



DATE: March 20, 2019

TO: Community Services Commission

FROM: Community Services Manager

SUBJECT: City of Hayward Community Needs Assessment

RECOMMENDATION

That the Commission receives and comments on this report detailing the results of the Community Needs Assessment.

SUMMARY

On an annual basis, the City contributes the maximum allowable fifteen percent (15%) of its Community Development Block Grant (CDBG) funding and over \$450,000 in General Fund dollars to non-profit agencies that provide services to low-income Hayward residents. Agencies awarded these public funds must demonstrate the service programs proposed fill the immediate needs of people at-risk of food insecurity, loss of shelter, lack of transportation access and other issues.

In April 2018, the City hired a consultant to conduct a Community Needs Assessment (CNA) 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 Consolidated Five-Year Plan. The goal in commissioning the report is to help as the City considers refining its current policies and practices for allocating public service funds and prepares for the 2020 Consolidated Five-Year Plan.

BACKGROUND

Crescendo Consulting was selected to conduct the CNA (included as Attachment II to this staff report) and has more than 20 years' experience identifying social services gaps using complex forecasting tools, housing analysis models, conducting client interviews and other community engagement strategies. They were asked to focus their reporting specifically on housing, transportation, health and employment related issues.

The CNA process included an analysis of Hayward demographics, individual interviews of public officials and service providers in the area, and targeted focus group meetings. The

report serves as a tool to inform the community agency funding process, including but not limited to:

- Providing an analysis of information collected directly from low-income individuals to assess needs and resources;
- The collection of information from key sectors of the community providing direct services to low-income individuals;
- Gathering qualitative and quantitative data to understand the role of social determinants play in community health; and
- Sharing key findings related to the greatest areas of need and strategic activities to positively impact residents in most need of support.

DISCUSSION

Crescendo identified several key findings based on consistent core issues and suggestions from service providers and consumers regarding vulnerable populations particularly:

- Housing insecurity
- Young families
- People experiencing homelessness
- Isolated seniors, and
- People with mental and/or physical disabilities.

Below is an overview of the study:

Analysis Area Maps, Definitions and Data Limitations

Data for the study was collected by census tract (there are 38 census tracts in Hayward) and by grouping neighborhoods under two large areas labeled in the report as “Hayward A” (north) and “Hayward B” (south). The boundaries fall closely along the Hayward Police departments nine patrol beats and other city services (Fire, Economic Development, Code Enforcement, etc.). Sources for secondary data include Alameda County and the American Community Survey.

Several key demographic trends were identified in the study:

- The top three racial/ethnic groups in Hayward are Hispanic/Latino (40.8%), White (32.7%) and Asian/Pacific Islander (25.7%);
- The median household income of Hayward (\$69,572) is slightly higher than the California average (\$69,051) but significantly lower than Alameda County (\$82,654);
- More than half of Hayward residents (55.2%) spend over 30% of their income on housing;
- The percentage of renter households (49.2%) is almost equal to owner households (50.8%);
- The poverty level in Hayward (12.2%) is lower than that of California (14.3%) but slightly higher than Alameda County (11.5%);

- The rate of severe mental illness related hospitalizations in Hayward (796.4) is significantly greater than that of Alameda County (695.0) and double the California rate (320.0).

Community Needs and Vulnerable Groups

The core issues and suggestions from service providers and consumers can be combined in several broad categories:

- Housing and Homelessness
- Young Families
- Outreach and communications
- Strengthening positive community engagement
- Transportation
- Access to healthy foods

Some of the suggested supporting actions the community suggests the City could undertake to provide the greatest impact include:

Housing:

- ✓ Create an easily accessible database of available housing and post it where people visit or congregate;
- ✓ Increase lower-rent housing options and policies

Homelessness:

- ✓ Provide more centralized services for people
- ✓ Increase shelter services in non-winter months

Outreach and communications

- ✓ Use a “no-wrong-door” approach to help people, especially people with disabilities
- ✓ Provide more outreach from City Hall including multi-lingual translation of city services

Strengthening Positive Community Engagement

- ✓ Meet people where they are in communication style
- ✓ Encourage community involvement in Hayward initiatives

Transportation

- ✓ Improve paratransit wait times
- ✓ Increase signage for disabled people and non-English speakers

Access to healthy food

- ✓ Encourage more neighborhood food sources
- ✓ Provide healthy food education

Review of Community Agency Funding Process

In May 2017, the Community Services Commission recommended modifications to the Community Agency Funding Process. Council postponed the proposed changes and elected to revisit the process later. The CNA provides an opportunity to renew the discussion with the Commission and Council about the annual community agency funding process. The report provides a data-driven, place-centered, third-party assessment of Hayward's community development needs and housing market conditions to validate the investment decisions of the funding process.

FY 2021 Five-Year Consolidated Plan

A Consolidated Plan ("Con Plan") is required by HUD every five years to outline Hayward's community development priorities and set multi-year goals to expend entitlement funds. The CNA supports the development of the Con Plan with qualitative and quantitative data to align community identified priorities with city resources to achieve evidence-based impact.

NEXT STEPS

Staff will continue to review the CNA and take the following specific actions:

1. **Share the CNA with participating stakeholders:** Leveraging partner relationships (internal/external) to assess available resources and determine capacity to address the targeted issues.
2. **Review the current Community Agency Funding process:** Coordinate with the Commission to form a Community Agency Funding subcommittee to review the City's funding allocation process and make recommendations to the full Commission and then to City Council to update the funding process for FY 2021.
3. **Begin the process of drafting the FY 2021 Five-Year Consolidated Plan:** The quantitative and qualitative data provided by the Community Needs Assessment will be used to align the Community Development Block Grant (CDBG) funding with the community identified proprieties in our FY 2021 Five-Year Consolidated Plan.

Prepared by: Dana Bailey, Management Analyst

Recommended by Monica Davis, Community Services Manager

Approved by:

Jennifer Ott, Deputy City Manager