



CITY OF HAYWARD DISPLACEMENT STUDY

Final Report

April 2021

HRA
Analyze. Advise. Act.



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THE HAYWARD DISPLACEMENT STUDY

The City of Hayward Displacement study provides a framework for policymakers, community stakeholders, and residents to understand the displacement that has occurred in Hayward as a result of the unprecedented housing pressures experienced in the Bay Area over the last decade.

The study is prepared for the City to request a live/work preference established in the City's Affordable Housing Ordinance for the receipt of Measure A1 funding from Alameda County, allowing existing Hayward residents or workers to have priority access to affordable units developed within A1 funding; and to inform the development of the City's Notice of Funding Availability (NOFA) for affordable housing development.



THE HAYWARD DISPLACEMENT STUDY

The City of Hayward Displacement study provides a framework for policymakers, community stakeholders, and residents to understand the displacement occurring in Hayward as a result of the unprecedented housing pressures experienced in the Bay Area over the last decade. To contextualize this analysis, the study compares Alameda County and Hayward. The study is organized into three sections. The first two sections evaluate trends that quantify the effects of displacement through key indicators and assess the disparate impacts that these trends have on critical populations. The third section focuses on the efficacy and benefits that a live/work preference may have on the housing challenges that Hayward face.



Displacement Trends

What trends can help us understand potential displacement in Hayward and Alameda County?



Disparate Impacts

How have these trends had outsized impacts on vulnerable communities?



Live / Work Preference

How can a live/work preference begin to help the challenges outlined?

KEY DISPLACEMENT TRENDS

This study uses five indicator types to identify displacement pressures in Hayward.

1. Changes in property values and rents

There have been drastic increases in rents and home values that have outpaced income growth, leading to indirect displacement—i.e. when low-income renters and homeowners leave the City, they can only be replaced with higher income households. Additionally, rapidly increasing home values across the region has meant that middle-income renters who would otherwise buy a home remain in the rental market, putting further pressure on low-income renters.

2. Pressure from investment in neighborhood and region

The Bay Area has seen a historic number of new jobs in the region since the recovery from the great recession. Housing production has not kept pace with the number of jobs—leading to escalating housing costs and families moving further and further away from job centers. This affects every city in the Bay Area, including Hayward, where the jobs to housing mismatch persists, albeit to less drastic extent.

3. Change in tenure and demographic changes

Newer residents moving into Hayward in the last five years on average have incomes 25% higher than existing residents. In addition, the City has 29% fewer lower income households (earning below \$50K). This factor, coupled with a lack of commensurate housing production, suggests that lower-income households are getting displaced. Additionally, migration trends indicate an increase of higher-income households towards the interstate 880 and BART corridors. Indicators in Hayward's central neighborhoods near BART stops suggest higher rates of displacement along these corridors, especially for Black and Hispanic households.

4. Critical population changes

In extreme cases, homelessness can be the result of displacement. An increasing homeless population—especially a working homeless population—suggests high levels of displacement.

5. Coping strategies and displacement impacts

As a result of the displacement experienced in Hayward, there are indicators of coping strategies—these include crowding of existing housing units and workers commuting from longer distances to their jobs in the City.

KEY DISPLACEMENT TRENDS

Each of the five indicators are further expanded with supporting evidence that shows signs of displacement in Hayward.

1. Changes in property values and rents

+32%

change in Hayward median 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.

As rents continue to increase across the city and incomes do not keep up, low-income households will face increased housing pressure.

Middle-income renters who would otherwise be homeowners are shut out of the ownership market, putting added pressure on the rental market.

2. Pressure from investment in neighborhood and region

17:100

Bay Area homes created for every 100 jobs created

The Bay Area has massively underproduced housing relative to the immense job and economic growth the region has seen in the last decade. This underproduction affects the whole region—especially previously affordable cities like Hayward.

+458 units

New multifamily units built in Hayward since 2010.

49%

units outstanding from RHNA allocation

Although Hayward is not wholly responsible for the underproduction across the region, housing development in the City has not kept up with new unit production. Only 14 new multifamily units were built for every 100 new jobs over the last decade and 49% of the housing units from the city's regional housing needs allocation (RHNA) is still outstanding. A concerted effort to build both affordable and market-rate housing regionally is required to ensure regional growth does not displace existing residents.

3. Change in tenure and demographic changes

-29%

change in low-income households in Hayward

+72%

change in high-income households in Hayward

+\$22K

difference between the median income for new households and existing households

From 2010-2019, Hayward experienced a 29% decrease in households earning below \$50,000 and a 72% increase in households earning above \$100,000. While some of this can be attributed to real income increases for households, resident salaries do not appear to have increased this drastically.

New households moving into Hayward are wealthier than those who live in the city—further suggesting that existing households are facing displacement pressure.

KEY DISPLACEMENT TRENDS

Each of the five indicators are further expanded with supporting evidence that shows signs of displacement in Hayward.

4. Critical population changes and effects

+23%

new people experiencing homelessness in Hayward since 2017

As of 2019, 487 people are experiencing homelessness in the City of Hayward, compared to 397 in 2017, reflecting an overall 23% increase.

50%

of 211 calls and texts are for housing expense referrals and emergency shelter requests

From July 2019 to June 2020, housing was the top referral for local 211 calls and texts for the City of Hayward.

5. Coping strategies and displacement impacts

88%

Of renter households earning below \$50K are housing cost burdened

88% of Hayward renter households earning below \$50K are cost-burdened, indicating that the tight rental market is placing increased pressure on residents.

+29%

increase in Hayward workers commuting more than 50 miles.

As Hayward's housing supply becomes less affordable, more Hayward workers are likely to move to more affordable areas and commute to work.

+91%

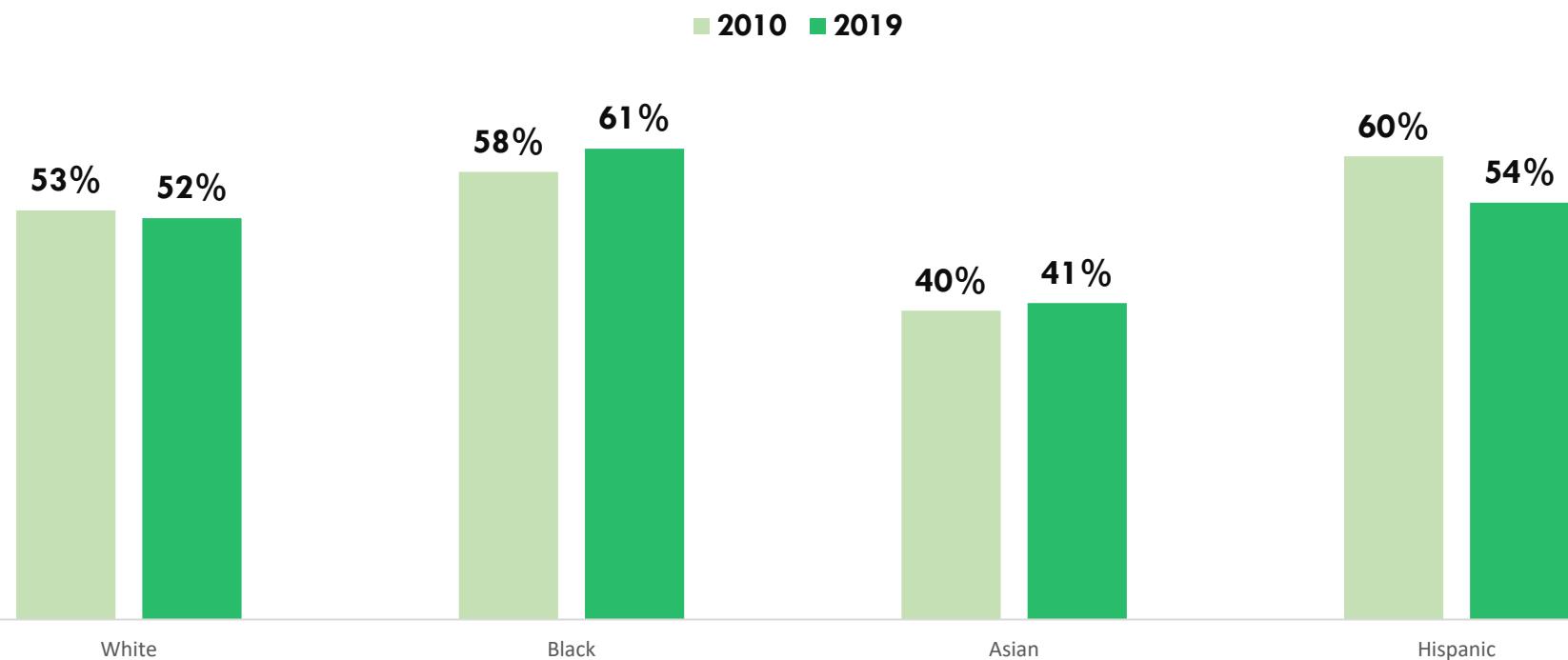
increase in overcrowded units in Hayward from 2010 to 2019.

Overcrowding, a key indicator of displacement, significantly increased by 91% from 2010 to 2019 in Hayward.

DISPARATE IMPACTS

As displacement pressures continue to affect Hayward, the impacts are felt acutely on vulnerable households, with a greater share of Black and Hispanic households facing cost burden compared to White and Asian households.

Hayward Renter Cost-Burden by Race



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

DISPARATE IMPACTS

As displacement pressures continue to affect Hayward, the impacts are felt acutely on vulnerable households.

SENIORS	IMMIGRANTS	FAMILIES WITH CHILDREN	STUDENTS
			
+71% Cost-burdened senior renters since 2010	+172% Cost-burdened immigrant households earning above \$35K	+153% Cost-burdened families with children earning above \$50K	74.2% Students qualify as socioeconomically disadvantaged
Senior renters, age 65 or over, in Alameda County and Hayward are increasingly cost-burdened. There was a 71% increase in cost-burdened seniors in Hayward, compared to a 51% increase in Alameda County.	Since 2010, Hayward experienced a 35% decrease in immigrant households earning below \$35K. At the same time, the remaining Hayward immigrant households are increasingly cost-burdened with 51% paying over 30% of their income to housing costs.	Since 2010, Hayward experienced a 153% increase in cost-burdened families earning above \$50K. This is particularly acute for larger families that require larger accommodations.	In 2019, 74.2% of students within the Hayward Unified District qualified as socioeconomically disadvantaged – which increased by 2.2% from 2017.

LIVE / WORK PREFERENCE

A local preference for new affordable housing units will allow for households facing disparate impacts to access affordable housing options in Hayward.

Hayward remains one of the most affordable parts of the Bay Area—a characteristic that the city is quickly losing.

Our findings indicate that Hayward residents face outsized market impacts compared to their counterparts across Alameda County.

This has led to residents facing displacement pressure at a higher rate than their counterparts across the County.

New migrants moving into Hayward have lower average incomes compared to those moving into the rest of the County, but are still 20% higher than existing residents.

As of January 2021, for-sale home listings in Hayward accounted for **23% of all listings countywide** that are affordable to households **below 80% of AMI**, despite being **only 8% of all listings**.

Hayward rents have increased by 32% in the last decade, compared to 28% for the county overall.

Neighborhoods in Hayward, Oakland, and Fremont have seen the **largest increases in home values in the last 5 years**.

Hayward lost **33% of their residents earning below \$35,000**, compared to 23% countywide.

There was a **71% increase in cost-burdened seniors in Hayward**, compared to a 51% increase in Alameda County.

Hayward experienced a **91% increase in overcrowded units from 2010 to 2019**, while Alameda County experienced an 83% increase.

LIVE / WORK PREFERENCE

A local preference for new affordable housing units will allow for households facing disparate impacts to access affordable housing options in Hayward.

Lower-income residents, particularly those that are also seniors, Black, Indigenous, or People of Color (BIPOC), or families with children, will continue to face displacement without housing that addresses their specific needs. Hayward stands to lose its position as an affordable option in the Bay Area, with easy train and bridge connectivity to job centers like Silicon Valley, Oakland, and San Francisco. As one of the remaining affordable cities in Alameda County, residents displaced from Hayward will likely be displaced from the County as a whole. Residents that would benefit the most from a local housing preference are more diverse in terms of race, age, and household size compared to the city's general population.

Affordable housing funded through Measure A1 would allow these residents to choose housing options within the City and maintain their roots and networks in the City, leading to a more healthy, equitable, and affordable Hayward. The Depot Road project will offer small micro units and supportive housing, creating more affordable housing for Hayward residents most vulnerable to displacement.



Executive Summary

Displacement Trends

Disparate Impacts

Live / Work Preference

Appendix

DEFINING AND MEASURING DISPLACEMENT

Displacement is notoriously tricky to measure through available data sources. There also are multiple types of displacement identified in literature,¹ ranging from direct displacement—“when residents can no longer afford to remain in their homes due to rising housing costs”, or residents are physically forced out due to evictions, eminent domain, lease non-renewals, or unhabitable dwelling conditions.² There can also be exclusionary displacement or chain displacement, where “units being vacated by low-income households are no longer affordable to other low-income households.”³

Measuring displacement can be an even murkier field of inquiry. The Federal Reserve’s 2015 working paper by Zuk, Bierbaum, et. al. concede that **a specific measurement of low-income households leaving a city can be both incomplete and difficult to measure.** As a result, the paper offers a table of up to 21 indicators that together can identify displacement and further gentrification. This study uses a modified version of those indicators to provide a more holistic view of the displacement experienced in Hayward.

Indicator Type	Hypothesis
Changes in property values and rents	Increases in rent and sales values that outpace income growth leads to indirect displacement.
Investment in neighborhood and region	If the number of new jobs in a region outpace housing production, existing residents will face housing pressure with increased competition, resulting in displacement.
Change in tenure and demographic changes	If new residents have higher incomes than existing residents along with the absence of new supply, existing residents face displacement pressure.
Critical population changes	In extreme cases, homelessness can be the result of displacement. An increasing homeless population—especially a working homeless population—can suggest high levels of displacement.
Coping strategies and displacement impacts	Crowding of existing housing units and increased travel distances and time to and from work demonstrate the effects of displacement.

1. Zuk, Beirbaum, et.al “Gentrification, Displacement, and the Role of Public Investment: A Literature Review”, Federal Reserve of San Francisco, August 2015

2. Ibid.

3. Ibid.

1. CHANGES IN PROPERTY VALUES AND RENTS

Increases in both rents and housing prices outpace income growth in both Alameda County and Hayward, leading to indirect displacement—greater demand pressure for housing in Hayward.

Indicator Type

Changes in property values, rents, and available housing units for low and middle-income can be indicators of indirect displacement.

Hypothesis

As property values and rents increase, the ability of low-income households to replace previous low-income residents decreases, resulting in new households being higher-income

Findings

Rents and home values have outpaced income growth, leading to low-income renters and homeowners leaving the city and being replaced with higher income households. Additionally, rapidly increasing home values has meant that middle-income renters who would otherwise buy a home remain in the rental market, adding further displacement pressure on low-income renters.

Limitations

If increases in property values and rents occur in an environment of low-income housing production and commensurate incomes, it may not lead to displacement. However, this has not proven to be the case in Hayward.

+32%

change in Hayward median rents over the last decade.

< 10%

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

+56%

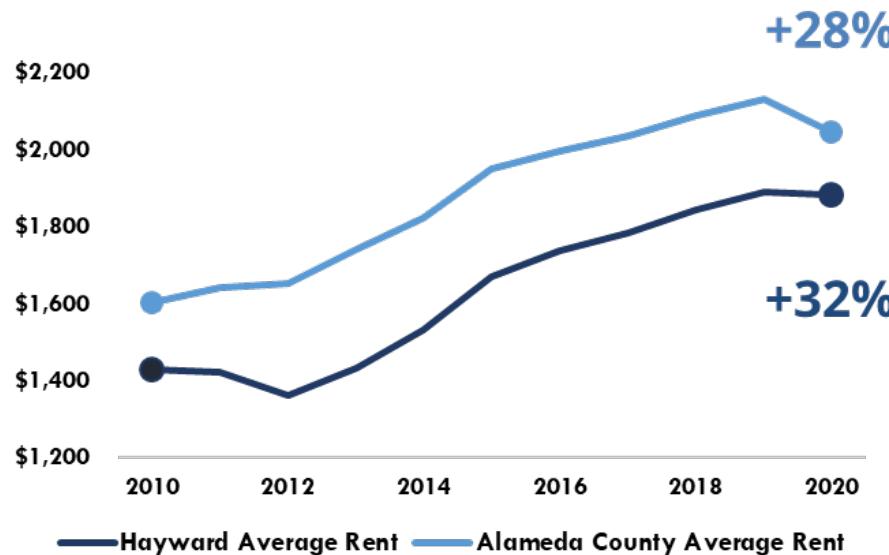
change in Hayward home values over the last decade.

1. CHANGES IN PROPERTY VALUES AND RENTS

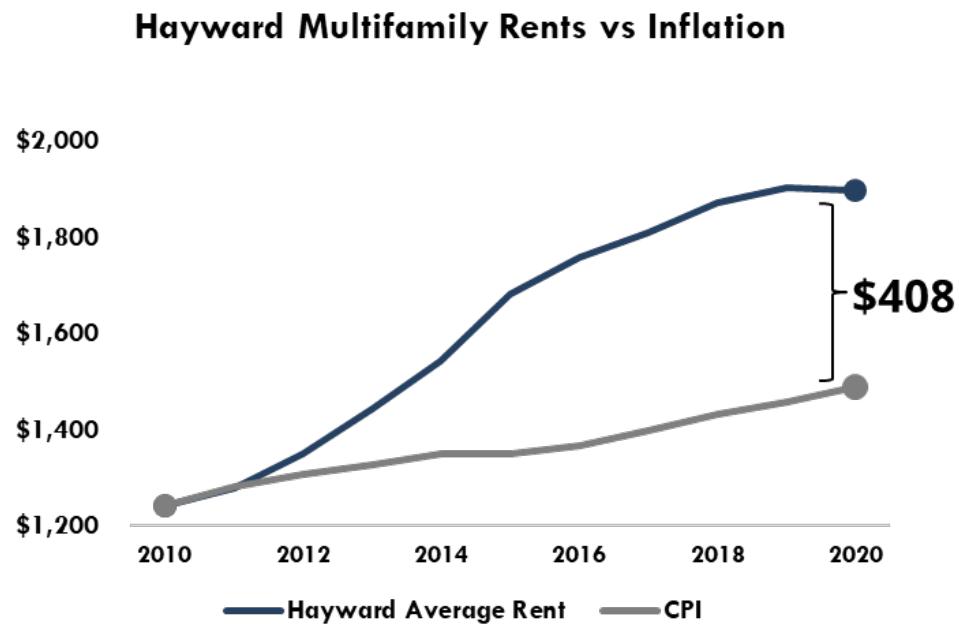
Multifamily rents have increased by 32% in Hayward—faster than Alameda County overall, and \$408 more than CPI inflation.

The average multifamily rent in Hayward is \$1,880—approximately \$200 lower than the average rent in Alameda County overall. While rents in Hayward remain below Alameda County, rent has increased faster than the County—by 32% since 2010, compared to 28% for the County. Rents in Hayward are increasing significantly above inflation. If rents grew at the same rate as inflation since 2010, the average rent would be \$1,490—about \$400 less than current rents.

Multifamily Rents 2010 - 2020



Hayward Multifamily Rents vs Inflation



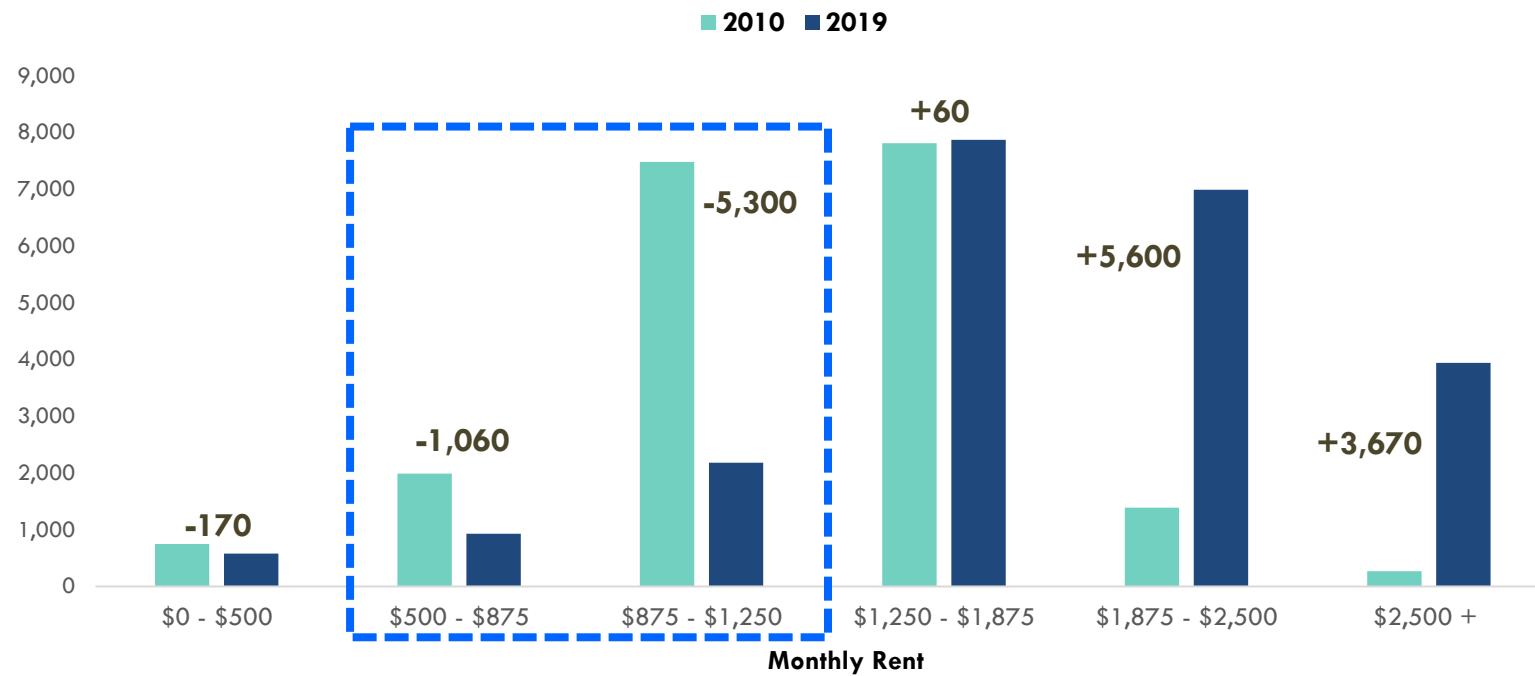
Source: CoStar

1. CHANGES IN PROPERTY VALUES AND RENTS

There has been a significant loss in low to middle income units—renting for between \$500 to \$1,250. Only 3,690 units are affordable to households earning below \$50,000.

There has been a loss in units renting between \$500 to \$1,250 (affordable to incomes between \$20,000 and \$50,000) by 6,300 units, with a significant increase in units renting for more than \$1,875 (affordable to incomes above \$75,000). This includes all units—both deed-restricted and unrestricted. While all deed-restricted housing is affordable at or below the income levels required by the program, unrestricted housing rents are subject to market forces. Factors like citywide rent pressure, unit quality, age, and other unit-, building-, and neighborhood-level attributes influence how much a landlord can charge in rent. 3,690 units are currently affordable to the 8,150 households earning at or below \$50,000. The units at these rent levels are considered to be *naturally occurring affordable housing* and are being lost at a significant rate.

Hayward Rental Unit Distribution (2010 - 2019)



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

1. CHANGES IN PROPERTY VALUES AND RENTS

There is a 4,460-unit gap available for rent under \$1,250 and the units required to serve households earning below \$50,000.

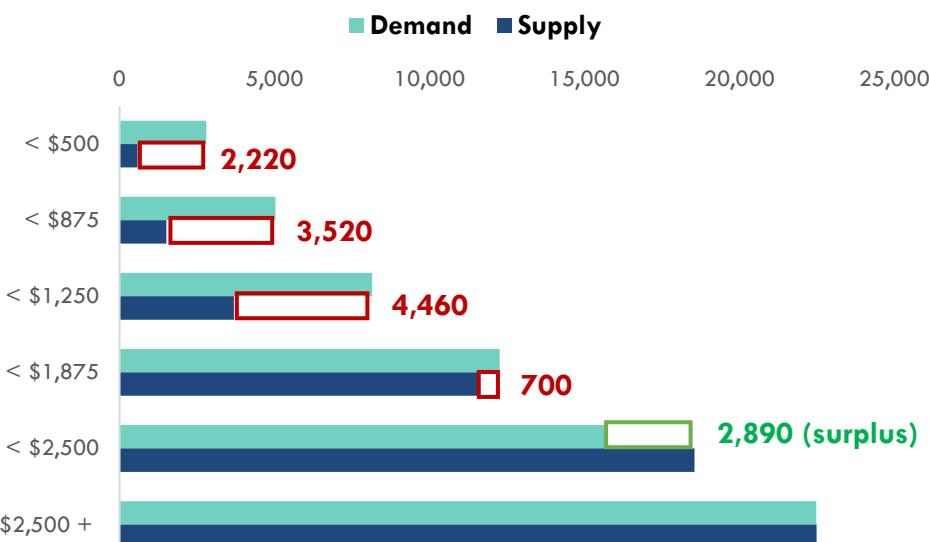
The current rental housing gap is the gap between what households can afford to pay in rent and the supply of units at those levels. This analysis considers the gap at different income levels and is the largest for households earning below \$50,000. This gap is further felt by large families and senior renters, who face a proportionally larger gap. The lack of supply for households who can only afford lower rents increases the demand for higher priced rentals.

Among renter households earning less than \$50,000, there are populations (e.g. persons experiencing homelessness, incarceration, veterans) that may require supportive services in addition to housing.

Calculating the current Rental Housing Gap

The current housing supply gap measures the difference between what people can afford to pay in rent (demand) and the housing options available to them at that price point (supply). For housing to be affordable, it is assumed that housing should cost no more than 30% of total monthly pre-tax household income. The demand calculation examines the maximum amount of affordable rent each household can pay. The supply calculation evaluates how many units are available at current levels of monthly rent. The difference between the demand and supply is the rental housing gap (housing gap). Housing gaps are summed cumulatively at varying income thresholds. A housing supply gap at each level (non-cumulative) can be found in the appendix.

Hayward Cumulative Housing Supply Gap (2019)

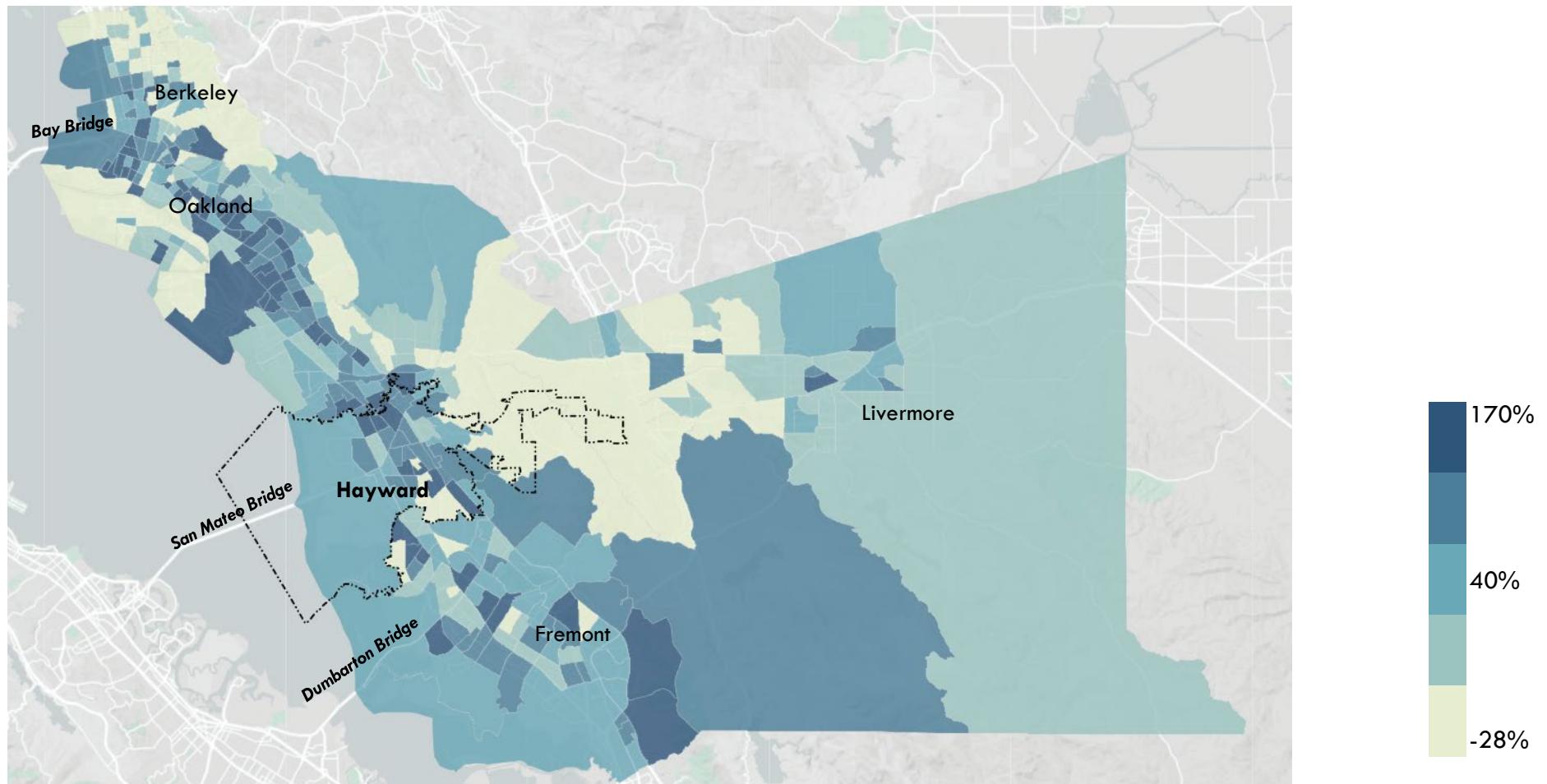


Source: 2019 PUMS 5-year, 2019 ACS 5-year

1. CHANGES IN PROPERTY VALUES AND RENTS

Home values in Hayward and across Alameda County are increasing rapidly, with the greatest increases seen in Oakland, parts of Hayward, and Fremont.

Change in Median Home Value (2014 - 2019)

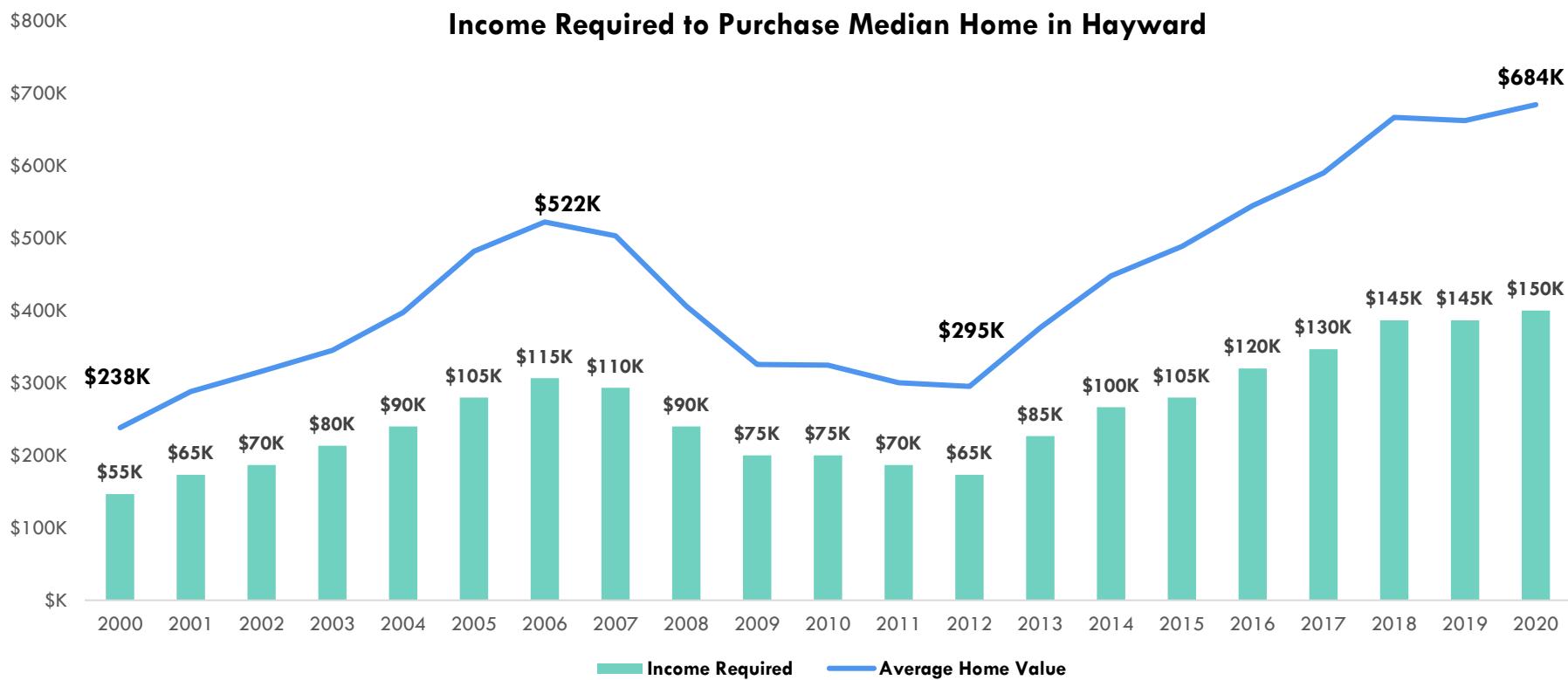


Source: 2014-2019 5-year ACS

1. CHANGES IN PROPERTY VALUES AND RENTS

Since the depth of the recession in 2012, housing prices have increased by 56%, with the average home value at \$684,000 in 2020.

In 2000, with an average home value of \$238,000, households required an income of \$55,000 to be able to afford the median home. Almost 20% of the renters in 2000 had an income over \$55,000. In comparison, to be able to afford a home in 2020, **households need an income greater than \$150,000, representing just 6% of current renters**. As this trend continues to exacerbate, homeownership falls out of reach for many current renters, causing them to remain in the rental housing market or move to lower cost cities.



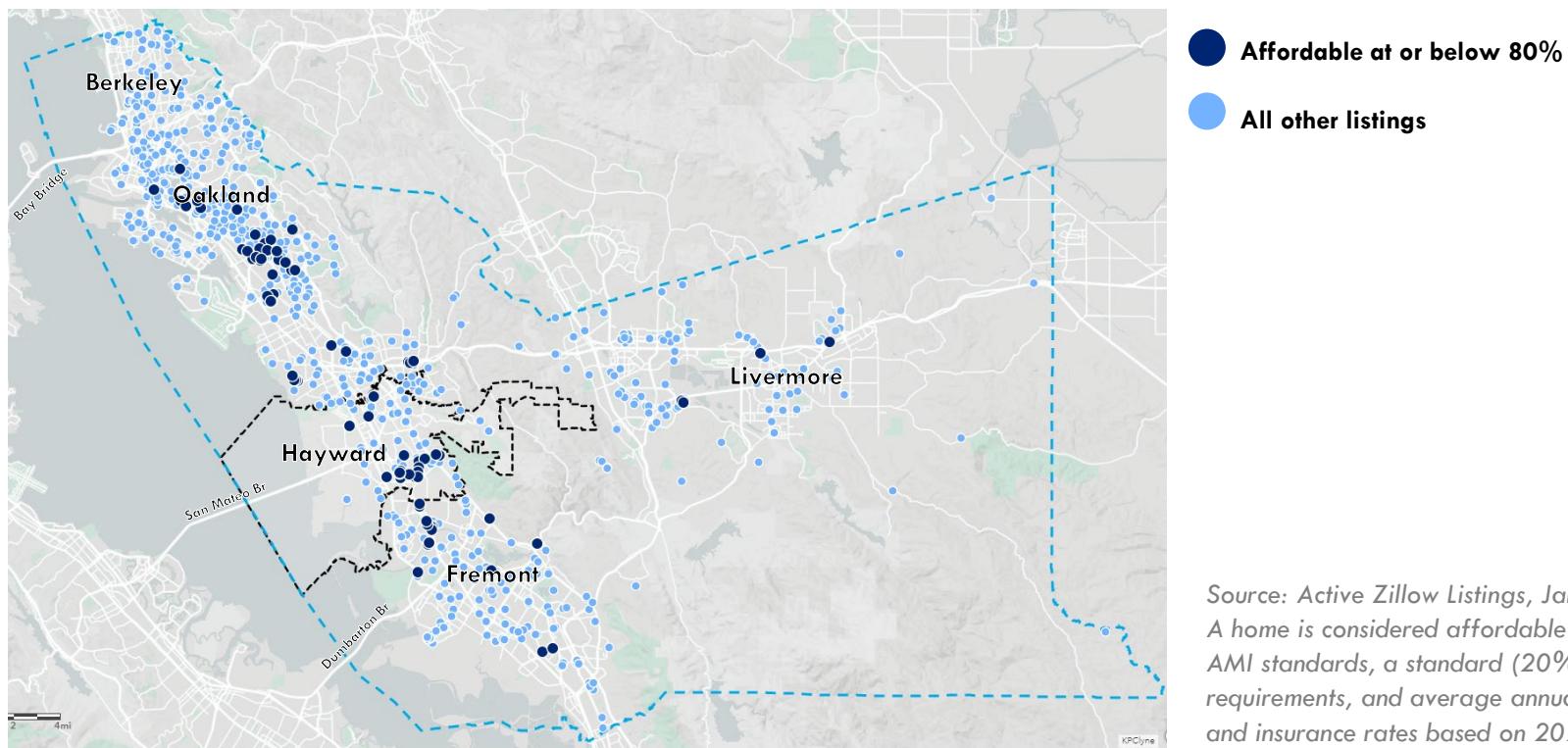
Source: Zillow, 2010, 2020. Income calculated using standard (20%) down payment requirements, and average annual mortgage, property tax, and insurance rates.

1. CHANGES IN PROPERTY VALUES AND RENTS

Less than 10% of current home listings in Alameda County are affordable to households earning at or below 80% of AMI. An outsized portion of these homes are in Hayward.

Of about 1,050 active MLS listings in Alameda County, only 10% (105 listings) are affordable to households earning at or below 80% AMI, and less than 50% of the listings are affordable to households earning at or below 120% of AMI. Hayward represents a disproportionate number of these listings—while Hayward represents only 8% of all listings county-wide, **the city accounts for 23% of all listings affordable to households below 80% of AMI**. As the city still has some of the last remaining affordable homes for-sale in the County to middle-class families, a consistently tight regional housing market threatens the stability of low-and middle-income families in Hayward.

Active For-Sale Listings by Affordability



2. PRESSURE FROM INVESTMENT IN CITY AND REGION

Housing production has not kept pace with the number of jobs—leading to escalating housing costs and families moving further and further away from job centers.

Indicator Type

The pressure from investment in a region can be an indicator of displacement, which can be measured through job growth, large infrastructure projects, and increases in amenities.

Hypothesis

Growth in jobs and incomes through a buoyant tech sector has not kept up with housing production and non-tech incomes, leading to a market mismatch and displacement.

Findings

The Bay Area has seen a substantial increase in jobs since the aftermath of the Great Recession, while housing production has not met the pace of demand. This mismatch leads to rising housing costs and increasing displacement pressures.

Limitations

Data on the effects of housing supply on housing costs is mixed—many advocates argue that increasing supply may not reduce costs in the short-term. Nevertheless, given the vast mismatch in the Bay Area, there is general consensus around housing production being part of the solution to the region's housing crisis.

17:100

Bay Area homes created for every 100 jobs created.

+458 units

New multifamily units built in Hayward since 2010.

49%

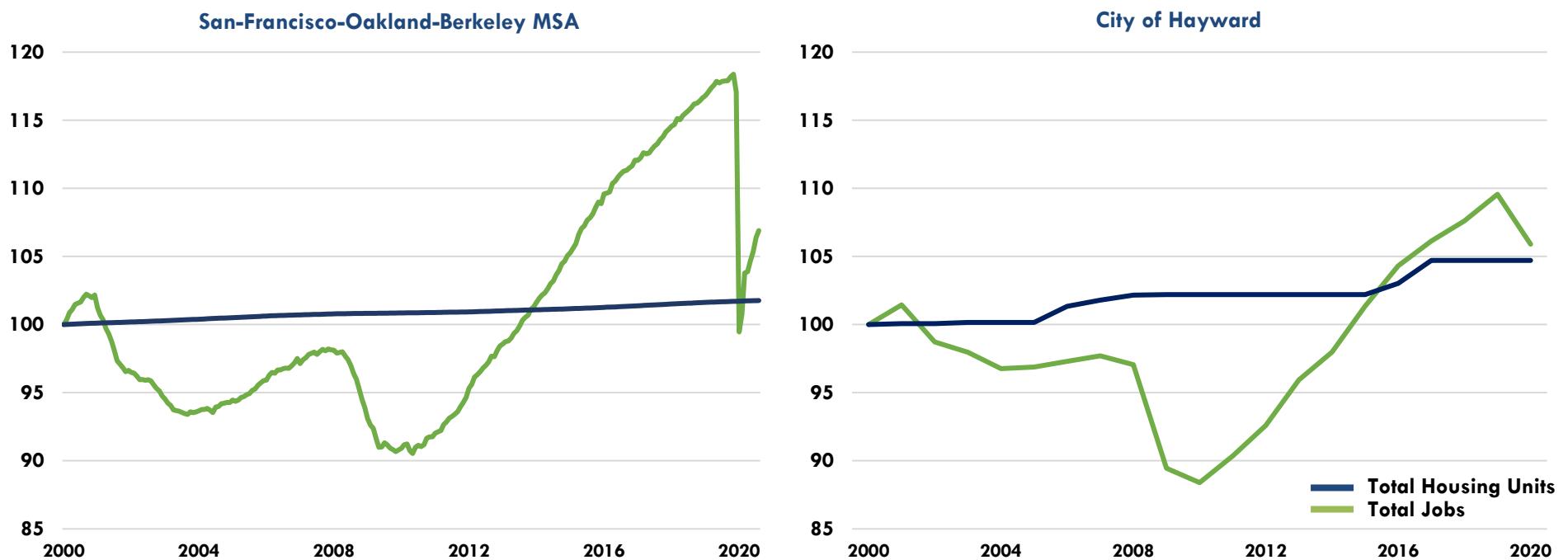
units outstanding from RHNA allocation.

2. PRESSURE FROM INVESTMENT IN CITY AND REGION

The Bay Area's housing supply has not kept up with the region's economic growth and increase in jobs.

The Bay Area's housing shortage and crisis has been well documented over the last decade. As the region recovered from the Great Recession, the pace of new jobs far outpaced that of new units being constructed. This has led to a supply crunch that has increased rents and prices across the region and has led to the displacement seen across the region—both in communities in which households are being displaced and in communities in which displaced households are moving to.

Total Jobs and Total Housing Starts 2000-2020

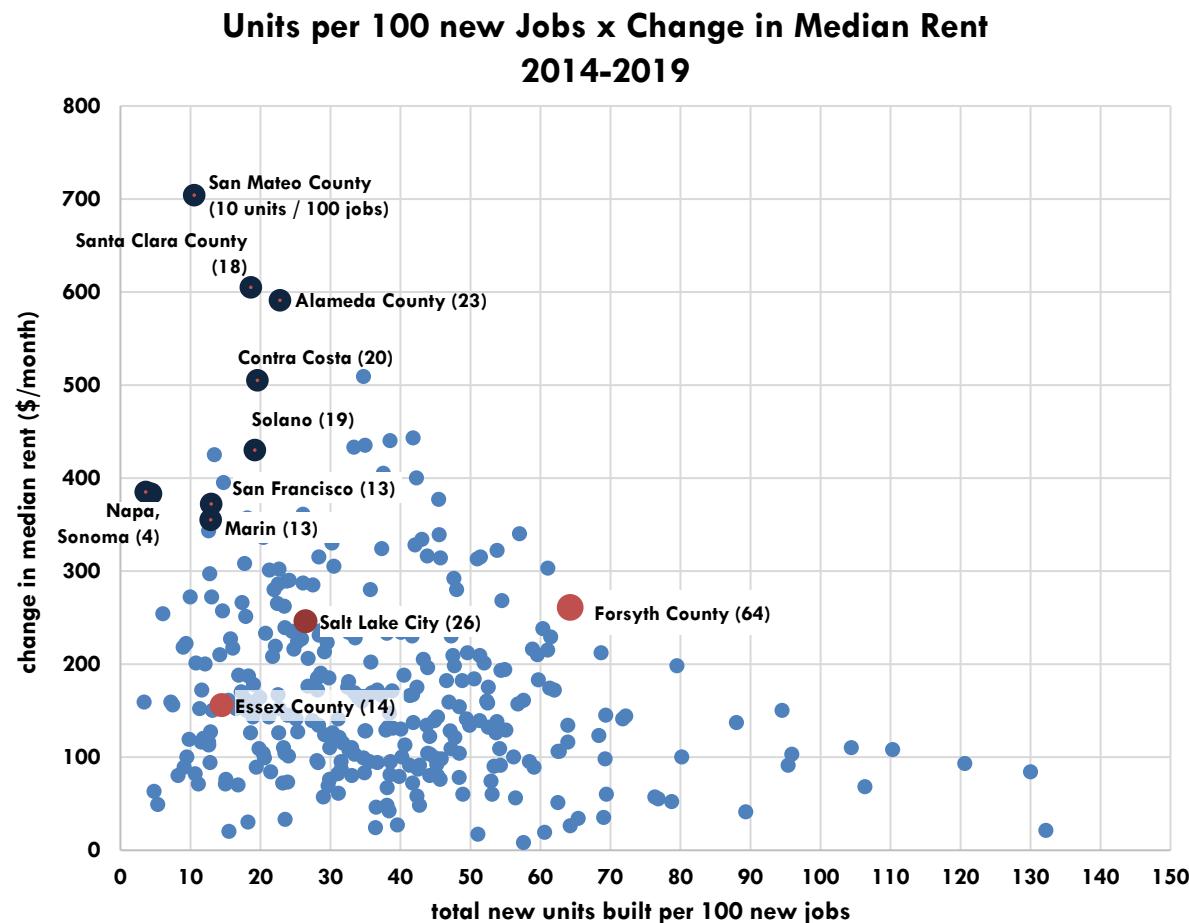


Source: FRED, U.S Census Bureau, EMSI, CoStar. Values from 2000 indexed to 100.

2. PRESSURE FROM INVESTMENT IN CITY AND REGION

The Bay Area has one of the lowest ratio of units created to the number of jobs created in the nation—which directly correlates to record high median rent increases.

Between 2014 and 2019, the nine-county Bay Area built approximately 17 units for every 100 jobs created. Alameda County has the highest ratio of units created to jobs at 23, while Sonoma and Napa County built less than 5 units for every 100 jobs. While the specifics of each county is different, these examples show that the economic growth that the Bay Area has experienced does not have to result large increases in median rent, if supply can keep up.



The number of jobs in Santa Clara County increased by 15%, similar to the increase in Salt Lake County, Utah. Salt Lake County built 26.4 new units per 100 jobs, compared to 18, and saw a median rent increase of \$240, compared to \$605 in Santa Clara County.

The number of jobs in Napa County increased by 8%, similar to the increase in Essex County, New Jersey (in metro New York City). Essex County built 14.4 new units per 100 jobs, compared to 4, and saw a median rent increase of \$155, compared to \$385 in Napa County.

Forsyth County in Metro Atlanta had one of the largest increases in total jobs—up 27%. However, the County built 64 new units per 100 jobs, leading to a more modest increase in rent of \$260 per month over 5 years.

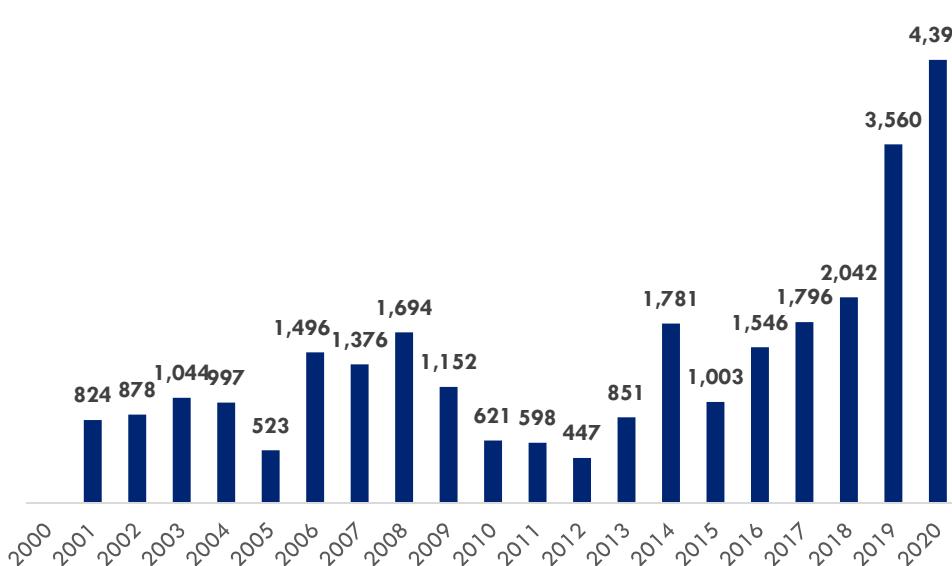
Source: 2019 ACS 5-Year; EMSI

2. PRESSURE FROM INVESTMENT IN CITY AND REGION

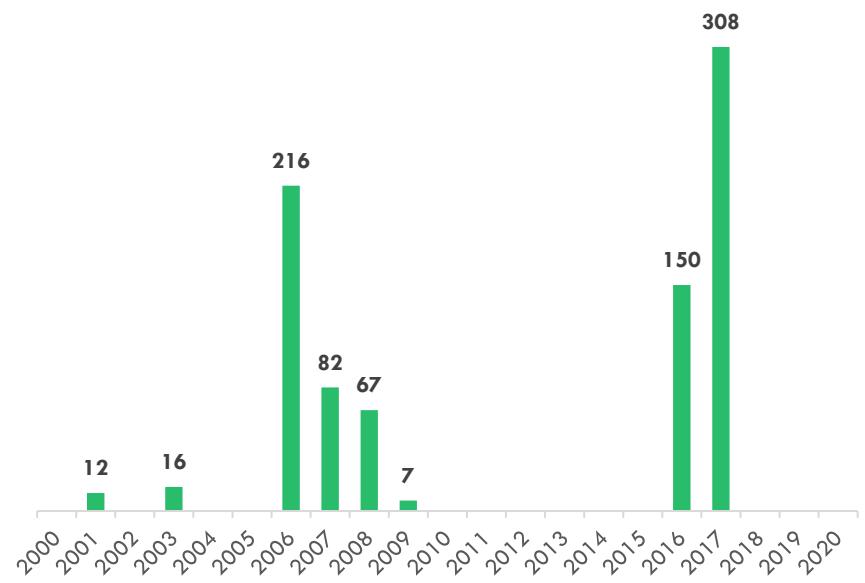
Since 2010, multifamily development is not occurring in Hayward with only 458 new multifamily units, increasing the City's multifamily housing stock by only 2%.

There has not been enough multifamily development in Hayward over the last decade since recovering from the recession and comparatively less than the County overall. Alameda County added 18,000 new units since 2010—representing a 11% increase. These minimal increases continue to shift vacancy rates even lower.

Alameda County Multifamily Net New Unit Growth



Hayward Multifamily Net New Unit Growth



Source: Costar

2. PRESSURE FROM INVESTMENT IN CITY AND REGION

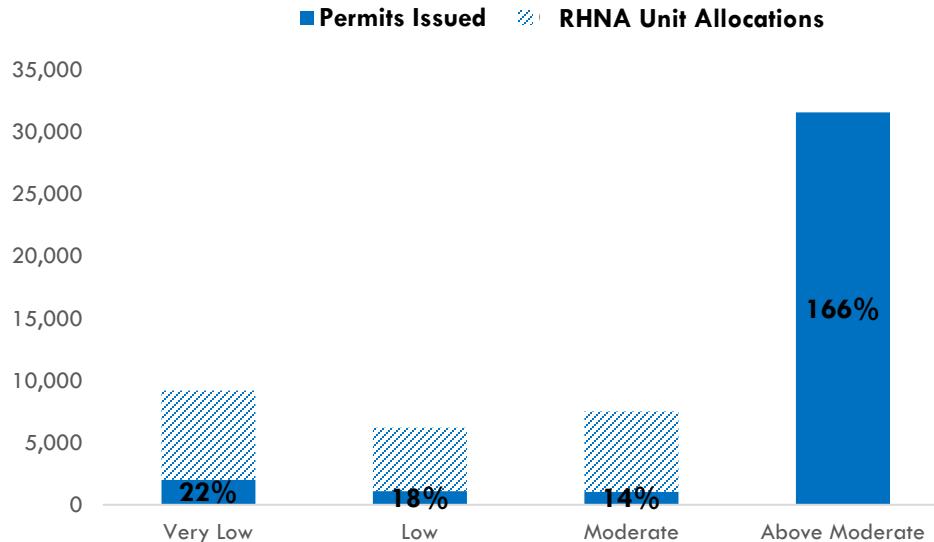
Hayward has begun to permit more units, and is close to meeting the above-moderate RHNA allocation, but remains drastically behind on affordable housing targets—meeting only 51% of the overall target.

Comparing Hayward's housing permits to Hayward's RHNA, only the Above Moderate category met its regional need allocation with 1,912 outstanding units total. In particular, the lowest income categories have the largest gaps with only 5% of RHNA for units below 120% AMI have been met.

As the current 2015-2023 RHNA period is ending, the next RHNA has set ambitious targets that both the Bay Area and Hayward are already behind on.

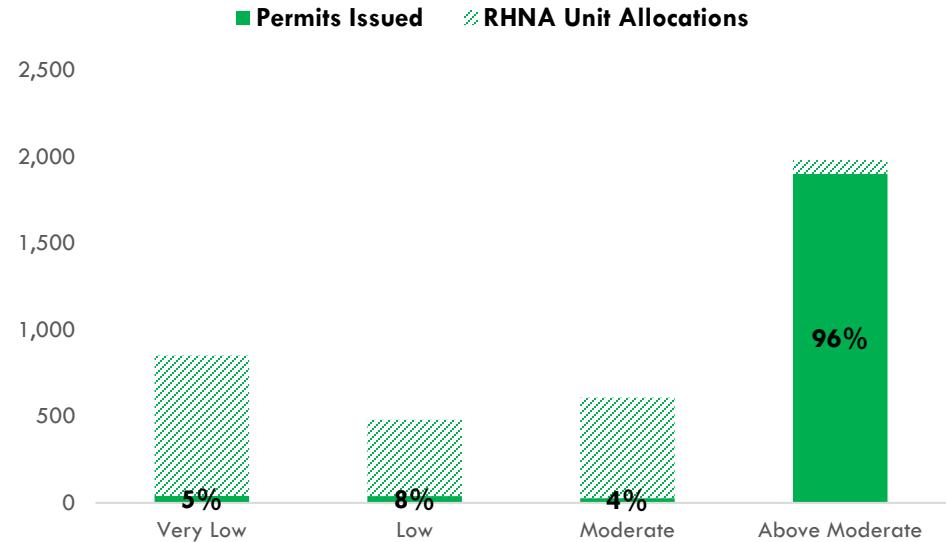
Alameda County Housing Permits Compared to RHNA Allocations

Permits Issued 2015-2019
2015-2023 RHNA



Hayward Housing Permits Compared to RHNA Allocations

Permits Issued 2015-2019
2015-2023 RHNA



Source: California Department of Housing and Community Development

3. TENURE AND DEMOGRAPHIC CHANGES

Increasing displacement pressures are pushing lower-income households out of Hayward, while higher-income residents are moving in.

Indicator Type

Changes in tenure and demographics measured by tenure type, in- vs. out-movers, evictions, and foreclosures can be an indicator of displacement.

Hypothesis

Changes in tenure and demographic data reveal low-income residents are leaving Hayward likely due to displacement pressures.

Findings

New Hayward residents are higher-income than existing residents. In addition, the City has experienced a decrease in low-income households over the last decade. These two findings, coupled with a lack of commensurate housing production, suggests that lower-income households are getting displaced.

Limitations

Existing data is unable to sufficiently measure intra-city migration trends, which provides greater insight into potential displacement within Hayward itself.

-29%

loss in low-income households in Hayward decade.

+72%

increase in high-income households in Hayward

+\$22K

difference between the median income for new households and existing households.

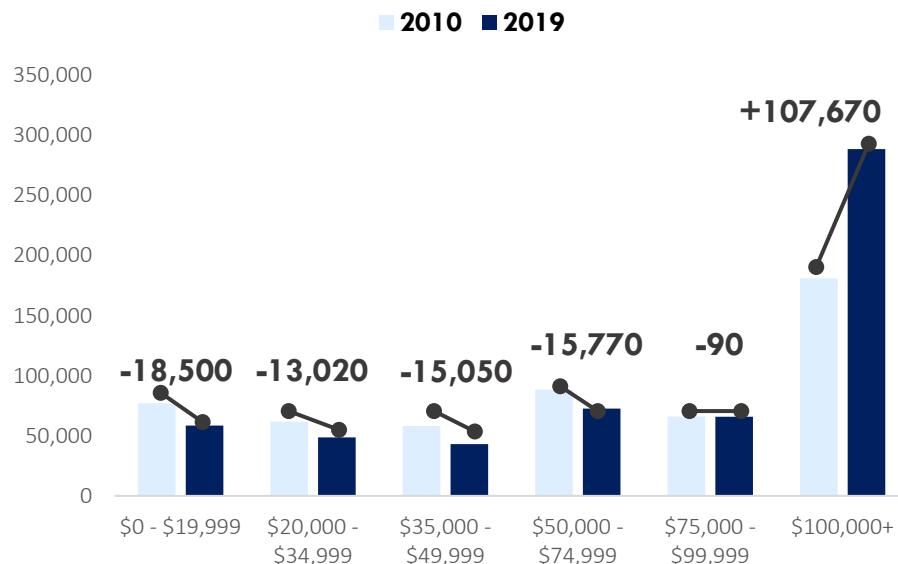
Note: There was a 29% or 5,090 decrease in low-income households and a 72% or 8,620 increase in high-income households in Hayward.

3. TENURE AND DEMOGRAPHIC CHANGES

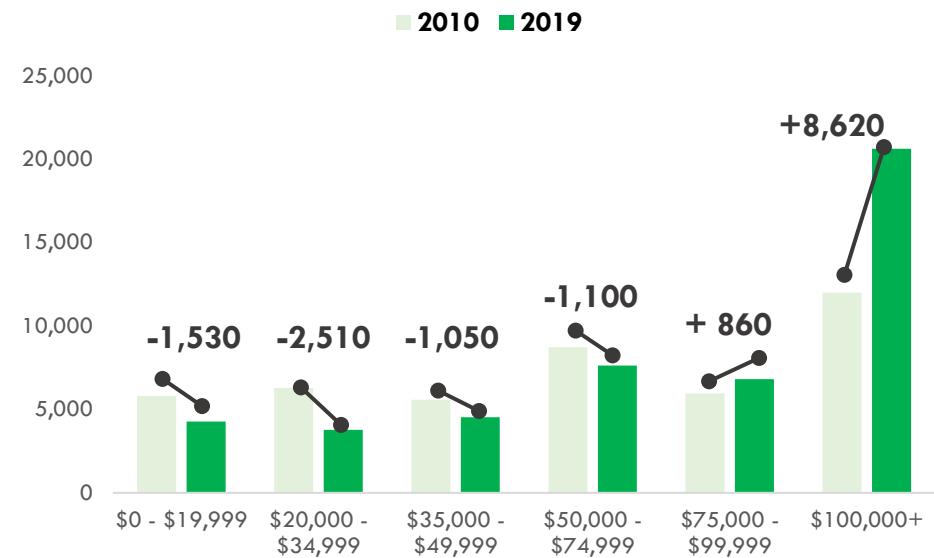
Alameda County and Hayward's income distribution is skewed towards higher income households—a trend that has been exacerbated since 2010.

Over the last 10 years, Hayward has experienced a decline in low-income households with a 33% decrease in households that earn less than \$35K, compared to a 23% decrease in Alameda County. At the same time, there has been a 72% increase in households earning more than \$100K in Hayward, compared to a 60% increase in Alameda County. Although this trend is aligned with Alameda County, Hayward's shift in household income distribution is much greater and can be a significant indicator of displacement.

Alameda County Household Income Distribution



Hayward Household Income Distribution



Note: 2010 data is adjusted for inflation.

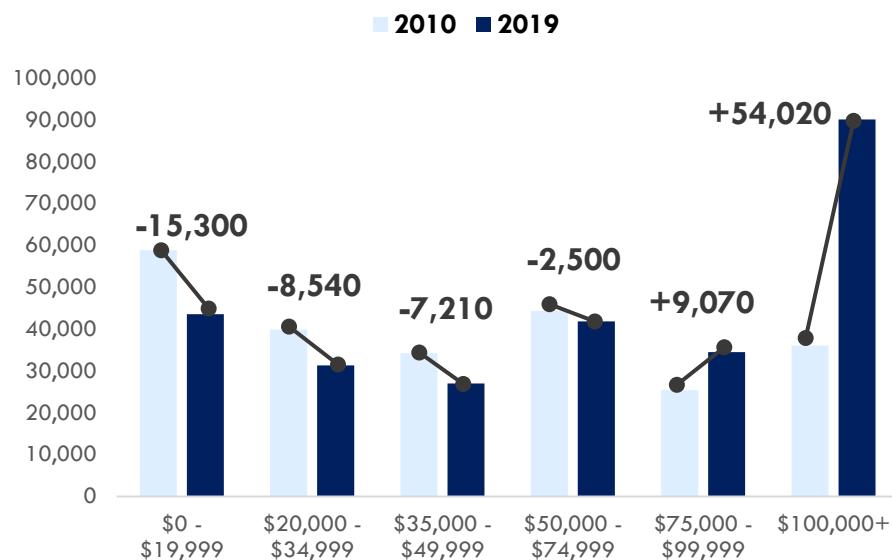
Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

3. TENURE AND DEMOGRAPHIC CHANGES

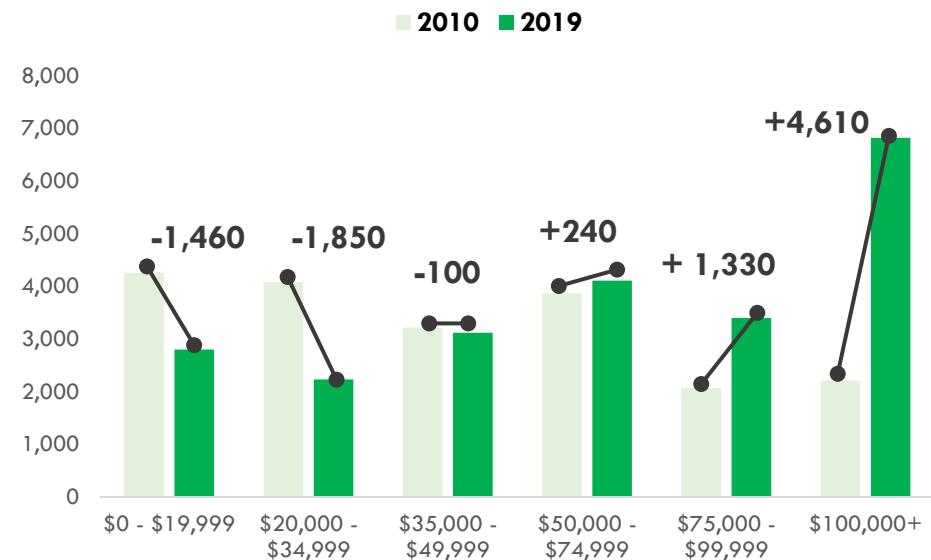
This decline in low-income households is further pronounced for renters—Hayward has experienced a decrease of almost 3,300 renter households (40%) since 2010 earning below \$35K.

As the number of low-income renters decline, Hayward has experienced a 209% increase in higher income renters that earn above \$100K. In comparison, Alameda County saw a 24% decrease in renter households earning below \$35K and 150% increase in renters households earning above \$100K. Although Alameda County has experienced similar shifts, they are not as drastic as Hayward's renter household changes.

Alameda County Renter Income Distribution



Hayward Renter Income Distribution



Note: 2010 data is adjusted for inflation.

Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

3. TENURE AND DEMOGRAPHIC CHANGES

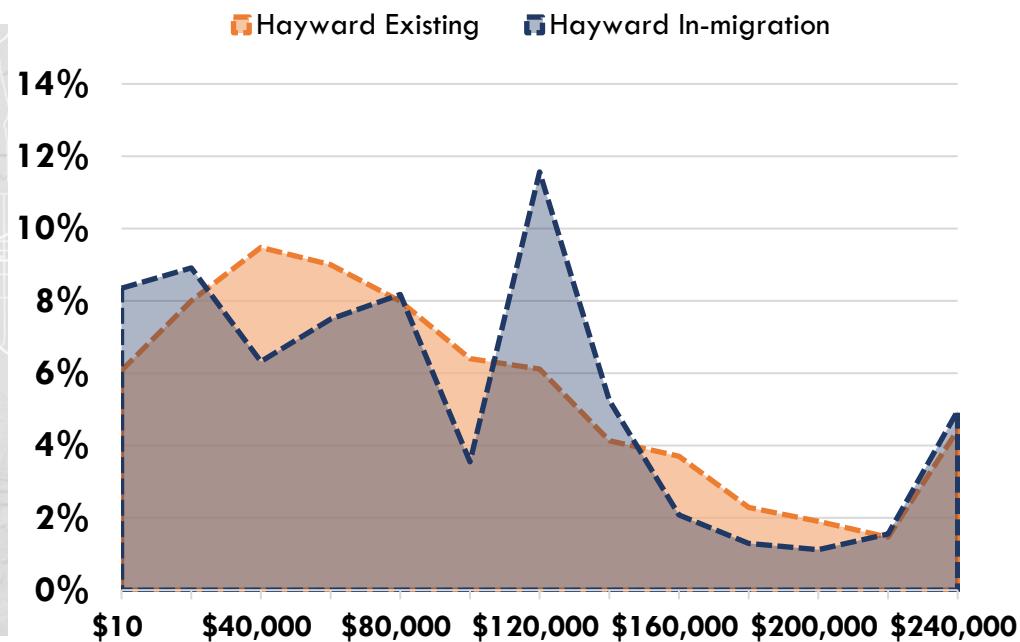
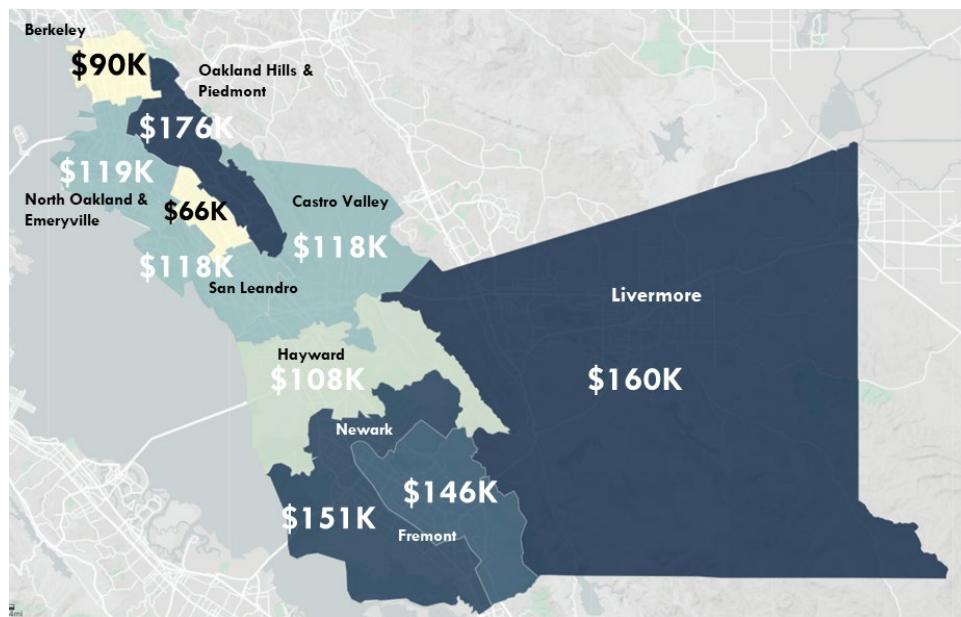
New migrants, households moving from outside of the city into Hayward, have lower average incomes compared to households moving into the rest of Alameda County.

However, migrants coming into Hayward have a significantly higher income compared to existing residents. While Hayward is one of the most affordable places for households to move into Alameda County, new households moving in earn \$22,000 more.

\$86,000
Existing Residents Average Income

\$108,000
New Residents Average Income

Average Income of In-Migrants in Alameda County



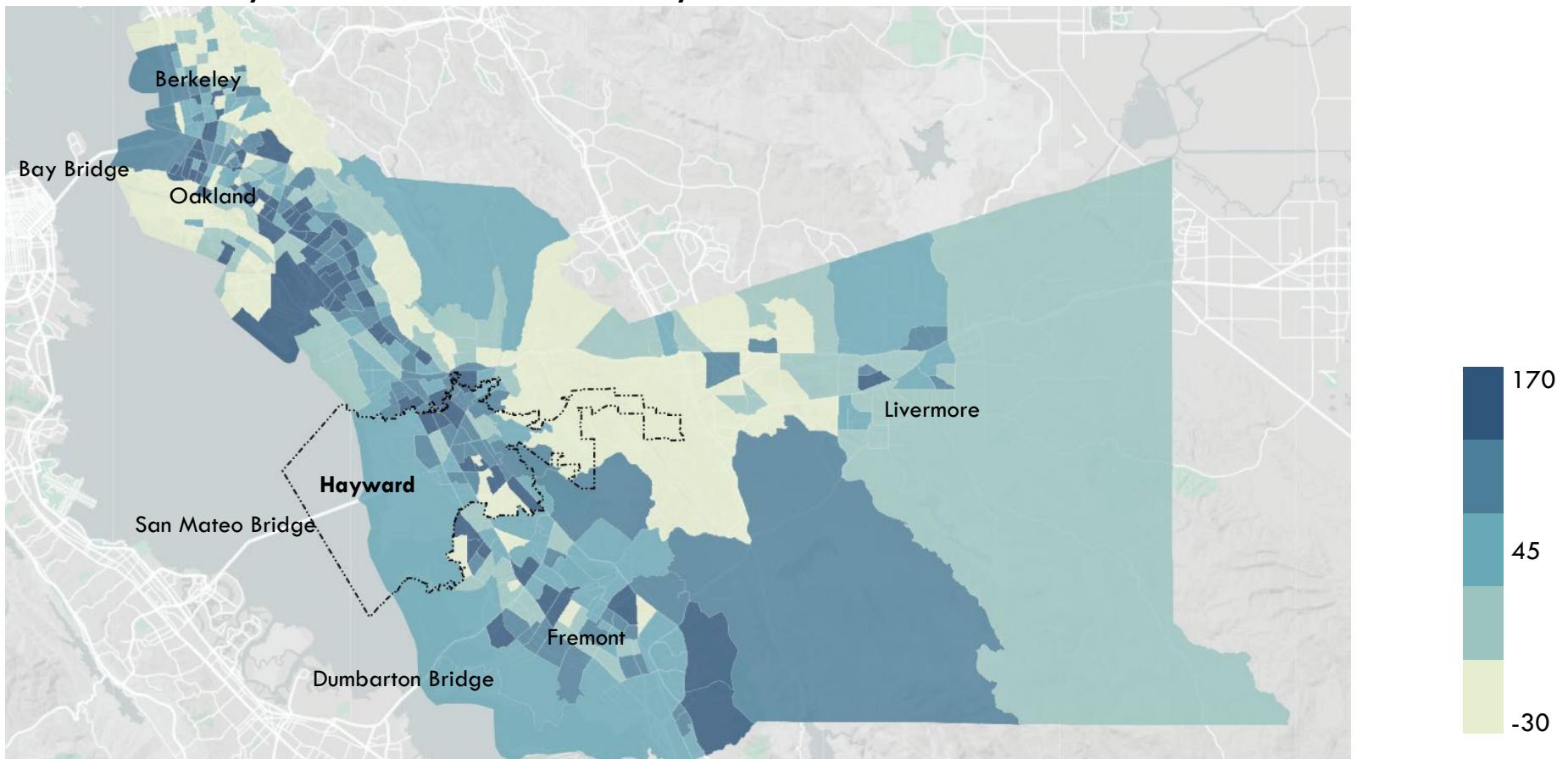
Source: 2010-2019 PUMS 5-Year

3. TENURE AND DEMOGRAPHIC CHANGES

Households are moving from other parts of the County towards the BART / 880 corridor, from Fremont to Oakland and through Hayward.

This trend also shows us that areas in Berkeley and Oakland that are already gentrified and have higher housing prices are experiencing less intra-county mobility. It is also likely that central Berkeley's high mobility in 2019 is due to the large student population, which is largely transient.

Household Mobility: Moved within the Same County between 2014 and 2019

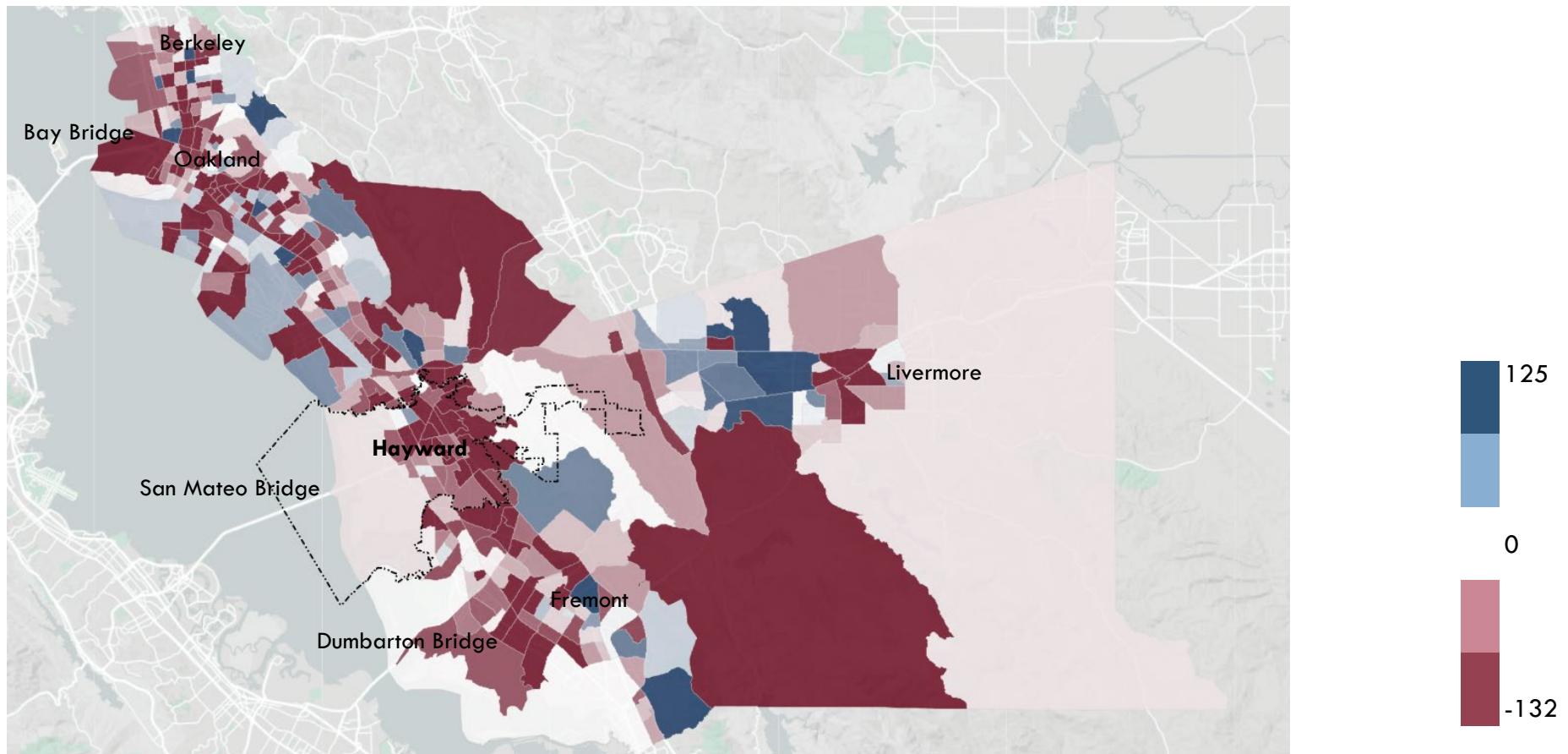


Source: 2019 5-year ACS

3. TENURE AND DEMOGRAPHIC CHANGES

Census tracts along the BART/880 corridor have seen a decrease in households earning less than \$50,000. This trend is consistent in Hayward, where there is a large decrease in households earning less than \$50,000.

Household Income Change: Earning Less than \$50K (2014 - 2019)



4. CRITICAL POPULATION CHANGES

Homelessness is the most extreme outcome of displacement as residents can no longer afford shelter.

Indicator Type

Demographic shifts of critical populations, including residents experiencing homelessness can be an indicator of displacement.

+23%

new people experiencing homelessness since 2017

Hypothesis

As displacement occurs throughout a region, residents that are the most vulnerable—due to circumstances surrounding income, disability, and additional factors, are at risk of homelessness. A sharp increase in residents experiencing homelessness can signify widespread displacement.

50%

of 211 calls and texts are for housing expense referrals and emergency shelter requests

Findings

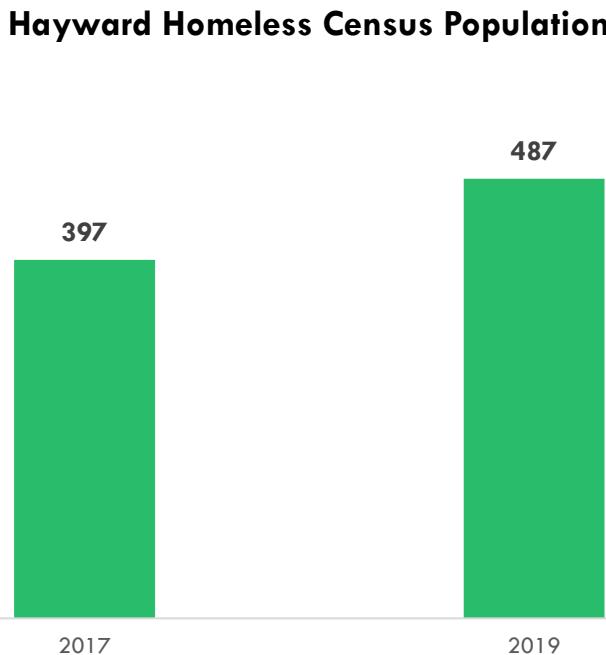
Homelessness is increasing in both Hayward and Alameda County, with a sharp increase of 23% in the population experiencing homelessness between 2017 and 2019. In addition, 50% of Hayward 211 calls and texts are for housing expense and emergency shelter referrals.

Limitations

While homelessness can be a result of displacement, counties and cities may also bear a larger share of residents experiencing homelessness than displacement may suggest—due to warmer climates, accessible services, or forced bussing from other states.

4. CRITICAL POPULATION CHANGES

Since 2017, Hayward has seen a 23% increase in new people experiencing homelessness. This increase exceeds the capacity of current care systems with 76% of Hayward residents experiencing homelessness are unsheltered.



Who is this population?

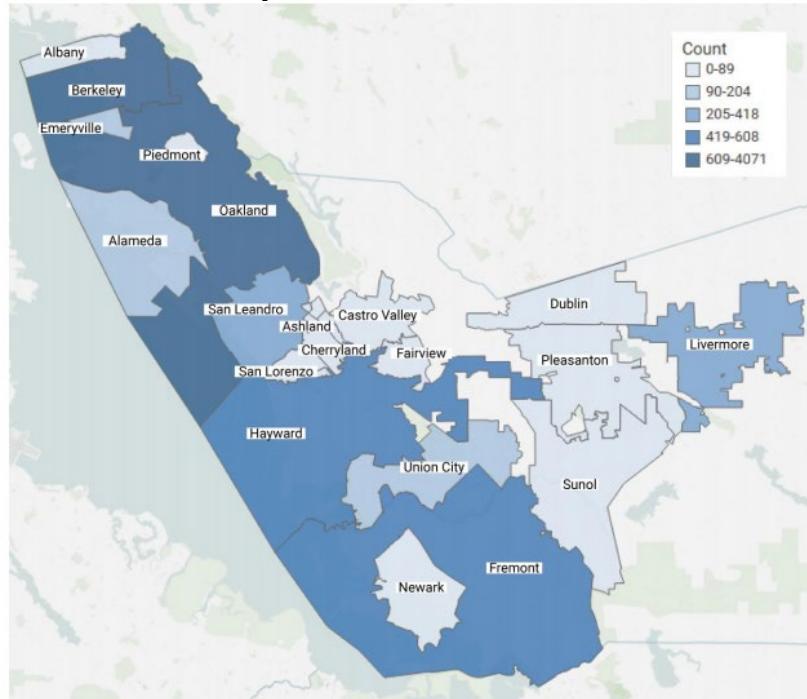
- The primary causes of homelessness were attributed to a lost job (14%), incarceration (13%), family/friends couldn't afford to let me stay (9%), family/domestic violence (9%), argument with family/friends/roommate (8%), and rent increase (7%).
- Residents facing both mental and physical health challenges that can be barriers to employment and housing are overrepresented in this population. Survey respondents reported that 51% have psychiatric/emotional conditions, 39% use alcohol and drugs, 32% have a physical disability, 31% experience Post-Traumatic Stress Disorder, 25% have chronic health problems, 15% have a traumatic brain injury, and 2% have a HIV/AIDS related illness.

Source: City of Hayward 2019 EveryOne Counts Homeless Point-in-Time Count & Survey; Alameda County 2019 EveryOne Counts Homeless Point-in-Time County & Survey

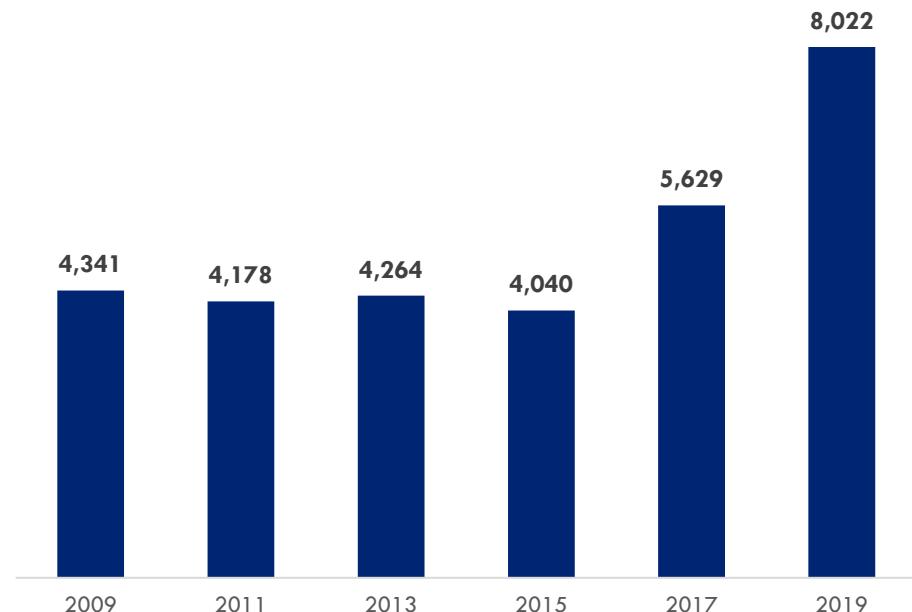
4. CRITICAL POPULATION CHANGES

Alameda County overall has seen a drastic increase in people experiencing homelessness—doubling since 2015.

Total Number of Persons Experiencing Homelessness by Jurisdiction



Alameda County Homeless Census Population



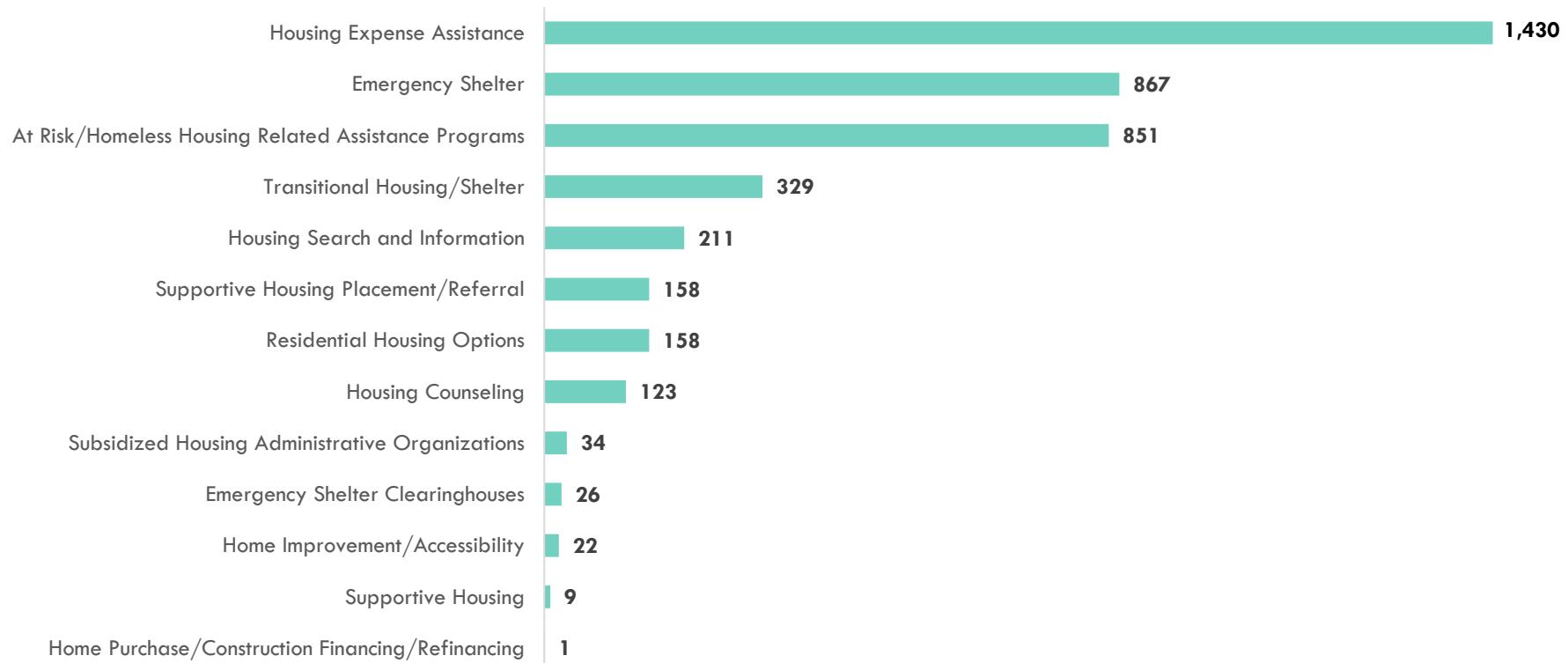
Source: City of Hayward 2019 EveryOne Counts Homeless Point-in-Time Count & Survey; Alameda County 2019 EveryOne Counts Homeless Point-in-Time County & Survey

4. CRITICAL POPULATION CHANGES

Housing is the top referral for local 211 calls and texts for the City of Hayward. Housing expense referrals and emergency shelter requests account for more than 50% of these requests.

From July 2019 to June 2020, 39% of referrals from Eden I&R were housing focused with housing expense assistance cited as the most frequent need.

Top Housing Referrals
(July 2019 – June 2020)



Source: Eden I&R

5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

Indicators of coping strategies, such as crowding of existing housing units and workers commuting from longer distances to their jobs are a result of displacement pressures experienced in Hayward.

Indicator Type

Coping strategies such as overcrowding and increased work travel distance and time, and renter cost-burden can be an indicator of displacement.

Hypothesis

Changes in cost-burden and increases in overcrowding and travel distance/time demonstrate Hayward residents already experiencing the impacts of displacement.

Findings

88% of Hayward renter households earning below \$50K are cost-burdened, indicating that the tight rental market is placing increased pressure on residents. In addition, overcrowding and travel distance have increased in Hayward, further proving residents are experiencing displacement pressures.

Limitations

Additional utility data and qualitative data, including interviews and surveys, would provide more in-depth information on the type and the dynamic of displacement pressures facing residents.

88%

of renter households earning below \$50K are housing cost burdened.

+29%

increase in Hayward workers commuting more than 50 miles.

+91%

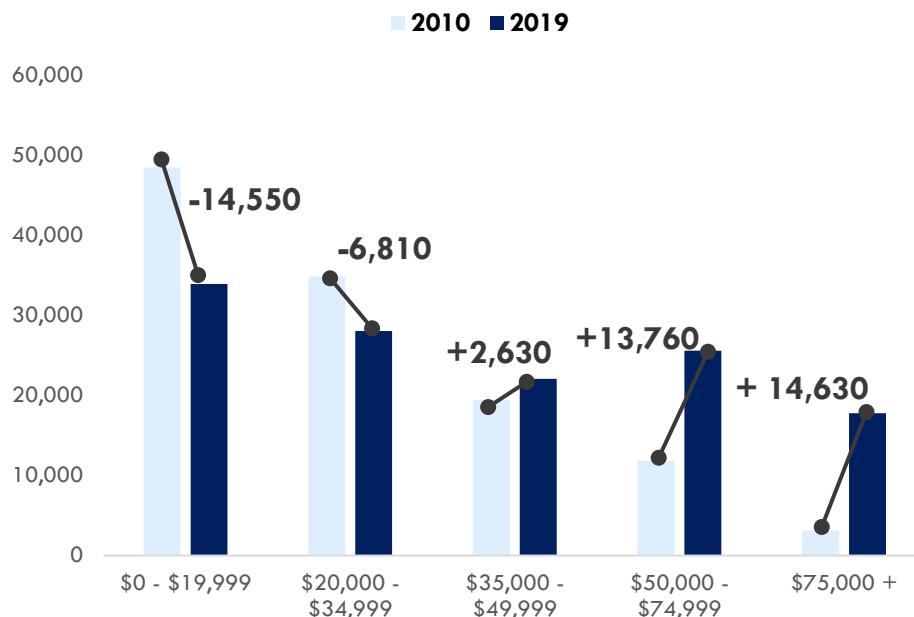
increase in overcrowded units in Hayward from 2010 to 2019.

5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

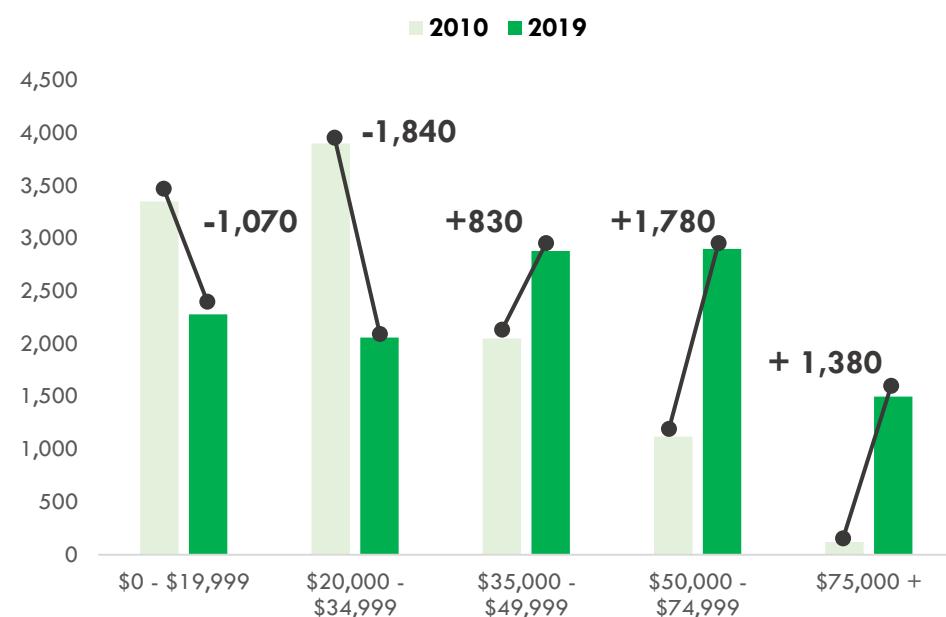
As both the City and County lose low-income households, those that remain are increasingly cost-burdened.

In 2019, there were approximately 22,480 renters in Hayward and of these renters, 52% or 11,600 renters are cost-burdened. Cost-burdened households are those who pay over 30% of their income on housing costs. The numbers of cost-burdened households in Hayward increased at a faster rate than Alameda County as a whole. In Hayward, there was a 40% decrease in cost-burdened renter households that earn below \$35K which is commensurate with the 40% decrease in low-income renters. At the same time, there was a 255% increase in cost-burdened renter households earning above \$50K.

Alameda County Renter Cost Burden



Hayward Renter Cost Burden



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

Overcrowding, a key indicator of displacement, significantly increased in both Alameda County and Hayward.

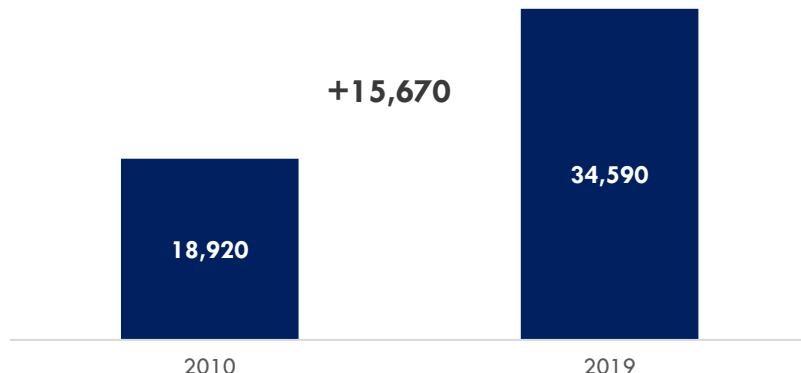
Hayward experienced a 91% increase in overcrowded units from 2010 to 2019, while Alameda County experienced an 83% increase.

In 2019, 21% of Hayward renter households and 13% of Alameda County renter households were overcrowded.

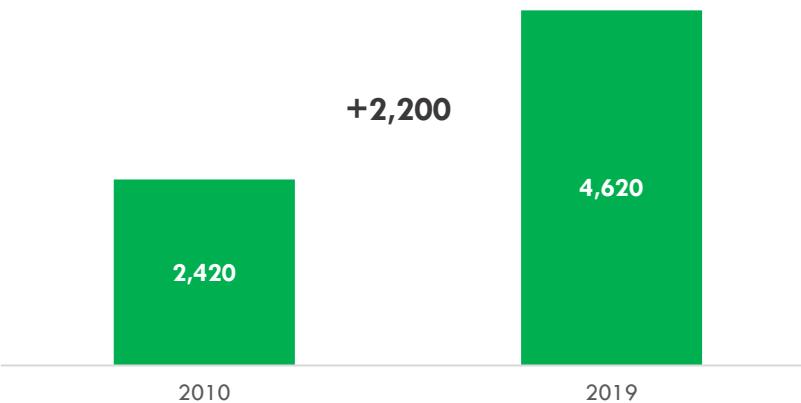
Defining overcrowded renter households

The US Census defines overcrowding as having more than 1.01 persons per bedroom in a housing unit. Overcrowding can be an early sign of displacement – when households can no longer afford market rents, households may then move into an overcrowded housing condition before moving to a new area.

Alameda County Overcrowding Renter Households (2010-2019)



Hayward Overcrowding Renter Households (2010 - 2019)



Source: 2010-2019 ACS 5-Year

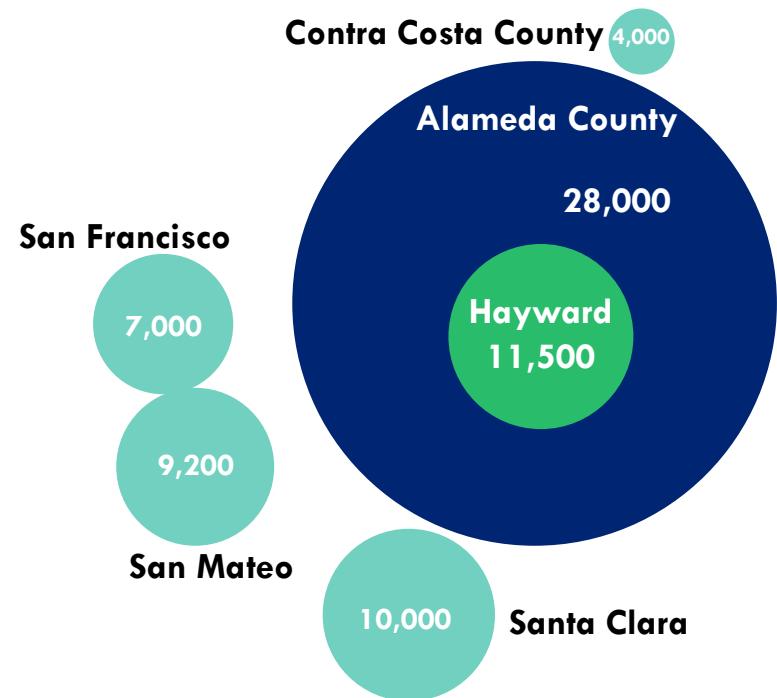
5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

Only 14% of Hayward workers live in Hayward, down from 16% in 2010.

Given Hayward's rising incomes of its residents and comparative domination low-wage jobs, most residents are now commuters. 86% of all Hayward residents who work commute outside the city, up from 84% in 2010.

Most workers commute within Alameda County, with 16,000 workers crossing the Bay into either San Francisco or San Mateo County.

Resident Workplace Location



Source: OnTheMap 2010-2018

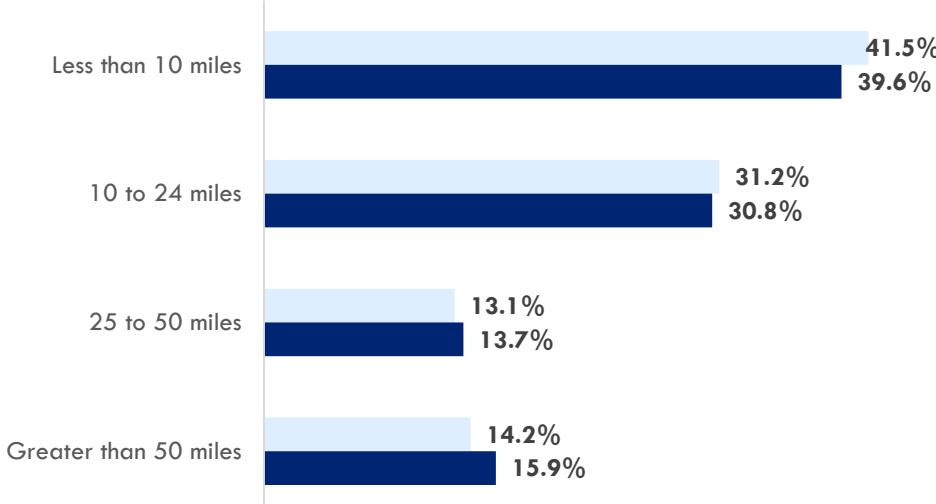
5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

As Hayward's housing supply becomes less affordable, more Hayward workers are likely to move to more affordable areas and commute to work.

As the Bay Area's employment growth outpaces housing production, residents will have to move farther away from their workplace to afford rent. From 2010 to 2018, Alameda County saw a 40% increase in workers commuting greater than 50 miles to their job within the County, in comparison Hayward saw a 29% increase in workers commuting greater than 50 miles to their job in Hayward.

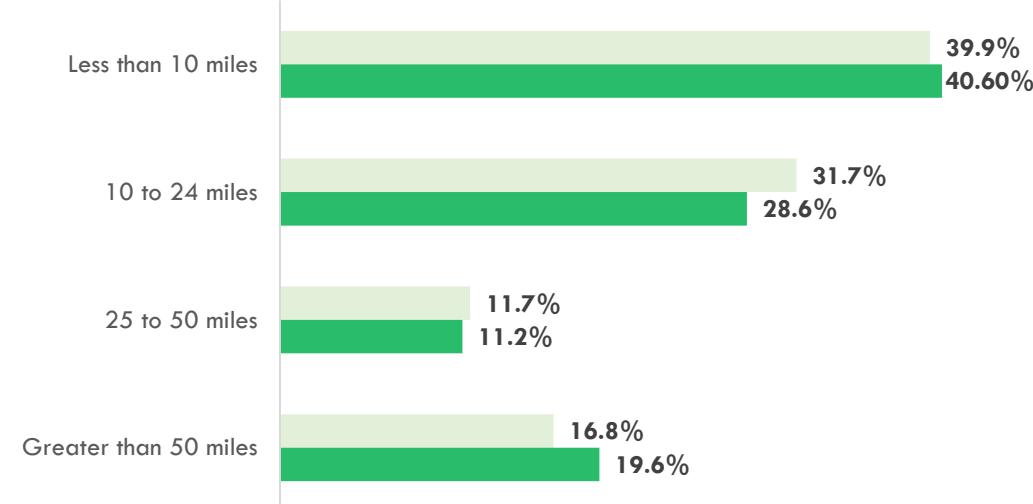
Alameda County Workers Commuting Distance

■ 2010 Share ■ 2018 Share



Hayward Workers Commuting Distance

■ 2010 Share ■ 2018 Share



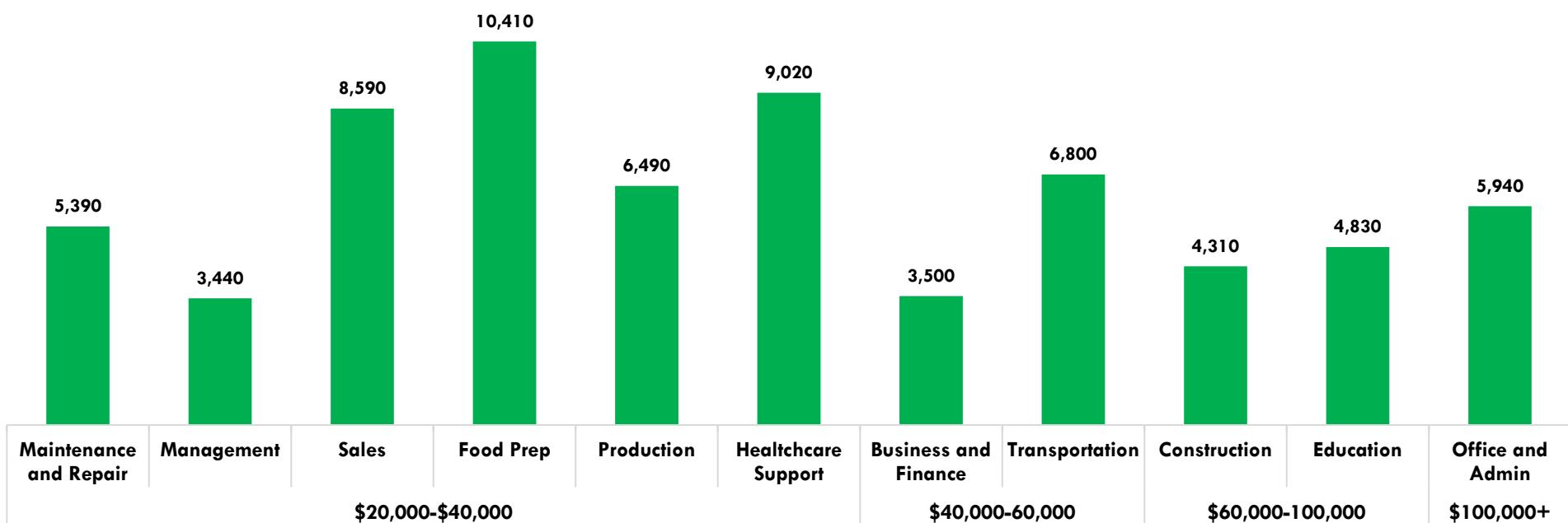
Source: OnTheMap 2010-2018

5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

Almost half of all jobs in Hayward pay less than \$40,000, with the median wage around \$56,000.

A single-householder or a single-parent earning \$40,000 can afford to pay \$1,000 per month in rent to not be housing cost-burdened. Less than 10% of the city's rental housing stock (2,000 units) are available at that price point. As a result, most of the people working in Hayward cannot live in the city.

**Hayward Top Employment Sectors: Number of Jobs and Median Wage
(2020)**



Source: EMSI 2018

Executive Summary

Displacement Trends

Disparate Impacts

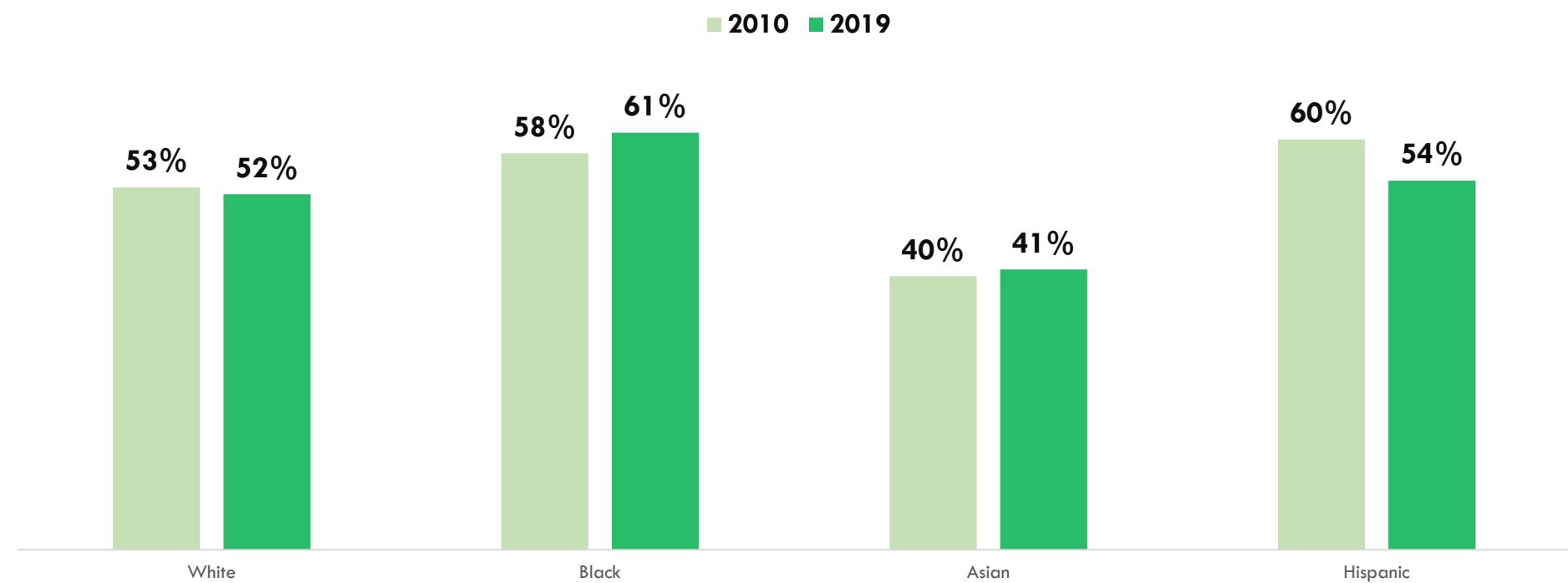
Live / Work Preference

Appendix

EXAMINING DISPARATE IMPACTS

As displacement pressures continue to affect Hayward, the impacts are felt acutely on vulnerable households, with a greater share of Black and Hispanic households facing cost burden compared to White and Asian households.

Hayward Renter Cost-Burden by Race



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

EXAMINING DISPARATE IMPACTS

As displacement pressures continue to affect Hayward, the impacts are felt acutely on vulnerable households.

SENIORS	IMMIGRANTS	FAMILIES WITH CHILDREN	STUDENTS
			
+71% Cost-burdened senior renters since 2010	+172% Cost-burdened immigrant households earning above \$35K	+153% Cost-burdened families with children earning above \$50K	74.2% Students qualify as socioeconomically disadvantaged
Senior renters, age 65 or over, in Alameda County and Hayward are increasingly cost-burdened. There was a 71% increase in cost-burdened seniors in Hayward, compared to a 51% increase in Alameda County.	Since 2010, Hayward experienced a 35% decrease in immigrant households earning below \$35K. At the same time, the remaining Hayward immigrant households are increasingly cost-burdened with 51% paying over 30% of their income to housing costs.	Since 2010, Hayward experienced a 153% increase in cost-burdened families earning above \$50K. This is particularly acute for larger families that require larger accommodations.	In 2019, 74.2% of students within the Hayward Unified District qualified as socioeconomically disadvantaged – which increased by 2.2% from 2017.

Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year, California Department of Education

EXAMINING DISPARATE IMPACTS

The impacts of displacement are not felt evenly among residents. Across the region, these impacts are felt disproportionately by seniors, BIPOC, and families with children. Displacement impacts are far reaching, across community and individual health, well-being, and quality of life.

Displacement is a public health issue.

- **Tradeoffs.** Rising housing costs force working families to make decisions on housing quality, often leading to substandard or overcrowded housing conditions. This makes displaced residents more likely to be exposed to toxins and mold. This also impacts whether families can afford essentials like food and medical care.
- **Increased mental stress.** Research shows that displacement of all forms results in less social support, increase in mental stress, and can influence the onset of diseases such as asthma. In Alameda County, for example, a survey of Public Health Department and Behavioral Health Care Services staff and contractors found that 94% had clients that have been significantly affected by the San Francisco Bay Area's housing crisis.
- **Life expectancy.** Access to health care and food have a direct impact on life expectancy. Studies have found that a resident's zip code is more of a determinant of life expectancy than their genetic code. "Low-income households that can comfortably afford their housing are able to spend almost five times as much on healthcare and a third more on food than their severely cost-burdened peers."¹



Displacement is an economic issue.



- **Increased commuting.** Moving further away from their job, displaced residents can experience increased commuting times and transportation costs.
- **Financial instability and loss of assets.** Challenges in accessing jobs can lead to lower earnings or job loss. This can ultimately decrease a resident's economic mobility potential. Displaced residents also lose investments made in their home, job, or business.

Displacement is a social issue.



- **Disruption of social networks.** Displacement typically leads to a loss of social ties and network, and social cohesion.
- **Loss of community power.** Displacement contributes to a decrease or dilution of community power as communities become dispersed, which can prevent communities or voting blocks to be organized and advocate for needs.
- **Decrease in access.** Displacement often forces residents to move neighborhoods with less access to essential resources such as jobs, schools, medical care, public transit, and culturally relevant goods and services. Even if residents relocate to a place with equal access, the disruption can create additional barriers to maintaining care and services.

1. Bay Area Regional Health Inequities Initiative (BARHI), "Housing Displacement Brief," February 2016.

Sources: Urban Displacement Project; Development without Displacement: Resisting Gentrification in the Bay Area; Bay Area Regional Health Inequities Initiative; Health Happens Here

DISPARATE IMPACTS | HOUSEHOLDS BY RACE

Most of Hayward's household growth in the last ten years has been driven by increases in high-income Asian and Hispanic households.

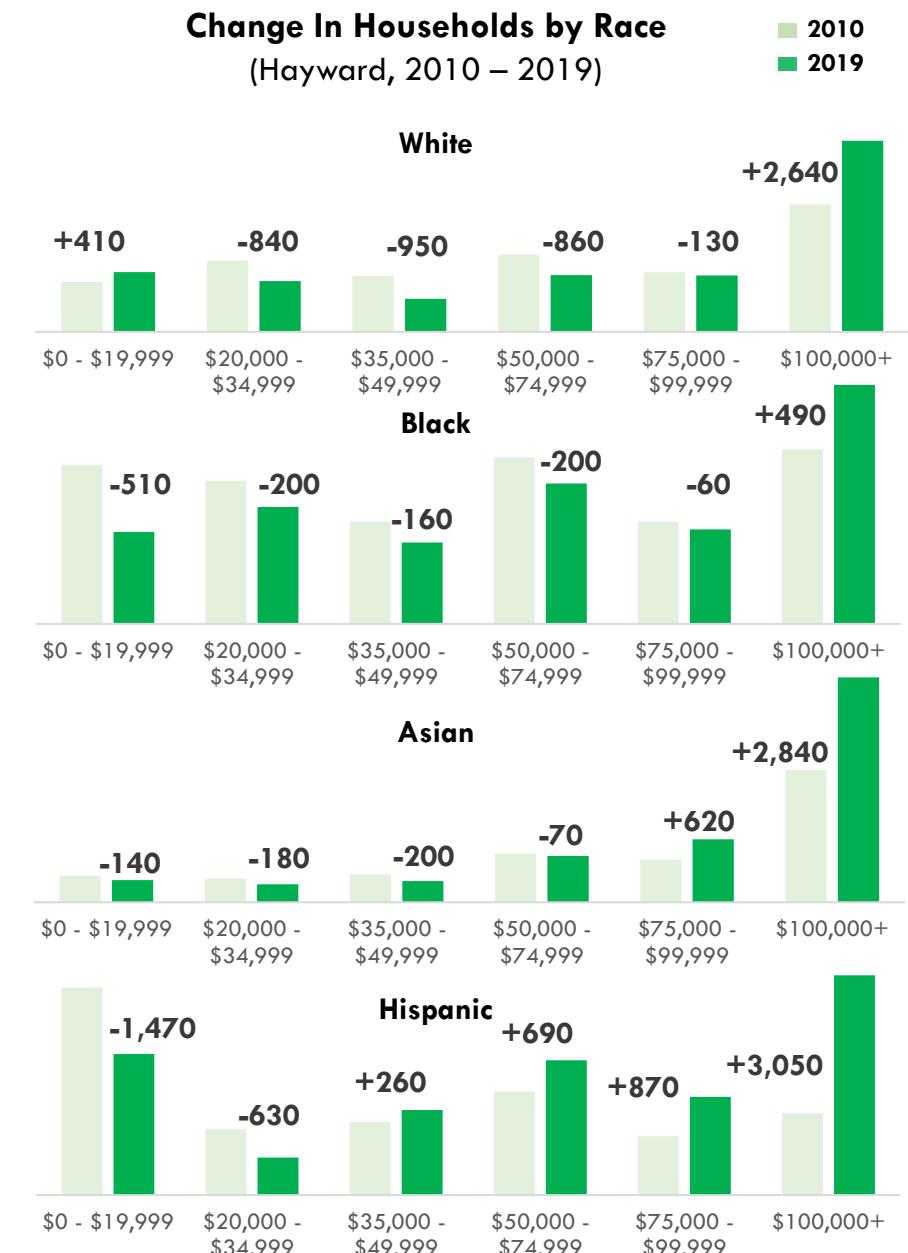
Hayward has seen a **1% increase in white households**. This slight increase is due to a 50% increase in white households earning above \$100K.

Throughout Hayward, there's a **10% decrease in Black households**. This is primarily seen in a 31% decrease of Black households earning less than \$35K.

Hayward experienced a **31% increase in Asian households**, in particular a 64% increase in higher-income households that earn above \$75K. At the same time, there was a 22% decrease in Asian households that earn less than \$50K.

Across Hayward, there was a **21% increase in Hispanic households**. This increase was seen in a 126% increase in Hispanic households earning above \$75K. There was also a 35% decline in Hispanic households earning less than \$35K.

Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

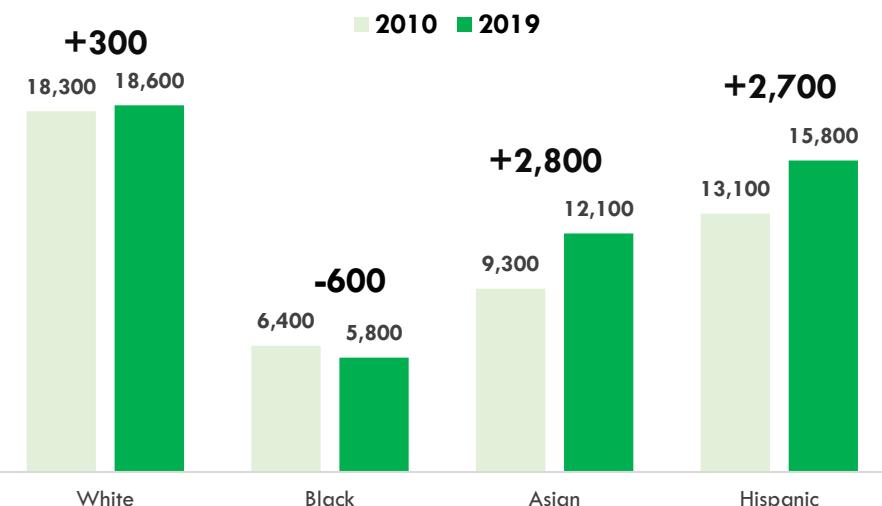


DISPARATE IMPACTS | RACIAL DISPARITIES

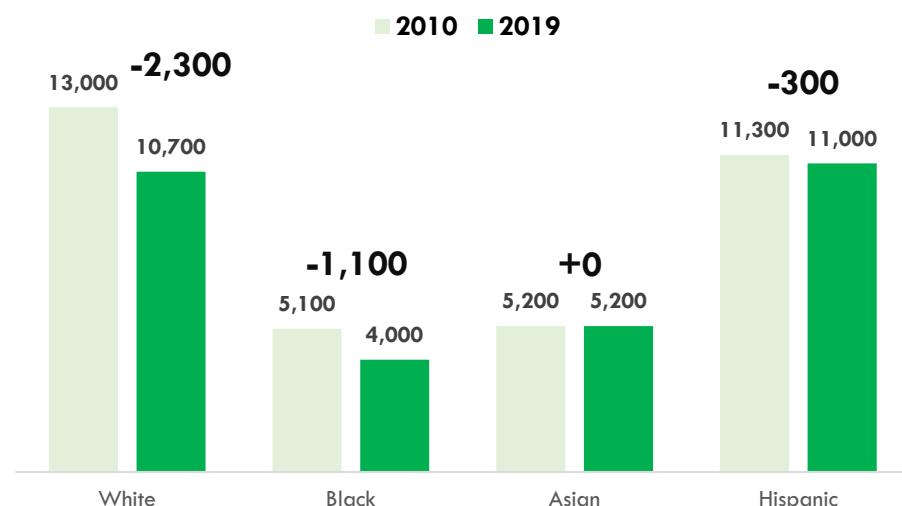
The city has lost lower-income Black households faster than any other racial group.

Among the four largest racial groups, Black households are the only group that decreased since 2019, losing 600 households overall. For households earning below \$100,000 all racial groups except Asians lost households overall, but Black households declined the fastest—declining by 22%, with white households declining by 18%.

Change In Hayward Households by Race



Change In Hayward Households by Race <\$100K



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

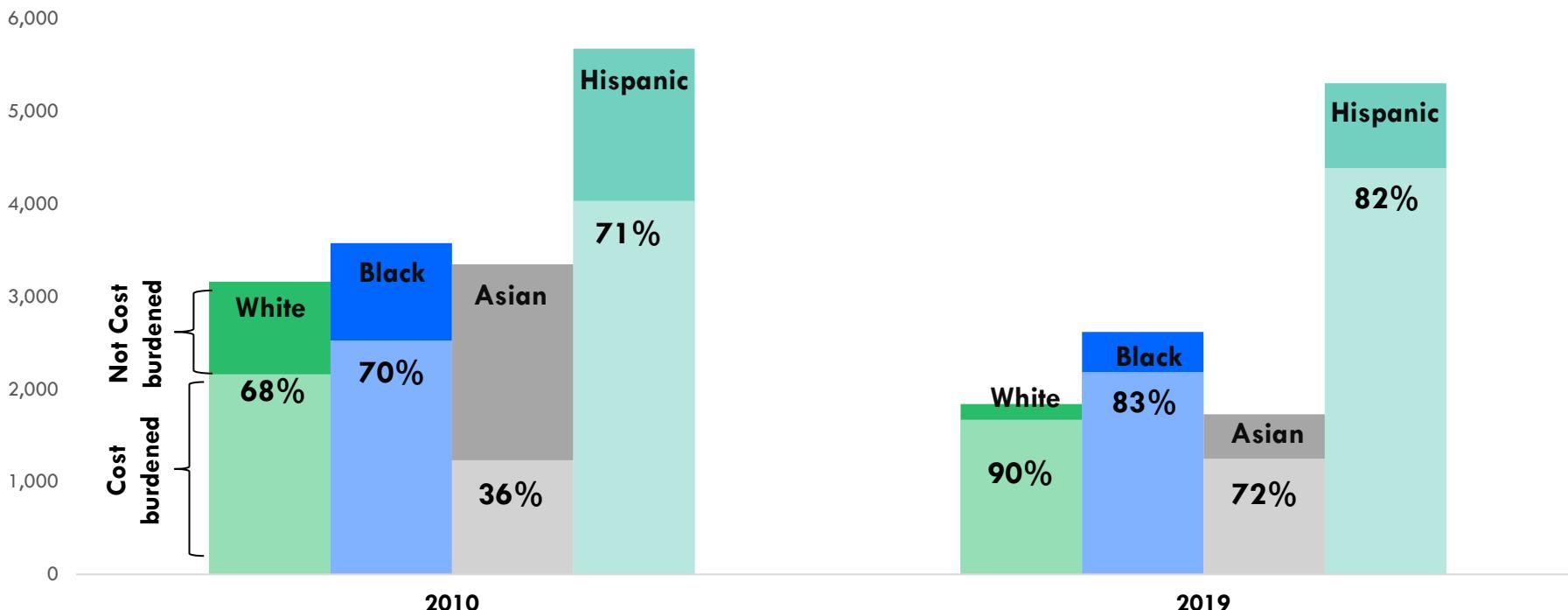
DISPARATE IMPACTS | RACIAL DISPARITIES

Among the lower-income renter households that have remained, a larger share are cost-burdened.

Households earning below \$75,000 that have remained in Hayward have much higher cost burdens in 2019 compared to 2010. Only 68% of White renter households earning below \$75K were cost burdened in 2010, compared to 90% in 2019.

Additionally, Black households represent a disproportionate share of cost burdened renters. Black renters represent 18% of Hayward renters overall, but **22% of cost burdened renters**. Hispanic renters represent 41% of renters overall, but **almost half of all cost burdened renters**.

Change In Renter Households by Race <\$75K
(Hayward, 2010 – 2019)



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

DISPARATE IMPACTS | SENIORS

As the senior population in Alameda County grows, senior residents are particularly impacted by displacement.

Stable housing enables senior residents to age in place, which is connected to improved mental and physical health. However, many seniors experience instability and are at risk for displacement. According to the Senior Services Coalition of Alameda County, 1 in 11 older adults live below the federal poverty line (\$1,011/month) and half of all seniors live below the California Elder Economic Security Standard Index, which is a measure of basic living costs.

From 2017-2019, the number of Hayward residents age 60+ experiencing homelessness increased by 5%. In comparison, Alameda County residents age 60+ experiencing homelessness increased by 4%.

High housing costs force low-income older adults to cut back on other essentials.



Healthcare

Food

Savings

Severely cost-burdened households aged 50-64 spend 70% less on health care than those living in housing they can afford.

Households spending more than half their income on housing spend over 40% less on food than those living in housing they can afford.

Those aged 50-64 who spend more than half their income on housing spend over 70% less on retirement savings.

Adapted from Senior Services Coalition

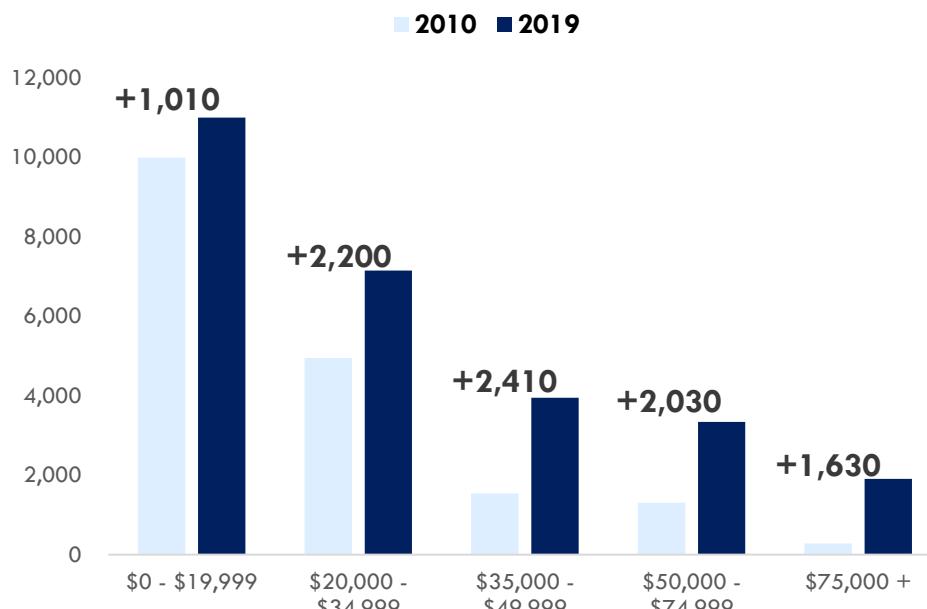
Source: City of Hayward 2019 EveryOne Counts Homeless Point-in-Time Count & Survey; Alameda County 2019 EveryOne Counts Homeless Point-in-Time County & Survey; Saving Homes Today: Immediate Anti-Displacement Solutions for the Alameda County Housing Bond; Senior Services Coalition

DISPARATE IMPACTS | SENIORS

Hayward has added almost 1,000 new rent-burdened seniors since 2010, with most senior renters earning below \$75,000.

Senior renters, age 65 or over, in Alameda County and Hayward are increasingly cost-burdened. There was a 71% increase in cost-burdened seniors in Hayward, compared to a 51% increase in Alameda County. While there has been a minimal decrease (11%) in the number of cost-burdened low-income senior renters earning below \$20K, there has been a 2.5x increase in cost-burdened seniors earning \$35K and above.

Alameda County Renter Cost Burden by Seniors



Hayward Renter Cost Burden by Seniors



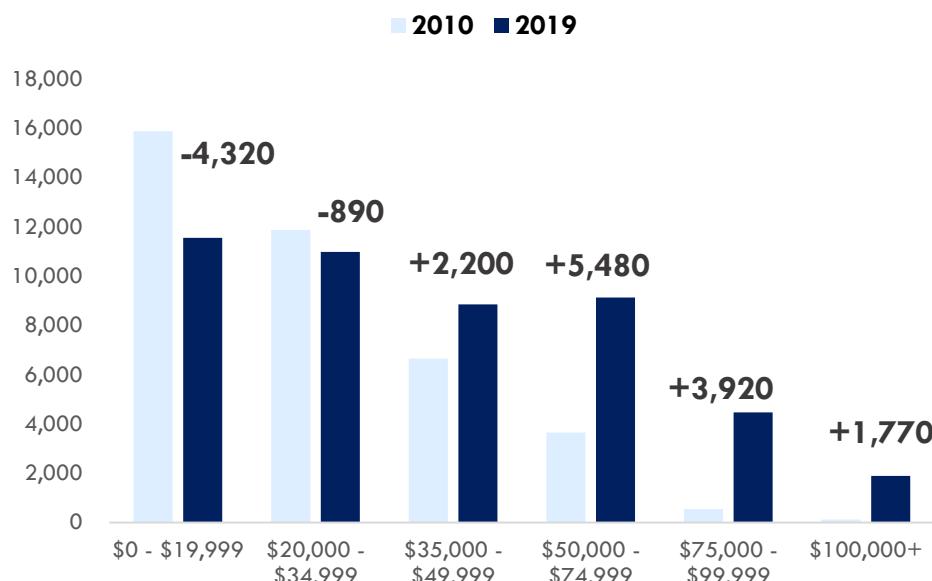
Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

DISPARATE IMPACTS | IMMIGRANT HOUSEHOLDS

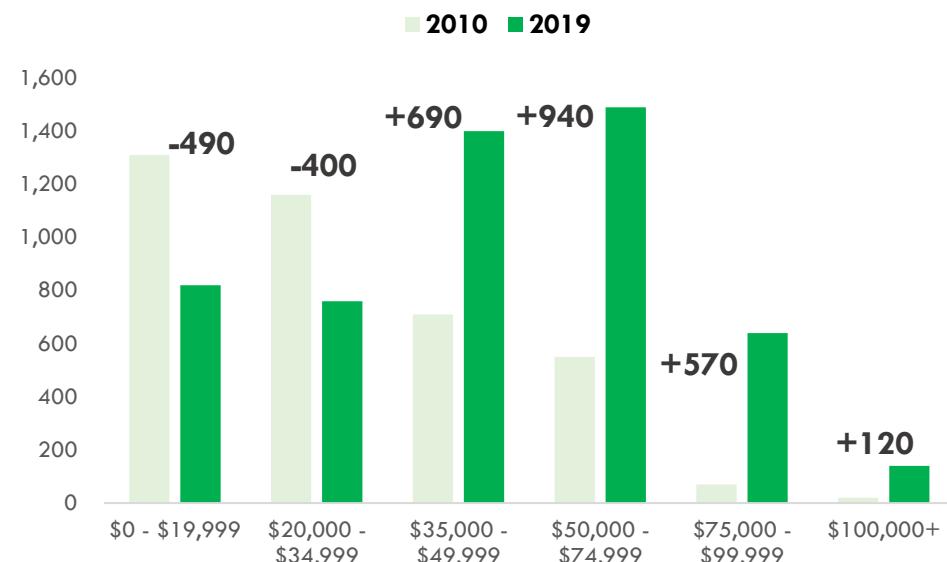
Hayward added 5,250 new cost-burdened immigrant renter households in the last decade.

Since 2010, Hayward experienced a 35% decrease in immigrant households (non-American born renters) earning below \$35K. At the same time, the remaining Hayward immigrant households are increasingly cost-burdened with 51% paying over 30% of their income to housing costs. There is also an increase in higher-income immigrants into Hayward overall—with 1,750 new immigrant renters earning above \$100K.

Alameda County Renter Cost Burden by Immigrant Households



Hayward Renter Cost Burden by Immigrant Households



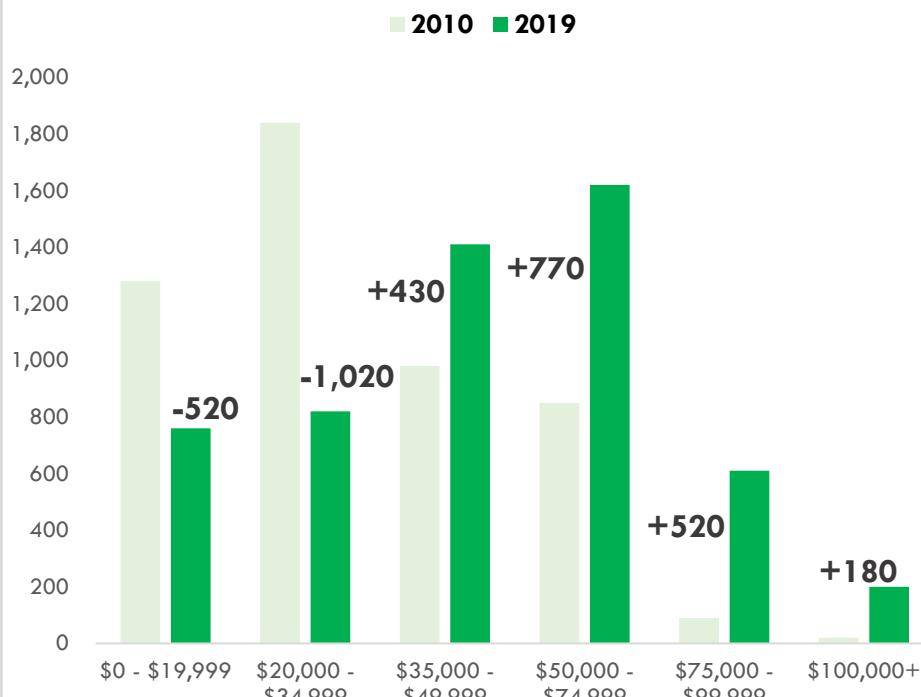
Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

DISPARATE IMPACTS | FAMILIES WITH CHILDREN

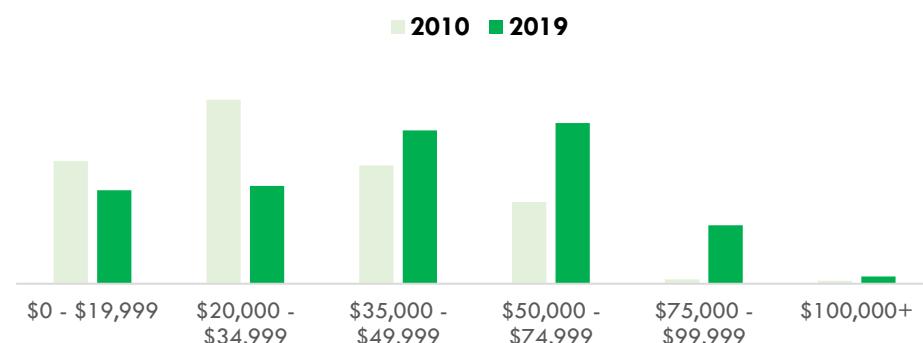
Family households that remain in Hayward are increasingly cost-burdened.

52% of Hayward families with children are renter cost-burdened, compared to 47% in Alameda County. As the number of low-income families in Hayward decline, aligned with the overall decline in low-income households, there is a natural decline in low-income cost-burdened families. The higher-income families that remain are increasingly cost-burdened - 153% increase in cost-burdened families earning above \$50K. This is particularly acute for larger families that require larger accommodations.

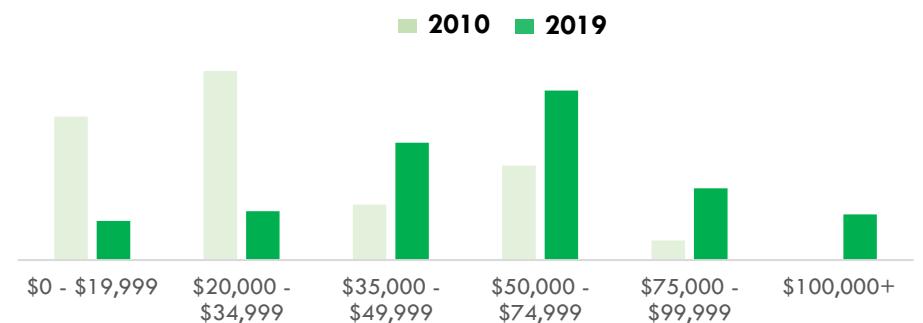
Families with Children Renter Cost Burden



1-2 Children Cost Burden



3+ Children Cost Burden



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

DISPARATE IMPACTS | K-12 STUDENTS

69% of Hayward Unified School District students live in low-income households that are facing displacement pressures.

In 2019, 69% of Hayward Unified District students qualify for Free and Reduced Price Meals, compared to 42% at the County level. The State of California offers the Free and Reduced Price Meals program to students with family incomes under 130 percent of the federal poverty line. Students with family incomes between 130-185% of the poverty line are eligible for reduced-price or low-cost meals. Although the percentage of eligible students has slightly decreased over the last 5 years in the County and Hayward Unified, it is likely due to the overall decrease in low-income residents. In addition, the eligibility criteria is quite low and not commensurate with the local market. These students and their families are experiencing increased displacement pressures.

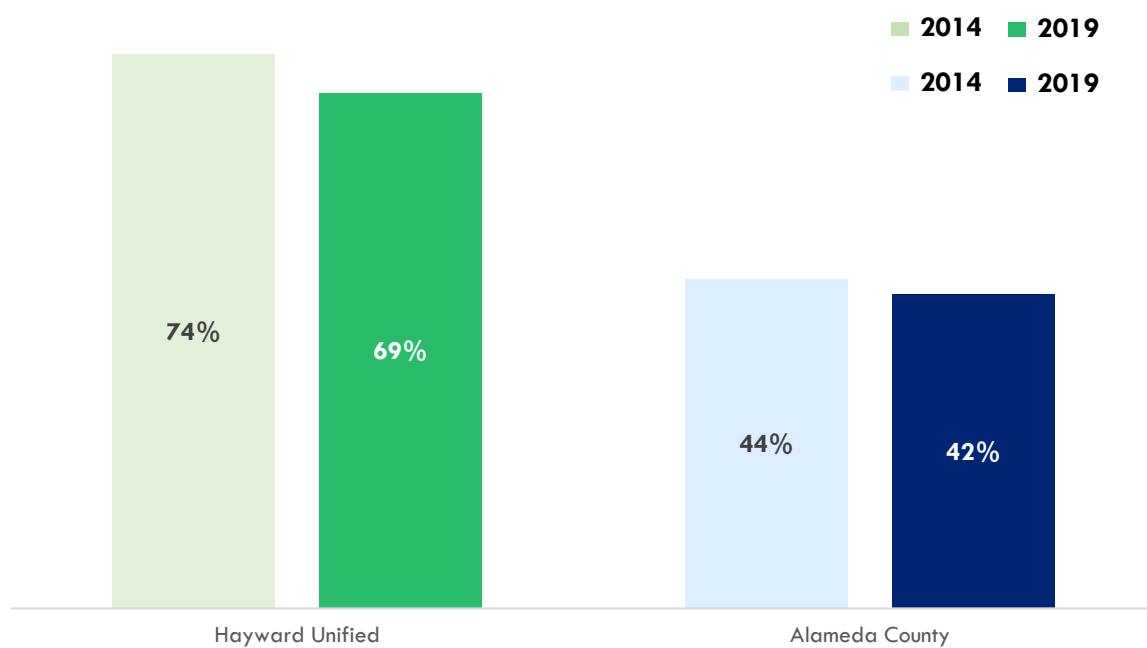
Free Eligibility Scale (2019-2020)

Household Size	Annual Income
1	\$16,237
2	\$21,983
3	\$27,729
4	\$33,475

Reduced-price Eligibility Scale (2019-2020)

Household Size	Annual Income
1	\$23,107
2	\$31,284
3	\$39,461
4	\$47,638

Free and Reduced Price Meals

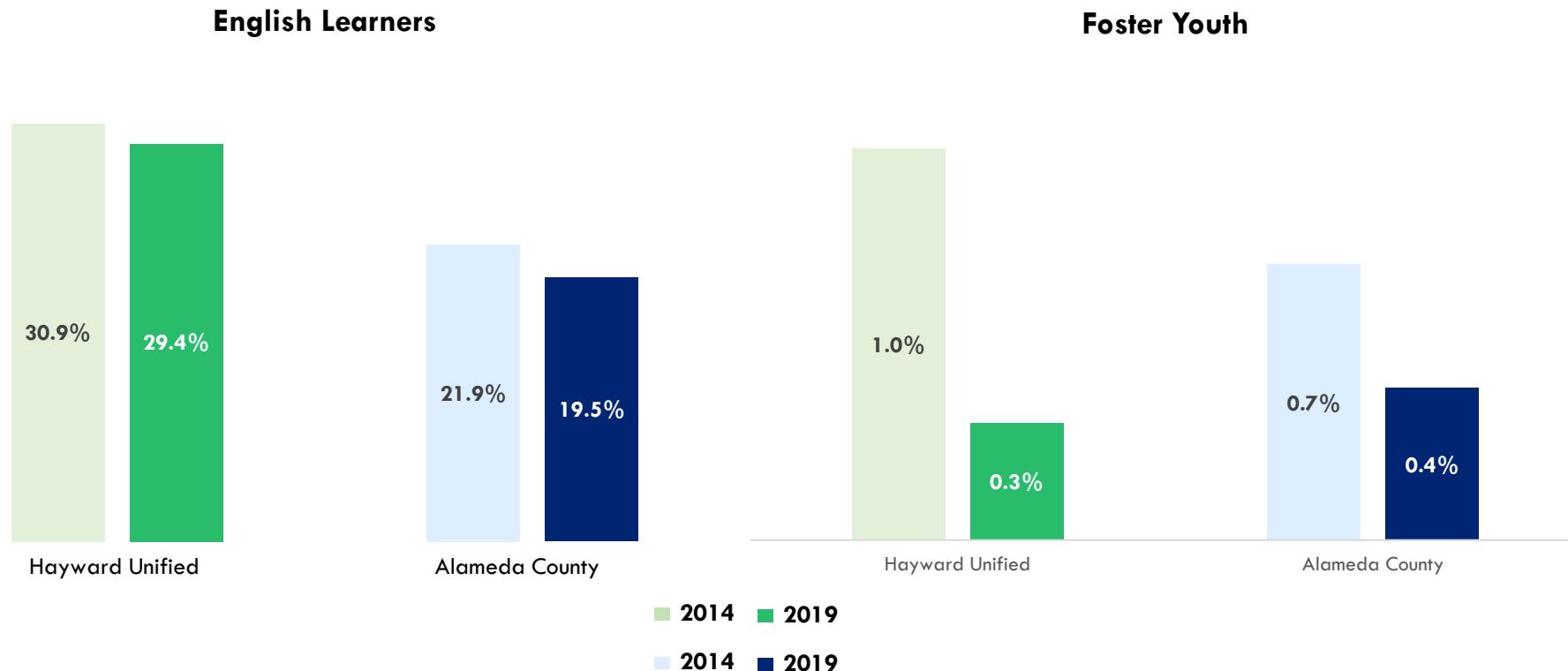


Source: California Department of Education

DISPARATE IMPACTS | K-12 STUDENTS

In 2019, 74.2% of students within the Hayward Unified District qualified as socioeconomically disadvantaged – which increased by 2.2% from 2017.

The State of California Department of Education considers students to be socioeconomically disadvantaged if they are eligible for free or reduced price meals, experiencing homelessness or a foster youth, or the first high school graduate in their family. From 2014-2019, the share of English learners and foster youth in Hayward Unified School District and across the County slightly declined.



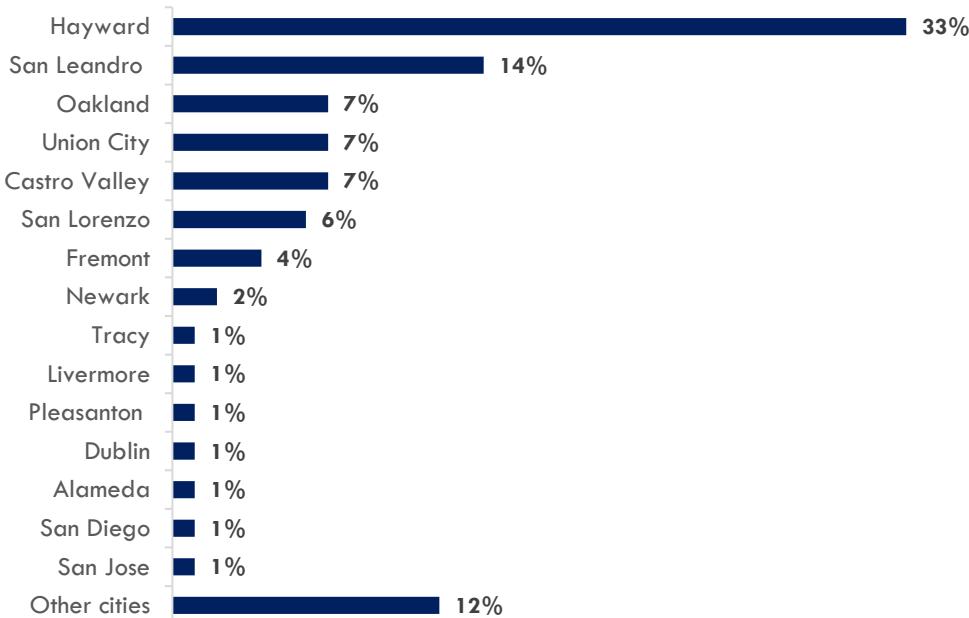
Source: California Department of Education

DISPARATE IMPACTS | COLLEGE STUDENTS

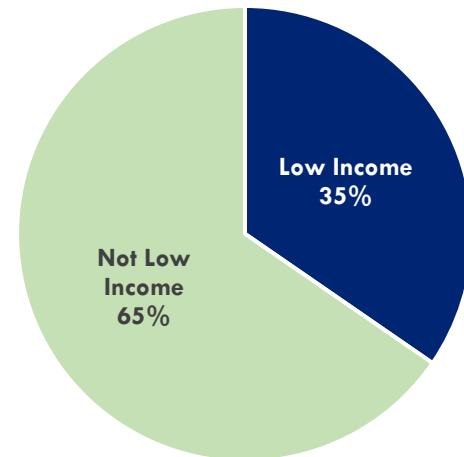
Hayward has 13,000 students currently enrolled in college or graduate school—mostly at Cal State East Bay and Chabot College.

There is little available data for students by college, but existing PUMS data suggests that households with college undergraduates or graduates have lower incomes than those without these students. **Households with college students had approximately 20% less income than those without students and graduate-level students had incomes 66% below those without graduate students.**

Chabot College Student Residence (Fall 2019)



Cal State East Bay Student Income Status



Source: Cal State East Bay, Chabot College

Executive Summary

Displacement Trends

Disparate Impacts

Live / Work Preference

Appendix

LIVE / WORK PREFERENCE

A local preference for new affordable housing units will allow for households facing disparate impacts to access affordable housing options in Hayward.

Hayward remains one of the most affordable parts of the Bay Area—a characteristic that the city is quickly losing.

Our findings indicate that Hayward residents face outsized market impacts compared to their counterparts across Alameda County.

This has led to residents facing displacement pressure at a higher rate than their counterparts across the County.

New migrants moving into Hayward have lower average incomes compared to those moving into the rest of the County, but are still 20% higher than existing residents.

As of January 2021, for-sale home listings in Hayward accounted for **23% of all listings countywide** that are affordable to households **below 80% of AMI**, despite being **only 8% of all listings**.

Hayward rents have increased by 32% in the last decade, compared to 28% for the county overall.

Neighborhoods in Hayward, Oakland, and Fremont have seen the **largest increases in home values in the last 5 years**.

Hayward lost **33% of their residents earning below \$35,000**, compared to 23% countywide.

There was a **71% increase in cost-burdened seniors in Hayward**, compared to a 51% increase in Alameda County.

Hayward experienced a **91% increase in overcrowded units from 2010 to 2019**, while Alameda County experienced an 83% increase.

LIVE / WORK PREFERENCE

A local preference for new affordable housing units will allow for households facing disparate impacts to access affordable housing options in Hayward.

Lower-income residents, particularly those that are also seniors, Black, Indigenous, or People of Color (BIPOC), or families with children, will continue to face displacement without housing that addresses their specific needs. Hayward stands to lose its position as an affordable option in the Bay Area, with easy train and bridge connectivity to job centers like Silicon Valley, Oakland, and San Francisco. As one of the remaining affordable cities in Alameda County, residents displaced from Hayward will likely be displaced from the County as a whole. Residents that would benefit the most from a local housing preference are more diverse in terms of race, age, and household size compared to the city's general population.

Affordable housing funded through Measure A1 would allow these residents to choose housing options within the City and maintain their roots and networks in the City, leading to a more healthy, equitable, and affordable Hayward. The Depot Road project will offer small micro units and supportive housing, creating more affordable housing for Hayward residents most vulnerable to displacement.

What is the proposed Depot Road Project?

- Permanent supportive housing with service staff to provide support to residents.
- 125 studio apartments at about 300 SF per apartment
- Units affordable to households earning between 20%-60% of area median income.
- 50% of units set-aside for special needs populations, including persons experiencing homelessness.



CITY OF HAYWARD DISPLACEMENT STUDY

Final Report

April 2021

HR&A
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CITY OF HAYWARD DISPLACEMENT STUDY

Appendix

March 2021

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APPENDIX | 1. PROPERTY VALUES AND RENTS

Rental Unit Distribution Summary Table

Alameda County Rental Unit Distribution

Rent Range	2010	2019	Change	% Change
\$0 - \$500	18,320	14,830	-3,490	-19%
\$500 - \$875	37,380	16,180	-21,200	-57%
\$875 - \$1,250	74,930	34,880	-40,050	-53%
\$1,250 - \$1,875	77,370	75,330	-2,040	-3%
\$1,875 - \$2,500	23,660	68,310	44,650	189%
\$2,500 +	7,090	58,750	51,660	729%
Total	238,750	268,290	29,540	12%

Hayward Rental Unit Distribution

Rent Range	2010	2019	Change	% Change
\$0 - \$500	750	580	-170	-23%
\$500 - \$875	1,990	930	-1,060	-53%
\$875 - \$1,250	7,480	2,180	-5,300	-71%
\$1,250 - \$1,875	7,810	7,870	60	1%
\$1,875 - \$2,500	1,390	6,990	5,600	403%
\$2,500 +	270	3,940	3,670	1359%
Total	19,700	22,480	2,780	14%

Source: PUMS 2010, 2019 5-year, American Communities Survey

APPENDIX | 1. PROPERTY VALUES AND RENTS

Cumulative Rental Housing Supply Gap Summary Table

Alameda County Cumulative Housing Gap - 2019

Rent Range	Demand	Supply	Gap/Surplus
< \$500	58,460	14,830	(43,630)
< \$875	107,140	16,180	(90,960)
< \$1,250	150,210	34,880	(115,330)
< \$1,875	222,810	75,330	(147,480)
< \$2,500	288,640	68,310	(220,330)
\$2,500 +	577,180	58,750	(518,430)

Hayward Cumulative Housing Gap - 2019

Rent Range	Demand	Supply	Gap/Surplus
< \$500	2,800	580	(2,220)
< \$875	5,030	1,510	(3,520)
< \$1,250	8,150	3,690	(4,460)
< \$1,875	12,260	11,560	(700)
< \$2,500	15,660	18,550	2,890
\$2,500 +	22,480	22,490	10

Source: PUMS 2010, 2019 5-year, American Communities Survey

APPENDIX | 1. PROPERTY VALUES AND RENTS

Alameda County Home Values

Year	Median Home Value
2000	\$302,105
2001	\$362,351
2002	\$385,334
2003	\$417,427
2004	\$476,016
2005	\$573,779
2006	\$608,423
2007	\$583,202
2008	\$511,354
2009	\$458,149
2010	\$464,374
2011	\$427,328
2012	\$423,142
2013	\$533,721
2014	\$613,669
2015	\$677,582
2016	\$747,368
2017	\$795,801
2018	\$891,208
2019	\$881,180
2020	\$913,406

Source: Zillow, 2021

APPENDIX | 2. PRESSURE FROM INVESTMENT IN CITY AND REGION

Total Jobs and Housing Starts Summary Table

Alameda County Total Jobs and Total Housing Starts (2000 - 2010)

Year	Housing Units	Jobs
2010	157,811	630,343
2011	158,409	634,983
2012	158,856	658,708
2013	159,707	677,976
2014	161,488	698,536
2015	162,491	728,995
2016	164,037	751,598
2017	165,833	771,652
2018	167,875	786,038
2019	171,435	793,213
2020	175,834	769,230

Source: HUD, EMSI, 2021

APPENDIX | 2. PRESSURE FROM INVESTMENT IN CITY AND REGION

Regional Housing Needs Allocation (RHNA) Progress Summary Table

Alameda County RHNA Progress

Income Category	RHNA Unit Allocations	Permits Issued	% RHNA Met	Outstanding
Very Low	9,196	2,023	22%	7,173
Low	6,213	1,108	18%	5,105
Moderate	7,517	1,048	14%	6,469
Above Moderate	19,043	31,617	166%	-12,574
Total	41,969	35,796	85%	6,173

Hayward RHNA Progress

Income Category	RHNA Unit Allocations	Permits Issued	% RHNA Met	Outstanding
Very Low	851	40	5%	811
Low	480	39	8%	441
Moderate	608	27	4%	581
Above Moderate	1,981	1,902	96%	79
Total	3,920	2,008	51%	1,912

Source: RHNA, ABAG

APPENDIX | 3. TENURE AND DEMOGRAPHIC CHANGES

Household Income Distribution Summary Table

Alameda County Household Income Distribution

Income Range	2010	2019	Change	% Change
\$0 - \$19,999	77,040	58,460	-18,580	-24%
\$20,000 - \$34,999	61,700	48,680	-13,020	-21%
\$35,000 - \$49,999	58,120	43,070	-15,050	-26%
\$50,000 - \$74,999	88,370	72,600	-15,770	-18%
\$75,000 - \$99,999	65,920	65,830	-90	0%
\$100,000+	180,870	288,540	107,670	60%
Total	532,030	577,180	45,150	8%

Hayward Household Income Distribution

Income Range	2010	2019	Change	% Change
\$0 - \$19,999	5,810	4,280	-1,530	-26%
\$20,000 - \$34,999	6,290	3,780	-2,510	-40%
\$35,000 - \$49,999	5,580	4,530	-1,050	-19%
\$50,000 - \$74,999	8,730	7,630	-1,100	-13%
\$75,000 - \$99,999	5,960	6,820	860	14%
\$100,000+	12,000	20,620	8,620	72%
Total	44,380	47,670	3,290	7%

Source: PUMS 2010, 2019 5-year, American Communities Survey

APPENDIX | 3. TENURE AND DEMOGRAPHIC CHANGES

Renter Income Distribution Summary Table

Alameda County Renter Distribution by Income

Income Range	2010	2019	Change	% Change
\$0 - \$19,999	58,840	43,540	-15,300	-26%
\$20,000 - \$34,999	39,880	31,340	-8,540	-21%
\$35,000 - \$49,999	34,220	27,010	-7,210	-21%
\$50,000 - \$74,999	44,340	41,840	-2,500	-6%
\$75,000 - \$99,999	25,410	34,480	9,070	36%
\$100,000+	36,060	90,080	54,020	150%
Total	238,750	268,290	29,540	12%

Hayward Renter Distribution by Income

Income Range	2010	2019	Change	% Change
\$0 - \$19,999	4,260	2,800	-1,460	-34%
\$20,000 - \$34,999	4,080	2,230	-1,850	-45%
\$35,000 - \$49,999	3,220	3,120	-100	-3%
\$50,000 - \$74,999	3,870	4,110	240	6%
\$75,000 - \$99,999	2,070	3,400	1,330	64%
\$100,000+	2,210	6,820	4,610	209%
Total	19,700	22,480	2,780	14%

Source: PUMS 2010, 2019 5-year, American Communities Survey

APPENDIX | 3. TENURE AND DEMOGRAPHIC CHANGES

Owner Income Distribution Summary Table

Alameda County Owner Distribution by Income

Income Range	2010	2019	Change	% Change
\$0 - \$19,999	18,190	14,910	-3,280	-18%
\$20,000 - \$34,999	21,820	17,340	-4,480	-21%
\$35,000 - \$49,999	23,900	16,060	-7,840	-33%
\$50,000 - \$74,999	44,040	30,750	-13,290	-30%
\$75,000 - \$99,999	40,520	31,350	-9,170	-23%
\$100,000+	144,810	198,470	53,660	37%
Total	293,280	308,890	15,610	5%

Hayward Owner Distribution by Income

Income Range	2010	2019	Change	% Change
\$0 - \$19,999	1,550	1,480	-70	-5%
\$20,000 - \$34,999	2,210	1,560	-650	-29%
\$35,000 - \$49,999	2,370	1,410	-960	-41%
\$50,000 - \$74,999	4,860	3,520	-1,340	-28%
\$75,000 - \$99,999	3,890	3,420	-470	-12%
\$100,000+	9,790	13,800	4,010	41%
Total	24,680	25,190	510	2%

Source: PUMS 2010, 2019 5-year, American Communities Survey

APPENDIX | 3. TENURE AND DEMOGRAPHIC CHANGES

Renter Cost-Burdened Distribution Summary Table

Alameda County Renter Cost Burden

Income Range	2010	2019	Change	% Change
\$0 - \$19,999	48,450	33,900	-14,550	-30%
\$20,000 - \$34,999	34,840	28,030	-6,810	-20%
\$35,000 - \$49,999	19,430	22,060	2,630	14%
\$50,000 - \$74,999	11,820	25,580	13,760	116%
\$75,000 +	3,140	17,770	14,630	466%
Total	117,680	127,340	9,660	8%

Hayward Renter Cost Burden

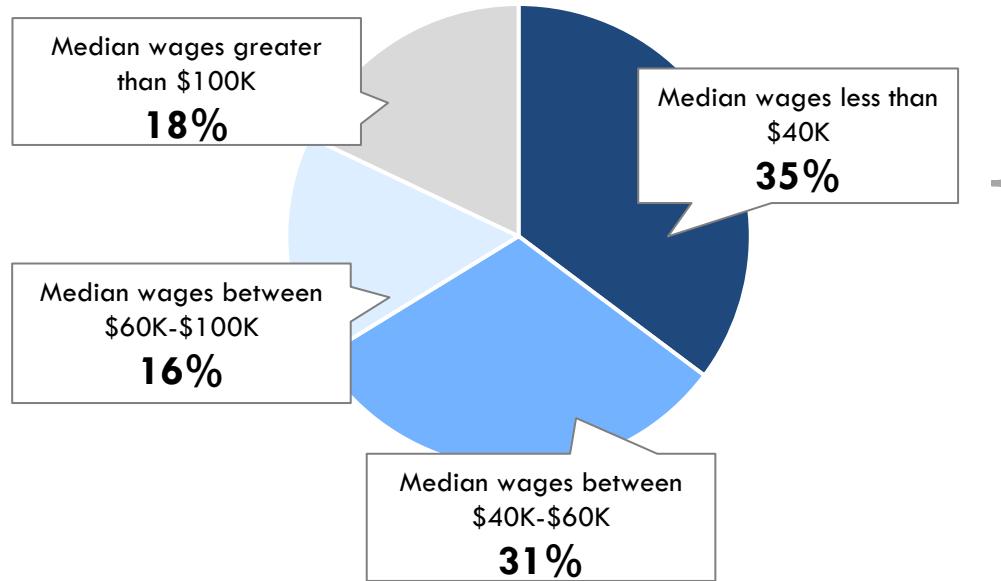
Income Range	2010	2019	Change	% Change
\$0 - \$19,999	3,350	2,280	-1,070	-32%
\$20,000 - \$34,999	3,900	2,060	-1,840	-47%
\$35,000 - \$49,999	2,050	2,880	830	40%
\$50,000 - \$74,999	1,120	2,900	1,780	159%
\$75,000 +	120	1,500	1,380	1150%
Total	10,540	11,620	1,080	10%

Source: PUMS 2010, 2019 5-year, American Communities Survey

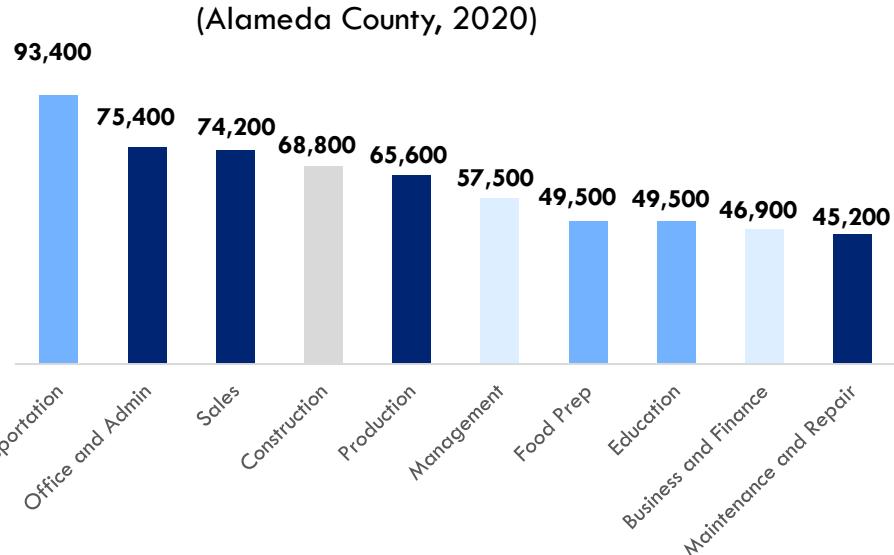
APPENDIX | 4. COPING STRATEGIES

Employment Sectors Summary Table

Median Wages (Alameda County, 2020)



Top 10 Employment Sectors: Number of Jobs



Alameda County Employment Sectors

Industry	Jobs	Wages
Transportation	93,380	\$46,256
Office and Admin	75,352	\$37,799
Sales	74,233	\$37,938
Construction	68,797	\$124,874
Production	65,610	\$31,131
Management	57,518	\$78,585
Food Prep	49,522	\$40,780
Education	49,473	\$57,229
Business and Finance	46,929	\$63,073
Maintenance and Repair	45,161	\$32,099

Source: EMSI 2018

APPENDIX | DISPARATE IMPACTS

Household Income Distribution by Race Summary Tables

Alameda County Income Distribution by Race

Year	White	Black	Asian	Hispanic
2010	275,100	79,630	119,340	82,240
\$0 - \$19,999	28,110	22,960	15,950	37,070
\$20,000 - \$34,999	26,270	13,900	10,140	8,560
\$35,000 - \$49,999	27,920	10,950	9,970	7,300
\$50,000 - \$74,999	43,160	12,940	18,340	10,870
\$75,000 - \$99,999	35,540	7,340	14,870	6,970
\$100,000+	114,100	11,540	50,080	11,470
2019	270,320	71,820	157,680	94,610
\$0 - \$19,999	18,600	16,670	16,340	29,810
\$20,000 - \$34,999	20,770	11,060	9,710	6,380
\$35,000 - \$49,999	17,760	7,680	7,750	8,140
\$50,000 - \$74,999	31,740	10,550	14,880	12,980
\$75,000 - \$99,999	30,110	7,720	15,590	10,670
\$100,000+	151,340	18,140	93,410	26,630
Change (2010-2019)	-4,780	-7,810	38,340	12,370
\$0 - \$19,999	-9,510	-6,290	390	-7,260
\$20,000 - \$34,999	-5,500	-2,840	-430	-2,180
\$35,000 - \$49,999	-10,160	-3,270	-2,220	840
\$50,000 - \$74,999	-11,420	-2,390	-3,460	2,110
\$75,000 - \$99,999	-5,430	380	720	3,700
\$100,000+	37,240	6,600	43,330	15,160
% Change (2010 - 2019)	-2%	-10%	32%	15%
\$0 - \$19,999	-34%	-27%	2%	-20%
\$20,000 - \$34,999	-21%	-20%	-4%	-25%
\$35,000 - \$49,999	-36%	-30%	-22%	12%
\$50,000 - \$74,999	-26%	-18%	-19%	19%
\$75,000 - \$99,999	-15%	5%	5%	53%
\$100,000+	33%	57%	87%	132%

Hayward Income Distribution by Race

Year	White	Black	Asian	Hispanic
2010	18,310	6,450	9,260	13,070
\$0 - \$19,999	2,070	1,210	820	4,590
\$20,000 - \$34,999	2,950	1,090	730	1,460
\$35,000 - \$49,999	2,320	780	850	1,620
\$50,000 - \$74,999	3,210	1,270	1,490	2,290
\$75,000 - \$99,999	2,470	780	1,310	1,300
\$100,000+	5,280	1,330	4,060	1,810
2019	18,580	5,820	12,130	15,830
\$0 - \$19,999	2,480	700	680	3,120
\$20,000 - \$34,999	2,110	890	550	830
\$35,000 - \$49,999	1,370	620	650	1,880
\$50,000 - \$74,999	2,350	1,070	1,420	2,980
\$75,000 - \$99,999	2,340	720	1,930	2,170
\$100,000+	7,920	1,820	6,900	4,860
Change (2010-2019)	270	-630	2,870	2,760
\$0 - \$19,999	410	-510	-140	-1,470
\$20,000 - \$34,999	-840	-200	-180	-630
\$35,000 - \$49,999	-950	-160	-200	260
\$50,000 - \$74,999	-860	-200	-70	690
\$75,000 - \$99,999	-130	-60	620	870
\$100,000+	2,640	490	2,840	3,050
% Change (2010 - 2019)	1%	-10%	31%	21%
\$0 - \$19,999	20%	-42%	-17%	-32%
\$20,000 - \$34,999	-28%	-18%	-25%	-43%
\$35,000 - \$49,999	-41%	-21%	-24%	16%
\$50,000 - \$74,999	-27%	-16%	-5%	30%
\$75,000 - \$99,999	-5%	-8%	47%	67%
\$100,000+	50%	37%	70%	169%

Source: PUMS 2010, 2019 5-year, American Communities Survey

APPENDIX | DISPARATE IMPACTS

Renter Cost-Burdened by Race Summary Tables

Alameda County Household Renter Cost Burden by Race

Year	White	Black	Asian	Hispanic
2010	36,980	31,150	20,100	24,420
2019	38,140	28,020	24,700	28,780

Alameda County Percent Change in Renter Cost Burden By Race (2010 – 2019)

Income	White	Black	Asian	Hispanic
\$0 - \$19,999	-38%	-32%	-9%	-39%
\$20,000 - \$34,999	-22%	-15%	-11%	-32%
\$35,000 - \$49,999	-11%	8%	-7%	51%
\$50,000 - \$74,999	63%	118%	148%	201%
\$75,000 +	337%	366%	595%	1044%
Total	3%	-10%	23%	18%

Hayward Household Renter Cost Burden by Race

Year	White	Black	Asian	Hispanic
2010	2,160	2,530	1,340	4,040
2019	1,900	2,340	1,580	5,160

Hayward Percent Change in Renter Cost Burden By Race (2010 – 2019)

Income	White	Black	Asian	Hispanic
\$0 - \$19,999	-26%	-34%	-14%	-39%
\$20,000 - \$34,999	-47%	-41%	-42%	-51%
\$35,000 - \$49,999	-24%	4%	7%	79%
\$50,000 - \$74,999	140%	119%	95%	194%
\$75,000 +	#DIV/0!	#DIV/0!	230%	#DIV/0!
Total	-12%	-8%	18%	28%

Source: PUMS 2010, 2019 5-year, American Communities Survey

APPENDIX | DISPARATE IMPACTS

Families with Children Cost-Burdened Summary Tables

Alameda County Cost Burden by Families with Children

Year	W/ Children	1-2 Children	3+ Children
2010	42070	32970	9100
\$0 - \$19,999	14,710	11,340	3,370
\$20,000 - \$34,999	12,290	9,900	2,390
\$35,000 - \$49,999	7,580	6,090	1,490
\$50,000 - \$74,999	5,680	4,260	1,420
\$75,000 - \$99,999	1,460	1,070	390
\$100,000+	350	300	50
2019	43900	34200	9700
\$0 - \$19,999	8,120	6,360	1,770
\$20,000 - \$34,999	9,510	7,370	2,140
\$35,000 - \$49,999	9,030	6,980	2,050
\$50,000 - \$74,999	9,720	7,620	2,100
\$75,000 - \$99,999	4,870	3,780	1,090
\$100,000+	2,660	2,090	560
Change (2010-2019)	1,830	1,230	600
\$0 - \$19,999	(6,590)	(4,980)	(1,600)
\$20,000 - \$34,999	(2,780)	(2,530)	(250)
\$35,000 - \$49,999	1,450	890	560
\$50,000 - \$74,999	4,040	3,360	680
\$75,000 - \$99,999	3,410	2,710	700
\$100,000+	2,310	1,790	510
% Change (2010 - 2019)	4%	4%	7%
\$0 - \$19,999	-45%	-44%	-47%
\$20,000 - \$34,999	-23%	-26%	-10%
\$35,000 - \$49,999	19%	15%	38%
\$50,000 - \$74,999	71%	79%	48%
\$75,000 - \$99,999	234%	253%	179%
\$100,000+	660%	597%	1020%

Hayward Cost Burden by Families with Children

Year	W/ Children	1-2 Children	3+ Children
2010	5,050	3,520	1,530
\$0 - \$19,999	1,280	840	440
\$20,000 - \$34,999	1,840	1,260	580
\$35,000 - \$49,999	980	810	170
\$50,000 - \$74,999	850	560	290
\$75,000 - \$99,999	90	30	60
\$100,000+	20	20	0
2019	5,420	3,910	1,510
\$0 - \$19,999	760	640	120
\$20,000 - \$34,999	820	670	150
\$35,000 - \$49,999	1,410	1,050	360
\$50,000 - \$74,999	1,620	1,100	520
\$75,000 - \$99,999	610	400	220
\$100,000+	200	50	140
Change (2010-2019)	370	390	(20)
\$0 - \$19,999	(520)	(200)	(320)
\$20,000 - \$34,999	(1,020)	(590)	(430)
\$35,000 - \$49,999	430	240	190
\$50,000 - \$74,999	770	540	230
\$75,000 - \$99,999	520	370	160
\$100,000+	180	30	140
% Change (2010 - 2019)	7%	11%	-1%
\$0 - \$19,999	-41%	-24%	-73%
\$20,000 - \$34,999	-55%	-47%	-74%
\$35,000 - \$49,999	44%	30%	112%
\$50,000 - \$74,999	91%	96%	79%
\$75,000 - \$99,999	578%	1233%	267%
\$100,000+	900%	150%	#DIV/0!

Source: PUMS 2010, 2019 5-year, American Communities Survey



CITY OF HAYWARD DISPLACEMENT STUDY

Appendix

March 2021

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