



## COUNCIL REFERRAL MEMORANDUM

**DATE:** 4/30/19

**TO:** Mayor and Council

**FROM:** COUNCIL MEMBER AISHA WAHAB

**SUBJECT:** Consider an Item for Discussion on a Future City Council Agenda Regarding the Promotion of Housing & Home Ownership Opportunities with Hayward Residents Given Priority Preference regarding the City of Hayward's partnerships, projects, and services.

### RECOMMENDATION:

It is recommended that the City Council discuss and determine whether an item regarding Priority Preference to Hayward Residents for Housing & Home Ownership Opportunities in Hayward regarding the City of Hayward's partnerships, projects, and services should be placed on a future City Council agenda for discussion.

### ISSUE:

The City of Hayward has been affected by the expanding housing shortage, difficulty in development, rampant homelessness, and the highest in the nation housing costs which has caused a great struggle with displacement, residency, and promoting homeownership.

The City of Hayward is in need of creating affordable housing, inclusive neighborhoods, and developing and implementing strategies to further affordability (with special attention to low- and middle-income housing) and reduce displacement. This is not just a Hayward issue but an issue that is affecting the larger Bay Area however, the City of Hayward is able to give Hayward residents (3 years or more) priority preference in any program or service that the City of Hayward is involved, partnered, and/or leading.

Through clear policies, planning, and investment today, we can reduce harm and displacement to sensitive communities, increase homeownership, protect and preserve historic neighborhoods, and increase new development with a focus on low- and moderate-income units.

The City of Hayward has created Above Moderate Units at 152% of our Regional Housing Need Allocation to date and only 5% of Moderate-Income Units, and 58% of Low-Income Units, and 37% of Very Low-Income Units.

The CASA Compact, proposed by the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG), outlines Hayward as being a "sensitive community" with low-income renters, undergoing high displacement, large increases to rent, great potential for development near transit access areas, and high-density development potential. A priority preference policy will balance the scales for longtime residents during future development.

## **OUTCOME:**

The overall goal of this referral is to encourage Home Ownership amongst Hayward Residents & Reduce Displacement Among Hayward Residents while also, giving Hayward Residents Priority Preference for Hayward projects, partnerships, and services.

Address Residential Displacement and Increase Opportunity with Priority Actions:

1. **City production and preservation of affordable housing.** Promoting low-income and marginalized communities' access to opportunity and preventing residential displacement. Updating the policies to:
  1. **Hayward Resident Priority Preference:** Develop a policy that encourages housing developers to propose and implement Resident Priority Preference in the leasing and sale of City funded rental and ownership housing.
    1. Guidelines and framework on how Hayward Resident Priority Preference should be consistent with state and federal Fair Housing laws.
  2. **Homeownership on Publicly Owned/Managed/Partnered Sites:** Policies to be developed that encourage partnership with community-based organizations and financial institutions to provide flexible funding amounts to maximize homeownership on publicly owned sites.
2. Giving flexibility to staff to provide alternatives to address the goal of Hayward Resident Priority Preference Promotion of Housing & Home Ownership Opportunities.

## **TIMELINE:**

Prior to any RFP to be released in 2019 regarding City of Hayward owned, managed, and/or involved projects. (Late June or Early July).

## **DESIRED COUNCIL ACTION:**

City Council should review the options presented by the City, provide input and further direction, and vote to enact policy.

## **KEY STAKEHOLDER GROUPS:**

1. Real Estate Professionals & Organizations
2. Housing Developers
3. Residents
4. Banking Institutions
5. All others needed.

## **DISCUSSION**

The purpose of this agenda item is to provide an opportunity for Council to discuss whether staff time and City resources should be devoted to researching the issue described above, and to determine whether the item should be placed on a future agenda.

## **STRATEGIC INITIATIVES**

Complete Communities Strategic Initiative Goals & Objectives will be met:

- Goal 1: Improve Quality of Life for Residents, Business Owners, and Community Members in All Hayward Neighborhoods.
  - Objective 1: Increase neighborhood safety and cohesion

- Objective 2: Foster a sense of place and support neighborhood pride
- Objective 3: Increase collaboration with businesses, non-profits and neighborhood groups on placemaking projects
- Objective 4: Create resilient and sustainable neighborhoods
- Objective 5: Actively value diversity and promote inclusive activities
- Goal 2: Provide a Mix of Housing Stock for All Howard Residents and Community Members, Including the Expansion of Affordable Housing Opportunities & Resources
  - Objective 1: Centralize and expand housing services
  - Objective 2: Facilitate the development of diverse housing types that serve the needs of all populations
  - Objective 3: Conserve and improve the existing housing stock (possibly)
  - Objective 4: Increase supply of affordable, safe and resilient housing in Hayward
- Goal 3: Develop A Regulatory Toolkit for Policy Makers
  - Objective 1: Update, streamline, and modernize zoning & codes
  - Objective 2: Identify and design appropriate in-lieu fees to provide community amenities
  - Objective 3: Develop and refine other regulatory tools

*Prepared and Submitted by:*

*Aisha Wahab*

**AISHA WAHAB,  
HAYWARD COUNCIL MEMBER**