



CITY OF HAYWARD Annual Action Plan

FY 2021-2022

Executive Summary

AP-05 Executive Summary - 91.200(c), 91.220(b)

1. Introduction

The FY 2021-2022 Annual Action Plan outlines proposed housing and community development objectives, activities, and budget in the City of Hayward. The plan includes information regarding federal, state, and local funding resources, a description of each activity to be implemented, and other actions that the City will take to address barriers to affordable housing, support anti-poverty strategies, and facilitate fair housing.

The Action Plan aligns with the City's FY 2020-2024 Consolidated Plan, which was implemented approved in June, 2020. The Consolidated Plan is a comprehensive review of the City's housing and community development characteristics and needs, an inventory of resources available to meet those needs, a five-year strategy for the use of those resources. This Action Plan serves as a one-year plan for achieving the five-year goals.

The City's FY 2021-2022 Community Development Block Grant (CDBG) entitlement grant from the US Department of Housing and Urban Development (HUD) is \$1,566,255.

In preparing the proposed CDBG program budget, the following were considered: housing and community development priorities, the FY 2020-2024 Consolidated Plan, CDBG eligibility criteria, and ongoing COVID-19 impact and need. The City is proposing to allocate CDBG funds towards the following eligible activities:

- Program Administration (20%)
- Public Services (15%)
- Acquisition, Disposition, Clearance, and Relocation
- Public Facilities and Infrastructure Improvements
- Housing
- Economic Development

Activities will benefit low and moderate-income individuals and households.

2. Summarize the objectives and outcomes identified in the Plan

This could be a restatement of items or a table listed elsewhere in the plan or a reference to another location. It may also contain any essential items from the housing and homeless needs assessment, the housing market analysis or the strategic plan.

The City's goals are detailed in Section AP-20. The projects that will be implemented to meet those goals and corresponding outcome indicators are in Section AP-35.

For the FY 2021-2020 Action Plan, the City's projects and funded activities are informed by both the Consolidated Plan as well as the City's Strategic Roadmap and the Let's House Hayward! Strategic Plan, which was created by the Roadmap to serve as a five-year plan for reducing homelessness in Hayward.

3. Evaluation of past performance

This is an evaluation of past performance that helped lead the grantee to choose its goals or projects.

The City regularly monitors progress on activities carried out in the Annual Action Plan to ensure compliance with program requirements. Evaluation takes place during the application and funding process, and after sub-grantee contracting has been executed. Agreements with sub-recipients and Memoranda of Understandings (MOUs) with other public agencies or internal departments set clear performance measures, reporting procedures, timeliness, and budgets against which goals are measured. City staff regularly monitor compliance with contracting requirements and performance goals through the implementation and review of quarterly performance reports, monthly reimbursement requests, and annual desk and on-site monitoring. City staff provide feedback to sub-grantees regarding areas of concern, and findings where corrective action or improvements are required. The City publishes an Annual Performance Report, aggregating data to analyze progress towards goals, cost effectiveness, community impact, and compliance with regulations. Additional Monitoring Standards and Procedures are outlined in the Alameda County HOME Consortium-wide Consolidated Plan. Contracting standards and policies and procedures can also be found in the City's CDBG Policies and Procedures Manual. Information obtained from all the evaluation and monitoring efforts is used to assist in the determination of which projects to allocate CDBG funds.

4. Summary of Citizen Participation Process and consultation process

Summary from citizen participation section of plan.

City staff lead the preparation, implementation, and evaluation of the Consolidated and Action Plans, related reports, and citizen participation and consultation processes. City staff coordinate housing and community development activities, which includes administration of the CDBG, Social Services, Paratransit, and the Housing Rehabilitation Program. All programs are administered through one competitive grant application process. City staff review grant applications to ensure that CDBG eligibility

and national objective criteria are addressed and to categorize proposals into the appropriate funding source category.

The City's Community Services Commission (CSC) further reviews each grant proposal for merit, impact, and cost-effectiveness. The CSC is a seventeen-member entity appointed by City Council, with the primary responsibilities of reviewing proposals and establishing funding recommendations for consideration by council. The CSC represents the larger Hayward community, with the only eligibility requirement to serve being residency within Hayward city limits. The CSC therefore, serves a key role in the CDBG Citizen Participation Plan process. All CSC meetings are open to the public and other stakeholders are welcome to offer public comments for consideration during the City's grant funding cycle. A formal public hearing is held in front of City Council regarding the funding recommendations and the Annual Action Plan.

City Council receives funding recommendations from the CSC, with additional in-depth information from staff, and discusses the proposal at a public City Council Work Session. A formal City Council Public Hearing is conducted two weeks to four weeks later, in which members of the public can address City Council regarding the CDBG funding recommendations. Ultimately, City Council has the final determination in authorizing CDBG grant awards at the local level.

The City consults with neighboring jurisdictions, public agencies, members of the public, and aligns with other strategic planning efforts when establishing local priorities. Finally, as a member of the Alameda County HOME Consortium, the City also participates in the Consortium's Citizen Participation Plan process.

5. Summary of public comments

This could be a brief narrative summary or reference an attached document from the Citizen Participation section of the Con Plan.

Each public meeting convened by City Council or the CSC opens with an agendaized Public Comments section to provide an opportunity for members of the public to address the Commission and City Council, and to comment on the funding process and recommendations.

This plan will be posted for comment on April 6, 2021 and all comment received will be integrated into the final version.

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

N/A

7. Summary

This Annual Action Plan and FY 2021-2022 proposed projects are consistent with the City of Hayward Council Priorities and meets HUD National Objectives.

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

1. Agency/entity responsible for preparing/administering the Consolidated Plan

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

Agency Role	Name	Department/Agency
Lead Agency	HAYWARD	
CDBG Administrator	HAYWARD	Community Services Division
HOPWA Administrator		
HOME Administrator	Alameda County	Department of Housing and Community Development
HOPWA-C Administrator		

Table 1 – Responsible Agencies

Narrative

Consolidated Plan Public Contact Information

For comments on the Fiscal Year 2021 - 2022 Annual Action Plan, please contact Amy Cole-Bloom: 510-583-4252 or amy.cole@hayward-ca.gov.

AP-10 Consultation - 91.100, 91.200(b), 91.215(l)

1. Introduction

The City of Hayward collaborates regularly with a variety of regional and local agencies, including non-profit service providers, the regional Continuum of Care, Alameda County, and other surrounding cities in order to enhance coordination for responding to housing and other service needs, including homelessness, in the City and region.

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

Hayward and its partners at Alameda County have a history of collaborative efforts focused at the consumer or provider level, with a growing focus in the last decade on coordination at the systems level. Through its participation in the EveryOne Home CoC, Hayward has access to the CoC's enhanced coordination efforts by bringing together housing providers, public and private partners, and direct service agencies.

EveryOne Home is a collective impact initiative founded in 2007 to facilitate the implementation of Alameda County, California's plan to end homelessness, known as the EveryOne Home Plan. In 2018, EveryOne Home updated that Plan now known as the Strategic Plan Update: Ending Homelessness in Alameda County. The Strategic Update recommends actions aimed at reducing homelessness by 1) preventing homelessness; 2) ensuring safer and more dignified conditions for those experiencing homelessness; and 3) increasing permanent homes.

The EveryOne Home Governance Charter memorializes how stakeholders govern the collective impact initiative to end homelessness and meet the federally-defined responsibilities of operating a HUD Continuum of Care as found in the Continuum of Care Program Rule at §578. In fulfillment of those agreements EveryOne Home convenes stakeholders, develops policies for the housing crisis response system, and tracks outcomes through the following committees: EveryOne Home Membership, Leadership Board, Results Based Accountability, HUD CoC Committee, HMIS Oversight Committee, System Coordination Committee, and Youth Action Board. Stakeholders include people with lived experience of homelessness, elected officials, advocacy groups, and service providers as well as county and city government administrators.

In 2020, EveryOne Home, with the support of HUD technical assistance from Abt Associates convened and facilitated a community process aimed at developing a model homeless response system through the framework of racial equity. The process resulted in specific crisis and permanent housing inventory recommendations. In 2021, leadership across the Continuum of Care are working together to implement this optimal system design that will effectively address the crisis needs of people experiencing

homelessness and their permanent housing needs. Community stakeholders have agreed to use the racially equitable system model to guide strategic funding decisions for existing and new federal, state, and local resources.

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

Stakeholders in Alameda County have been assessing the needs of persons experiencing homelessness and working to improve our response across the county since the founding of Alameda County-wide Homeless Continuum of Care Council in 1997. The collaboration includes cities and Alameda County government agencies representing multiple systems of care that share overlapping client populations, including but not limited to homelessness services, HIV/AIDS services, behavioral health services, foster care, veteran's services, health care services, and probation/parole. Alameda Countywide Homeless and Special Needs Housing Plan, now known as the EveryOne Home plan, helped to form EveryOne Home into a community-based organization to implement the Plan and now serves as the County's Continuum of Care. The EveryOne Home plan is structured around three major goals: 1) preventing homelessness; 2) ensuring safer and more dignified conditions for those experiencing homelessness; and 3) increasing permanent homes.

EveryOne Home coordinates local efforts to address homelessness, seeking to maintain the existing service capacity, establish inter-jurisdictional cooperation, and build new partnerships that generate greater resources for the continuum of housing and support services. EveryOne Home leverages substantial federal, state, and local resources for homeless housing and services, standardize data collection, and facilitate a year-round process of collaboration. EveryOne Home includes representation from HOME Consortium jurisdictions and CDBG entitlement jurisdictions in the County, service providers and advocates, homeless or formerly homeless persons, representatives of the faith community, business representatives, and education and health care professionals.

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

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

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

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

2. Agencies, groups, organizations and others who participated in the process and consultations

Table 2 – Agencies, groups, organizations who participated

1	Agency/Group/Organization	City of Hayward
	Agency/Group/Organization Type	Housing Service-Fair Housing Other government - Local
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Non-Homeless Special Needs Economic Development
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The City of Hayward is the lead agency in for the Annual Action Plan
2	Agency/Group/Organization	ALAMEDA COUNTY HOUSING & COMMUNITY DEVELOPMENT
	Agency/Group/Organization Type	Housing Services - Housing Other government - County Regional organization Planning organization

<p>What section of the Plan was addressed by Consultation?</p>	<p>Housing Need Assessment Public Housing Needs Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Homelessness Strategy Non-Homeless Special Needs Anti-poverty Strategy Lead-based Paint Strategy</p>
<p>Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?</p>	<p>Meetings and email discussion. Improved understanding of Housing needs and overall needs of county as a whole.</p>

3	Agency/Group/Organization	Alameda County Everyone HOME
	Agency/Group/Organization Type	Housing Services - Housing Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-homeless Services-Health Services-Education Services-Employment Service-Fair Housing Services - Victims Publicly Funded Institution/System of Care Regional organization Planning organization
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Public Housing Needs Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Homelessness Strategy
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	Coordinating meetings that provided improved understanding of homelessness issues and resources across Alameda County as well as help aligning goals and developing effective policy.

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

There were no agency types not intentionally consulted. All comments were welcome and invited at multiple public meetings.

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

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Continuum of Care	Alameda County Continuum of Care (EveryOne Home)	The Alameda County Continuum of Care implements the EveryOne Home Plan which aims to end homelessness in the county. The Plan envisions that all persons at risk of homelessness and extremely low-income residents have a safe, supportive and permanent place to call home with services available to help them stay housed and improve the quality of their lives.
2018 Community Needs Assessment	City of Hayward	The 2018 Community Needs Assessment (CNA) helps the City to determine the human needs of vulnerable residents, identify barriers/gaps in service, and provide validated data that meet HUD community input requirements in the development of the 2020-2024 Consolidated Plan and for allocating public service funds.
2020 Regional Analysis of Impediments (AI)	Alameda County	The 2020 Regional AI reflects the countywide effort to increase fair housing choice for all residents in the county and affirmatively further fair housing. The AI summarizes the findings including the primary issues and contributing factors to barriers to fair and affordable housing.
Hayward & Alameda County 2019 Homeless Counts	EveryOne Home	The City of Hayward and Alameda County 2019 Homeless Counts help to inform the homeless population demographics in the City and region, and describe where there are gaps in services.
Let's House Hayward Strategic Plan	City of Hayward	The Let's House Hayward Strategic Plan identifies community assets and gaps in the current homelessness response system. It aligns with regional plans as well as the City's Strategic Roadmap to outline goals, strategies, and activities for reducing homelessness in Hayward over the next five years.

Table 3 - Other local / regional / federal planning efforts

Narrative

AP-12 Participation - 91.401, 91.105, 91.200(c)

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

Per HUD guidance released in March 2021, the City has continued holding all public meetings virtually to reduce the risk for spreading the COVID-19 coronavirus. In line with its Citizen Participation Plan the City provided a 30-day comment period for the initial funding recommendations made by the Community Services Commission and another 30-day comment period for the April 26, 2021, public hearing. In recognition of the increased challenge of engaging the public during the public health crisis, the City made a concerted effort to outreach through social media and list servs.

The City takes comment submitted by the public very seriously and Council takes comment into consideration when making final determinations of the funding allocations established in the Annual Action Plan.

Citizen Participation Outreach

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
1	Newspaper Ad	Minorities Non-English Speaking - Specify other language: Spanish Persons with disabilities Non-targeted/broad community Residents of Public and Assisted Housing	Public Notice regarding public comment period on FY 2021 CDBG funding recommendations	One comment requesting additional funding be dedicated to a domestic violence shelter	NA	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
2	Newspaper Ad	Minorities Non-English Speaking - Specify other language: Spanish Persons with disabilities Non-targeted/broad community Residents of Public and Assisted Housing	Public Notice regarding Public Hearing scheduled April 27, 2021.	TBD	TBD	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
3	Public Hearing	Minorities Non-English Speaking - Specify other language: Spanish Persons with disabilities Non-targeted/broad community Residents of Public and Assisted Housing	April 27, 2021 Public Hearing	TBD	TBD	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
4	Public Meeting	Non-English Speaking - Specify other language: Spanish Persons with disabilities Non-targeted/broad community	February 17, 2021, Community Services Commission Meeting	One comment requesting additional funding be dedicated to a domestic violence shelter	NA	
5	Public Meeting	Non-English Speaking - Specify other language: Spanish Persons with disabilities Non-targeted/broad community	March 17, 2021, Community Services Commission Meeting	No comments received	NA	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
6	Internet Outreach	Minorities Non-English Speaking - Specify other language: Spanish Persons with disabilities Non-targeted/broad community Residents of Public and Assisted Housing	Outreach on City's website to promote public hearing	TBD	TBD	
7	Public Meeting	Non-targeted/broad community	Council work session on the community agency funding process and Annual Action Plan on April 6, 2021	TBD	TBD	

Table 4 – Citizen Participation Outreach

Expected Resources

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

Introduction

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

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

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

and financial management regulations.

Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	public - federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	1,566,255	297,513	0	1,863,768	4,568,629	CDBG funds will be used to support projects that address the community and economic development objectives identified in the FY 2020-2024 Consolidated Plan.

Table 5 - Expected Resources – Priority Table

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

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

CDBG funding.

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

The City is currently in Exclusive Negotiating Agreements with two development entities for two city-owned land parcels. Throughout FY 2021-2022, the City will be working closely with the developers to advance affordable housing projects on both sites.

Discussion

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

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

Annual Goals and Objectives

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

Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	1A. Facility & Infrastructure Access & Capacity	2020	2024	Non-Housing Community Development		Expand/Improve Public Infrastructure & Facilities	CDBG: \$245,513	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 300 Persons Assisted
2	2A. Preserve Existing Homeownership Housing	2020	2024	Affordable Housing		Preserve, Protect, and Produce Housing Stock	CDBG: \$392,126	Homeowner Housing Rehabilitated: 50 Household Housing Unit
3	2B. Develop New Affordable Housing	2020	2024	Affordable Housing		Preserve, Protect, and Produce Housing Stock	CDBG: \$182,136	Homeless Person Overnight Shelter: 30 Persons Assisted
4	3A. Provide Supportive Services for Special Needs	2020	2024	Non-Housing Community Development		Public Services & Quality of Life Improvements	CDBG: \$175,025	Public service activities other than Low/Moderate Income Housing Benefit: 500 Persons Assisted
5	3B. Provide Vital Services for LMI Households	2020	2024	Non-Housing Community Development		Public Services & Quality of Life Improvements	CDBG: \$286,006	Public service activities other than Low/Moderate Income Housing Benefit: 200 Persons Assisted
6	4A. Provide for Small Business Assistance	2020	2024	Non-Housing Community Development		Economic Development	CDBG: \$582,964	Jobs created/retained: 15 Jobs Businesses assisted: 20 Businesses Assisted

Table 6 – Goals Summary

Goal Descriptions

1	Goal Name	1A. Facility & Infrastructure Access & Capacity
	Goal Description	Expand public infrastructure and access to public infrastructure and facilities through development activities for LMI persons and households. Public infrastructure activities include improvements to infrastructure in the jurisdiction such as roadway resurfacing and improvements to curbs and ramps on sidewalks for ADA compliance. Public facilities may include neighborhood facilities, community centers and parks and recreation facilities.
2	Goal Name	2A. Preserve Existing Homeownership Housing
	Goal Description	Retain homeownership opportunities for existing homeowners who fall within vulnerable categories, such as seniors or veterans living on fixed incomes, through home repair programs.
3	Goal Name	2B. Develop New Affordable Housing
	Goal Description	Fund acquisition, disposition, and/or clearance for affordable housing and temporary shelter.
4	Goal Name	3A. Provide Supportive Services for Special Needs
	Goal Description	Homelessness prevention and supportive services
5	Goal Name	3B. Provide Vital Services for LMI Households
	Goal Description	Public services for LMI households including legal and educational services
6	Goal Name	4A. Provide for Small Business Assistance
	Goal Description	Economic development activities including small business technical assistance, training, and grants.

AP-35 Projects - 91.420, 91.220(d)

Introduction

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

#	Project Name
1	CDBG: PY21 Administration (20%)
2	CDBG: PY21 Public Facilities & Infrastructure
3	CDBG: PY21 Public Services (15%)
4	CDBG: PY21 Housing Programs
5	CDBG: PY21 Economic Development

Table 7 – Project Information

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

Allocation priorities align with Council's Strategic Roadmap. As directed by Council, CDBG Public Services will be focused on housing/homelessness and the creation of economic and educational opportunity for poverty-level families, with a focus on helping individuals, families, and local businesses recover from the COVID-19 pandemic. The priorities also align with the City's Let's House Hayward! Strategic Plan, which articulates goals, strategies, and actions for reducing homelessness in Hayward.

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

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

AP-38 Project Summary
Project Summary Information

1	Project Name	CDBG: PY21 Administration (20%)
	Target Area	
	Goals Supported	1A. Facility & Infrastructure Access & Capacity 2A. Preserve Existing Homeownership Housing 2B. Develop New Affordable Housing 3A. Provide Supportive Services for Special Needs 3B. Provide Vital Services for LMI Households 4A. Provide for Small Business Assistance
	Needs Addressed	Expand/Improve Public Infrastructure & Facilities Preserve, Protect, and Produce Housing Stock Public Services & Quality of Life Improvements Economic Development
	Funding	CDBG: \$372,754
	Description	Citywide administration of the CDBG program in PY 2021.
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	N/A
	Location Description	Citywide
	Planned Activities	Staff salaries, planning, general administration
2	Project Name	CDBG: PY21 Public Facilities & Infrastructure
	Target Area	
	Goals Supported	1A. Facility & Infrastructure Access & Capacity
	Needs Addressed	Expand/Improve Public Infrastructure & Facilities
	Funding	CDBG: \$200,000

	Description	The City will improve and expand access to public infrastructure through development activities for LMI persons and households. Public infrastructure activities include improvements to infrastructure in the jurisdiction such as roadway resurfacing and improvements to curbs and ramps on sidewalks for ADA compliance. The City will also expand and improve access to public facilities through development activities for LMI persons and households and for special needs population (elderly, persons with a disability, victims of domestic abuse, etc.). Public facilities may include neighborhood facilities, community centers and parks and recreation facilities.
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	300 people will be assisted through repairs and improvements to public facilities.
	Location Description	Activities will occur city-wide.
	Planned Activities	Neighborhood facilities, public facilities, and infrastructure improvements
3	Project Name	CDBG: PY21 Public Services (15%)
	Target Area	
	Goals Supported	3A. Provide Supportive Services for Special Needs 3B. Provide Vital Services for LMI Households
	Needs Addressed	Public Services & Quality of Life Improvements
	Funding	CDBG: \$311,779
	Description	The City will work to provide supportive services for low income and special needs populations in the jurisdiction. Public services will target LMI citizens and may include services to address homelessness, persons with physical and mental health disabilities, the elderly, and the youth. Services may also include recreational programs for special needs populations, and education and health programs for special needs households.
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	700 individuals and families will benefit from services including homelessness prevention and supportive services, education, food security, and legal services.

	Location Description	Activities will occur city-wide.
	Planned Activities	Public service programs for LMI and special populations, including homeless services, education services, legal services, and services to support the elderly.
4	Project Name	CDBG: PY21 Housing Programs
	Target Area	
	Goals Supported	2A. Preserve Existing Homeownership Housing 2B. Develop New Affordable Housing
	Needs Addressed	Preserve, Protect, and Produce Housing Stock
	Funding	CDBG: \$458,397
	Description	Provide for owner occupied housing rehabilitation in target areas of the jurisdiction. The City will also acquire new and demolish old properties to create opportunities for new affordable development. These activities will benefit LMI households.
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	50 units owned by low-income households will receive grants for rehabilitation or minor repairs and 30 people will have access to temporary shelter.
	Location Description	
	Planned Activities	Housing rehabilitation and minor repairs; and acquisition, demolition, and clearance to support construction of affordable housing and temporary shelter.
5	Project Name	CDBG: PY21 Economic Development
	Target Area	
	Goals Supported	4A. Provide for Small Business Assistance
	Needs Addressed	Economic Development
	Funding	CDBG: \$520,838
	Description	The City will provide economic development support using funds to assist small businesses in the jurisdiction. Activities will include small business grants, and employment programs to create or retain permanent jobs.
	Target Date	6/30/2022

Estimate the number and type of families that will benefit from the proposed activities	20 small businesses will receive grants and 15 jobs will be created/retained.
Location Description	Activities will occur city-wide.
Planned Activities	Small Business Assistance Program (façade improvement program, small business grants, employment programs to create or retain permanent jobs), and training and technical assistance for small businesses.

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

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

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

Geographic Distribution

Rationale for the priorities for allocating investments geographically

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

Discussion

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

AP-75 Barriers to affordable housing -91.420, 91.220(j)

Introduction

The City will foster and preserve existing multifamily and single family affordable rental and ownership housing for low and moderate-income households. To support multifamily development of affordable rental housing, the City plans to release a notice of funding availability to award City funds to multifamily affordable housing developments and leverage other public and private funds. The process will expand the City's relationship with affordable housing developers to increase development of affordable housing and identify a clear pipeline for affordable housing in the City.

In November 2017 the City amended the Affordable Housing Ordinance which requires developers to either provide affordable units or pay an in-lieu fee. Developers that include affordable units be required to restrict 7.5 to 10 percent of the ownership units, depending on density of the project, as affordable for moderate income households and restrict six percent of the rental units as affordable to low and extremely low-income households. Additionally, to preserve existing multifamily affordable housing, the City will be facilitating recapitalization of existing affordable housing developments in exchange for the extension of regulatory terms.

Existing single-family housing stock occupied by lower-income households will be preserved by rehabilitating single-family owner-occupied homes and mobile homes. The Accessory Dwelling Unit (ADU) program will provide additional housing on single family properties creating by legalizing such units and providing these units as alternate affordable housing options.

The City will also fund services to address housing discrimination. Sub-recipient housing counselors will investigate then intervene or mediate fair housing complaints and conduct a fair housing audit to determine where future local efforts and strategies should be focused.

Actions it planned to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment

Many factors inhibit the development of affordable housing in Hayward including the high cost of land, construction costs, cost of development financing, cost of financing for homebuyers, development fees and process. City staff actively work to understand and address these barriers. In Fall of 2020, the City commissioned a displacement study to better understand the specific affordable housing needs and what barriers may be

creating disparate impacts among those at risk of or experiencing displacement.

Additionally, through its Let's House Hayward! Strategic Plan process, the City has included an activity to identify zoning barriers to innovative affordable housing development projects.

Discussion

The City of Hayward intends to extend affordable housing opportunities through the in-house Housing Rehabilitation Program, as well as through funding agencies that provide homeless outreach and permanent supportive housing. The City is also working to build a pipeline of projects through 1) its affordable housing development notice of funding availability and 2) its Let's House Hayward! Strategic Plan. Both of these important activities will identify "shovel ready" development and shelter projects to support the City as it works to increase availability of affordable housing and reduce the risk of displacement and homelessness.

Additionally, through the Alameda County HOME Consortium, the City is projected to receive HOME funds to help make additional affordable housing resources available to low-income Hayward residents.

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

Introduction

The City of Hayward will be undertaking and funding several programs throughout FY 2020-2021 to meet the needs of underserved communities, foster and maintain affordable housing, reduce lead-based paint hazards, reduce the number of poverty-level families, foster public private partnerships, and increase institutional structure.

Actions planned to address obstacles to meeting underserved needs

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

Actions planned to foster and maintain affordable housing

The City will preserve existing affordable rental and ownership housing for low and moderate-income households. Existing single-family housing stock occupied by lower-income households will be preserved by rehabilitating single-family owner-occupied homes and mobile homes. The City will also fund services to address housing discrimination. Sub-recipient housing counselors will investigate then intervene or mediate fair housing complaints and conduct a fair housing audit to determine where future local efforts and strategies should be focused. The City will foster the current relationships with non-profit housing development organizations such as Eden Housing and Allied Housing to leverage those relationships into new affordable housing opportunities.

Actions planned to reduce lead-based paint hazards

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

comply with the regulations.

Actions planned to reduce the number of poverty-level families

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

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

The City of Hayward is a strong partner and participant in the Hayward Promise Neighborhood Program which is a Cradle-to-Career continuum of partners and services. Recently Hayward was awarded a second Promise Neighborhood grant through the Department of Education. This \$30 million grant will assist Hayward families in the Jackson Triangle and South Hayward/Tennyson Area over the next five-years.

Hayward also funds legal service providers to ensure that families experiencing poverty are not placed at greater risk from displacement through unlawful evictions, uninhabitable housing, or fair housing violations.

Actions planned to develop institutional structure

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

The executive leadership of the City of Hayward is committed to a well-trained and cross-trained workforce that provides opportunity for succession planning and talent development. Cross department working groups and initiatives allow for a greater understanding of available resources and

skill sets, as well as breaking down silos that are often an issue in government accountability. Staff has undergone Results Based Accountability training, and are well versed in the Lean Innovation methodology.

Additionally, in PY 2020 the City developed the Let's House Hayward! Strategic Plan, which includes a goal of formalizing the City's coordinated response to homelessness. This goal will include several PY 2021 activities to further formalize an institutional, coordinated, compassionate response to homelessness.

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

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

Discussion

In addition to the agencies and programs funded through HUD-based grants, the City of Hayward funds several non-profit organizations and programs using City General Funds for Social. These funds will supplement the FY 2019-2020 CDBG entitlement, allowing the City to support shelters for families and victims of domestic violence, after school programs, healthy meal programs for low-income seniors, and coordinated information and referral services among many others.

Alameda County Measure B and Measure BB sales tax funds of approximately \$860,000 will be utilized to provide specialized transportation services to seniors and disabled individuals. Services are restricted to the sole provision of transportation services for the above referenced populations. While these funds are restricted, they provide an important tool in improving the lives our senior and disabled Hayward residents outside of federal dollars.

Program Specific Requirements

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

Introduction

The City's CDBG funds will be used for projects that improve local public infrastructure, provide supportive services for special needs and low-to-moderate income households, prevent displacement by providing home repair grants to low-income homeowners, increase shelter capacity, and create economic development opportunities through small business training, assistance, and grants.

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

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

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

Other CDBG Requirements

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

Discussion

Upon receiving any program income, the City immediately receipts the funds in IDIS and draws them for programmed activities.

