Eden Youth & Family Center and Promotoras

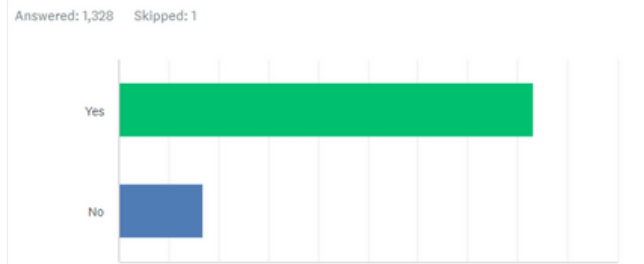
The City collaborated with the Agricultural Institute of Marin (AIM) and Eden Youth and Family Center's Outreach and Promotoras Team to collect information for a South Hayward Farmer's Market Interest Survey. The survey was distributed by the City of Hayward's Community and Media Relations Team and heavily distributed by Eden Youth and Family Center's Promotoras Team focusing on South Hayward community members.

The survey was translated into English, Spanish, Tagalog, and Chinese and gathered nearly 1400 responses with overwhelming support. City staff will continue to work with AIM to bring a farmer's market to South Hayward and can present findings to Council if desired.

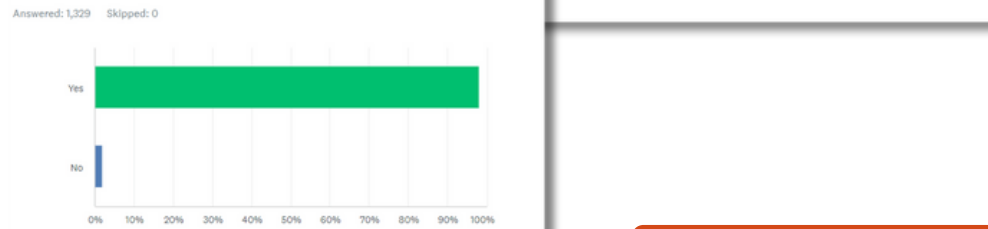
City staff also completed dot surveying at the Downtown Hayward Farmer's Market at the request of AIM to determine if Downtown Hayward market attendees were coming from South Hayward. The map to the right shows a high concentration in North Hayward and Castro Valley. With a few market goes near the South Hayward area.



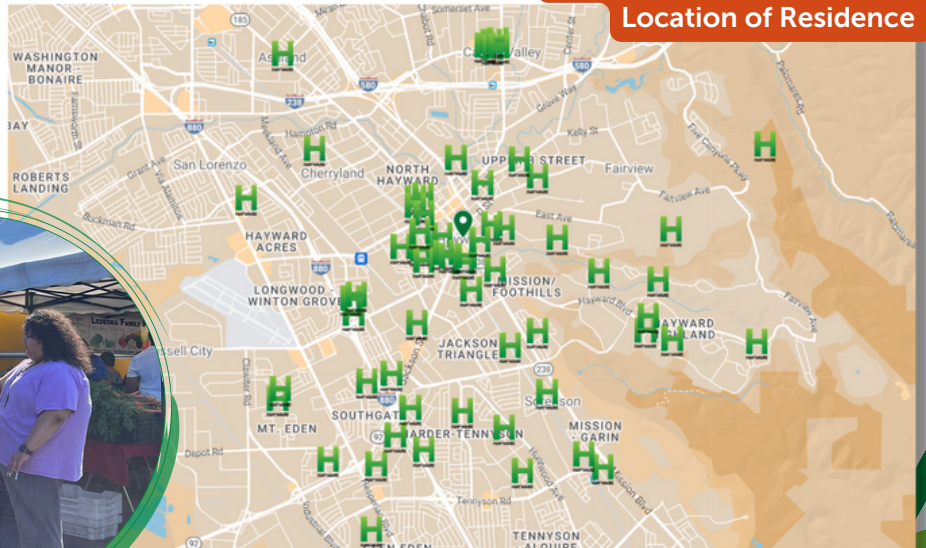
If there was a South Hayward farmers market, would you plan on doing additional shopping, eating, or other activities at local businesses in the neighborhood?



Would you support a farmers market in South Hayward?



Map of Downtown Hayward Farmer's Market Attendees' Location of Residence



Food Action Plan Highlights



Forging meaningful opportunities for Hayward youth

The City and Hayward Unified School District co-created a paid internship pilot program for 8 HUSD student in the summer of 2023. Interns worked with Eden Area Regional Occupational Programs, Forestr.org, Mills College to get hands on experience as well as professional development skills. They worked on Tennyson High School’s farm, cultivated and tended to EAROP’s garden, worked on Mill’s College’s farm, and developed a gleaning network and [webpage](#) for Hayward with Forestr.org. Youth broadened their knowledge on what it means to take part in their food system, and developed life skills in communication, team building, and work ethic.

For this work, the City was presented the [EAROP’s Business Partner of the Year Award](#) and will continue to sponsor another year of this pilot program through the grant planning funds of the Food Action Plan.



This remarkable opportunity for students – to learn skills supporting sustainability, food security, and climate awareness, while earning a stipend – was the result of a rich collaboration between the City of Hayward, Hayward Unified School District, and the Eden Area Regional Occupational Program. This, in turn, was the result of a year-long effort to build and braid systems that will enhance food security for all Hayward residents.

-Blaine C. Torpey, Superintendent of EAROP



Summary of Assets

Identified Assets

Community members with agricultural backgrounds and knowledge
Hayward is home to fertile land and low pest populations
Hayward CBOs have developed their own local networks to increase food recovery
Hayward has a large food industry sector
The Hayward area is home to a handful of community-based projects that nurture food systems work
The Bay Area has a large pool of regional professionals in food systems work
There is willingness to collaborate across sectors

Hayward is rich in knowledge, passion, and dedication

Hayward is a diverse community with 39 percent Hispanic or Latino, 29 percent Asian, 16 percent White, and 11 percent two or more races. Its population has a wealth of generational knowledge of agricultural practices, health, and nutrition from different cultural backgrounds. The opportunity to link Hayward’s youth to this knowledge not only benefits their personal development, but also teaches them to be proud of their backgrounds and deepens their cultural roots. This was most apparent during the pilot internship program coordinated with Hayward Unified School District, Eden Area Regional Occupational Programs, and Forest.org.

Tennyson Farm, Eden Area ROP’s Garden, and Forestr.org are just a few examples of grassroots projects that nurture community connection through food in and around Hayward. Other examples include the Hayward Community Garden, Hazel Garden, Lydia’s Farm, Brown Girl Farms, Dig Deep Farm and Food Hub. It’s only natural these activities are occurring in Hayward given that the area was a predominantly agricultural area until the 1960s. The transition from being a predominantly agricultural community to suburban community left behind fertile, low pest land. As a result, Hayward has an abundant inventory of formerly agricultural land, much of it owned by the City and HUSD.

Hayward food recovery organizations leading the effort

CBOs in Hayward have developed their own networks among each other. Organizations like Daily Bowl, a food recovery organization and consultant on SB1383, act as “connectors” and coordinate transporting recovered food across the Bay Area with food resource partners like South Hayward Parish. Another example of a connector organization is Forestr.org which focuses on gleaning, the practice of collecting excess harvest, from both private and public land fruit trees and redistributes the produce to food resource partners across Castro Valley, Contra Costa, and Hayward. Nine food recovery organizations (FROs) in Hayward including South Hayward Parish and Hope 4 the Heart put Hayward on the map for its food recovery efforts. In 2022, **Hayward FROs ranked 2nd in the County in total pounds recovered out of 17 jurisdictions** reporting 2,041,065 pounds of recovered food.

Summary of Gaps

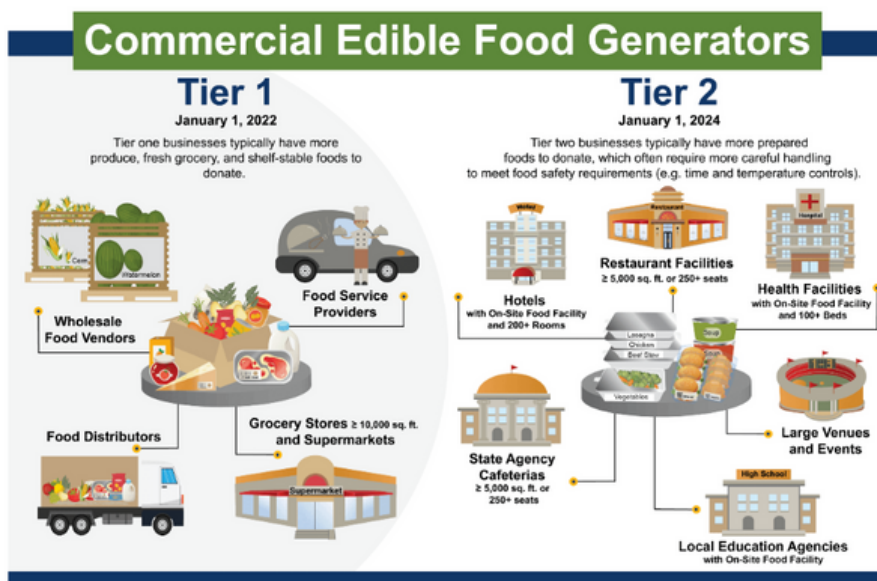
Identified Gaps

Partners expressed a need for more centralized coordination around food recovery specifically in response to SB1383
Warehouse locations with refrigeration for food distribution is extremely limited
Barriers to access land for growing
Educational programming like Project Eats ceased operations and there is little to no support to continue the work
Inconsistent citywide access to affordable food and food distribution. Service providers have experienced increase in demand for food, but lack the capacity to expand services to address the demand.
Nonprofits addressing food and poverty are concentrated among a few, compared to neighboring cities with more condensed nonprofit capacities
Service providers struggle to keep up with rapid shifts in client demographics (translation services, outreach materials, offering culturally appropriate food)
Small food entrepreneurs expressed a lack of programs to support them with business growth
Lack of centralized coordination of resource sharing across organizations.

Increased demand for recovered foods may impact Hayward commercial businesses

Senate Bill 1383 (SB1383) aims to keep food and other compostable materials out of landfills to reduce emissions that contribute to climate change. In Alameda County, the law is implemented and enforced under the Organics Reduction and Recycling Ordinance (ORRO), adopted by Council on November 16, 2021. In addition, SB1383 requires Tier 1 (supermarkets, grocery stores, wholesale food vendors) and Tier 2 (restaurants facilities, hotels, large venues) commercial edible food generators to recover the maximum amount of their edible food that would otherwise be disposed. StopWaste and partners provided insight on how Tier 2 organizations are facing challenges complying with SB1383 requirements and that regional infrastructure is needed.

Tier 1 enforcement began in January 2022, with many Tier 1 generators in compliance due to already existing infrastructure. Enforcement for Tier 2 generators will begin January 2024. Many Tier 2 generators like local larger scale restaurants and hotels do not have existing infrastructure in place or may not be aware of these new state requirements, which could result in continued food waste and fines up to \$500. StopWaste hosts resource groups and offers technical support around SB1383 response. However, the issue requires a more localized solution in an equitable, Hayward-centric manner.



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Small food entrepreneurs expressed a lack of programs to support them with business growth

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Increased demand for recovered foods may impact Hayward commercial businesses

In addition to the City's efforts, partners that are crucial to this work include Dig Deep Farms and Daily Bowl. The County's partnership with Dig Deep Farms has demonstrated a coordinated effort to move towards a circular economy that includes food recovery, farming, and second chance employment opportunities. Dig Deep Farms is currently housed in the Alameda County Deputy Sheriffs Activities League (DSAL), championed by late Supervisor Wilma Chan. However, partners have expressed concerns with this work being in the Sheriff's Office due to lack of community trust. Furthermore, DSAL staff have communicated they are seeking a new community partner to take on the administration and operation of Dig Deep Farms and Tri-CED Community Recycling has expressed interest in fulfilling that role. City staff is currently considering a proposal and funding request from Tri-CED which would incorporate Daily Bowls and other food recovery organizations.

Limited local warehouses with refrigeration presents barriers to food distribution

In this past year, two organizations have reached out to the City asking for help to find warehouse locations with and without refrigeration including the San Leandro Family Help Center, which the City helped identify a temporary location at the old Skywest golf course clubhouse. The City's Community Services and Economic Development Divisions have worked together to identify warehouse locations; however, warehouses with refrigeration in the area is extremely limited. As the City builds upon their emergency preparedness plan, addressing solutions to the limited warehouse spaces with refrigeration will be essential. Industry partners and the Hayward Area Recreation District will be key to finding solutions to this gap.

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Lack of centralized coordination of local resource sharing across organizations.

Food providers struggle to keep up with changing client demographics

Prior to the pandemic, the service population for Eden United Church of Christ's food distribution was 88 percent Latino or Hispanic. It is now 47 percent Asian or Pacific Islander and 43 percent Latino or Hispanic. This demographic shift was echoed by other service providers presenting obstacles to access additional resources for these new populations including offering translation services, updating outreach and operations materials, and procuring food that is culturally relevant. Not only are organizations sensitive to providing food that is appropriate to specific cultures, but they also aim to meet the dietary needs of the clients. In a survey performed by CSUEB interns at South Hayward Parish, 47.1% of survey participants (N=74) stated they are diabetic or had little to no tolerance to sugar. ACCFB is engaged in conversations around food procurement needs in Hayward and are consistently working towards meeting the food preferences and dietary needs of clients.

Disconnected stream of local resources

One of the gaps brought up by partners was that there is no centralized stream of communication for the community to access localized information on resources for where they can find food or where they can grow food. Individual organizations do their own targeted outreach for their specific programming, groups like the South Hayward Neighborhood Collective meet monthly to share information with one another, and the school district has Family Engagement Specialists that coordinate community newsletters. Additionally, the City's Library Department hosts a Community Resource Guide and shares information onsite, and the County has their 211 site which provides general information on services. However, partners expressed the need for a dedicated central landing page specific to the Hayward area that brings together these different networks and resources to be easily accessible to the whole community.

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Partners seeking investments in educational programming and sustainable solutions

Partners have expressed the value in convening since these Hayward CBOs are at their maximum capacity addressing the day-to-day issues of the community. Compared to neighboring cities with more condensed nonprofit capacity, Hayward’s nonprofit groups addressing food and poverty are concentrated among a few. In the past, Hayward has hosted various successful coordinated efforts provided by the County like the former Project Eat which was managed by the County’s Department of Education and birthed the Tennyson Farm and Farm to Fork curriculum at Tennyson High. However, coordinated efforts by the County have come and gone due to political turnover and the unfortunate loss of champions dedicated to this work. Furthermore, Hayward does not have an obvious organization with the capacity or mission to sustain and lead this local coordination effort and offer Hayward CBOs support in technical support, resource sharing, and resilience planning.

Recommended Priorities and Next Steps

Three Main Priorities

- Continue convening and sharing information across partners
- Ongoing City support to seek funding opportunities and communicate resources
- Centralized coordination in food recovery specifically in response to SB1383

Wide to narrow: distilling three main priorities

The process of convening and collecting information from partners with diverse perspectives takes attentive listening and facilitation. In an activity with partners, City staff asked hypothetically, "In an ideal world, if you could have one thing related to the Food Action Plan, what would it be?" Partners responded with the below sticky notes with responses varying from hosting community fridges to receiving support for applying for funding to building funding streams for food recovery.



In the following activity, staff asked partners, "Of those suggested, which ones feel most attainable, yet aspirational?" Partners responded with the below sticky notes. Responses include desire to continue convening, seek further funding and infrastructure to support food access and food recovery, and developing a resource page.



Recommended Priorities and Next Steps

Three Main Priorities

Continue convening and sharing information across partners

Ongoing City support to seek funding opportunities and communicate resources

Centralized coordination in food recovery specifically in response to SB1383

Wrapping up and next steps

Now that the grant work has concluded, many partners have identified their own action steps they plan to take to close the gaps in Hayward's food system. The partners have expressed gratitude that the City took the initial step in convening this partnership. In addition, during the final planning meeting, partners expressed the desire to see the following cooperative work continue.

Ongoing space to continue convening and sharing resource

- Feed Hayward has committed to hosting a partnership meeting at least once a quarter moving forward.

Ongoing City support to seek funding opportunities and communicate resources to the community

- City staff will continue to explore funding opportunities for related food work that is currently in the City's scope of work and share opportunities and offer letters of support for partners.
- City staff plans to organize a central food resource page to share with the public and partners along with a public food distribution map.

Centralized coordination in food recovery specifically in response to SB1383

- StopWaste hosts regional resource groups and offers technical support around SB1383 response. However, partners have shared the need for additional coordination and more localized solution to connect food generators with food distributors and ensure businesses have what they need to successfully meet the State mandate. Hayward's Environmental Services Division is proposing a series of related action steps as part of the proposed Climate Action Plan (see Attachment III for a draft list).
- Local partners that are crucial to food recovery include Daily Bowl and Dig Deep Farms, which is housed in the Alameda County Deputy Sheriffs Activities League (DSAL) and was championed by late Supervisor Wilma Chan. DSAL and Daily Bowl, in partnership with Tri-CED, recently approached City staff with a proposal and funding request to increase food recovery activities in Hayward. Environmental Services staff is reviewing this proposal.