



## Appendix A – Public Participation Report

### Hayward Housing Element (2023-2031)

*prepared by*

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# Appendix A: Public Participation Report

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## Summary of Public Participation

The Housing Element must reflect the values and preferences of the community. Accordingly, community participation is an important component of the development of this Element. Government Code Section 65583(c)(8) states that the local government must make “a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element.” This process not only includes community members, but also participation from local agencies and housing groups, community organizations, and housing sponsors.

This appendix includes the following supporting documents:

- First Marketing Flyer
- Website Housing Element Story Map
- Website Affirmatively Furthering Fair Housing Story Map
- Thumbnail from Housing Educational videos
- Gallery Event posters in English and Spanish
- Chabot Interviews Hayward Housing Report
- Housing Survey Results
- Community Resources for Independent Living (CRIL) Housing Survey Results
- Community Resources for Independent Living (CRIL) Housing Meeting Discussion
- Balancing Act Summary
- Public Workshop Summary
- Public Comments on Draft Housing Element
- Response to Public Comments

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First Marketing Flyer

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## Community starts with Climate and Housing!

The City of Hayward is currently updating its Housing Element and Climate Action Plan. We want to hear your views and stories about Housing and Climate in our community!

### How to get involved!

- ✓ Attend a workshop
- ✓ Take a survey
- ✓ Tell your story
- ✓ Visit our website



## Website Housing Element Story Map

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# Housing Element

## What's in a Housing Element?

The City of Hayward is updating the Housing Element of the General Plan. The Housing Element includes:

- **Housing Needs Assessment** – Existing and projected housing need for all income segments.
- **Housing Constraints Analysis** – Including market, governmental, infrastructure, and environmental constraints.
- **Housing Resources** – Residential sites inventory for future housing needs.
- **Review of Past Accomplishments** – Describe accomplishments from prior Housing Element programs.
- **Housing Plan** – Housing programs, goals, and policies for the planned period.

Since 1969, the State of California has required that all Cities and Counties adequately plan to meet the housing needs of everyone in the community. State law requires each jurisdiction to accommodate its fair share of affordable housing, as an approach to distribute housing needs throughout the state.

## What type of housing does Hayward have?

Hayward offers a variety of housing types including single family homes, duplex triplex, apartments, and condominiums. The most common type of housing in Hayward is single family. Most of the housing stock was built in 1960 – 1979. A little over half of residences in Hayward are occupied by owners. Monthly rent is typically \$1000-\$2500 per month.

HUD defines cost-burdened households as those whose monthly housing costs exceed 30% of monthly income, while severely cost-burdened households are those whose monthly housing costs exceed 50% of monthly income. Around 50% of the rental community spends more than 30% of their gross monthly income on housing.

## How does the City of Hayward support housing needs?

The City of Hayward has played a key role in meeting housing needs for the local community. The City has multiple housing programs in place to make sure existing homes provide decent, affordable housing, suitable living environment, and can expand economic opportunity. To make adequate provision for the housing needs of all economic segments of the community, the existing Housing Element establishes goals, policies, and programs to:

- Conserve and improve the condition of the existing affordable housing stock;

- Assist in the development of housing affordable to low and moderate income households;
- Identify adequate sites to encourage the development of a variety of types of housing for all income levels;
- Address and, where appropriate and legally possible, remove governmental constraints to the maintenance, improvement, and development of housing;
- Promote equal housing opportunities for all persons; and
- Provide for the special housing needs of seniors, persons with disabilities, large families with children, single female-headed households, and persons who are homeless.

## What is the demand for housing?

Additional steps government agencies take to make sure that there is adequate housing construction to meet demand include the Regional Housing Needs Assessment (RHNA) process. The State of California identifies the number of housing units necessary to meet future demand. The State distributes this allocation to regional governments, including the Association of Bay Area Governments (ABAG) of which Hayward is a member agency. ABAG then allocates housing units to all member agencies. This process is mandated as part of Housing Element Law. [ABAG's RHNA website](#) provides background on methodology and RHNA allocations for the nine-county Bay Area

## What is the housing need in Hayward?

The State assigned 441,176 units to the Association of Bay Area Governments (ABAG) region. In turn, ABAG assigned 4,624 units to Hayward in the draft allocation. Jurisdictions are allowed to appeal their draft allocations and have hearings prior to final allocations, which are expected this Fall. Hayward has not appealed the draft allocation. The City must plan to accommodate those units during the next eight years. As part of this planning process, the City must document to the California Department of Housing and Community Development (HCD) that these units can be accommodated across the city, and that policies and regulations support future residential development.

## **What is the regional housing needs assessment for? (RHNA)**

Communities use the RHNA in land use planning, prioritizing local resource allocation, and in deciding how to address identified existing and future housing needs resulting from population, employment and household growth. The RHNA does not result in housing construction, but rather requires communities to anticipate growth, so that collectively the region and subregion can grow in ways that enhance quality of life, improve access to jobs, promotes transportation mobility, and addresses social equity and fair share housing needs.

## **How is Hayward doing with their 2015-2023 RHNA?**

The Table below demonstrates progress made toward meeting Hayward's RHNA goals for the 5<sup>th</sup> cycle Housing Element period between 2015-2023 as of the last report year (2020), which is shown in the column titled "Reported 2020." The State allows local jurisdictions to "report" the units **when building permits are issued to construct the units.**

The "Approved" and "Pending Approval" columns provide an estimate of potential compliance by counting both entitled projects and projects going through the entitlement process.

### 2023 RHNA Goal Progress in the City of Hayward

Income Category*	Unit Goal	Reported 2020		Approved		Pending Approval		Estimated Compliance		Estimated Deficiency	
		Units	% of Goal	Units	% of Goal	Units	% of Goal	Units	% of Goal	Units	% of Goal
Very low	851	65	8%	205	24%	87	10%	357	42%	494	58%
Low	480	153	32%	71	15%	126	26%	350	73%	130	27%
Moderate	608	72	12%	55	9%	44	7%	171	28%	437	72%

\*The City has achieved the Above Market Rate housing goals for the 2015-2023 RHNA cycle.

## What does Housing Element Law require?

Since 1969, California has required that all local governments (cities and counties) adequately plan to meet the housing needs of everyone in the community. California's local governments meet this requirement by adopting housing plans as part of their "general plan" (also required by the state). General plans serve as the local government's "blueprint" for how the city and/or county will grow and develop and include seven elements: land use, transportation, conservation, noise, open space, safety, and housing.

HCD requires Housing Elements to include the following sections:

- Review of Accomplishments
- Housing Needs Assessment
- Evaluation of Housing Constraints

- Identification of Housing Sites
- 2021-2029 Program Strategy

During the Housing Element update, Hayward must also prove it can provide 4,624 units in compliance with a wide range of State rules.

## How has State Legislation changed recently?

The 2019 California Legislative Session ended with over 30 new bills in response to the state's worsening housing crisis. Several of these bills are designed to increase housing production by easing development regulations, compelling jurisdictions to make fee and land information readily available to potential developers and impose new ongoing reporting and inventory requirements for local jurisdictions. Housing legislation aims to achieve a number of overarching goals:

- Accommodate projected housing demand, as mandated by the State,
- Increase housing production to meet this demand,
- Improve housing affordability,
- Preserve existing affordable housing,
- Improve the safety, quality, and condition of existing housing,
- Facilitate the development of housing for all income levels and household types, including special needs populations,
- Improve the livability and economic prosperity of all City residents, and
- Promote fair housing choices for all<sup>[1]</sup>.

<sup>[1]</sup> Fair housing is the right to choose housing free from unlawful discrimination. Federal, state and local fair housing laws protect people



from discrimination in housing transactions such as rentals, sales, lending, and insurance.

## Please participate!

We invite you to participate in upcoming community events to provide input on your specific experiences and your thoughts about how best to meet your and the larger communities' housing needs in Hayward.

Please visit our [Get Involved page](#).

Website Affirmatively Furthering Fair Housing Story Map

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# Affirmatively Furthering Fair Housing

## What's the purpose of Affirmatively Furthering Fair Housing (AFFH)?

AFFH seeks to combat housing discrimination, eliminate racial bias, undo historic patterns of segregation, and lift barriers that restrict access in order to foster inclusive communities and achieve racial equity, fair housing choice, and opportunity for all Californians. Government policies, exclusionary tactics, and discriminatory treatment have long been key components of the housing system which encouraged unequal housing opportunities based on race.

To address these circumstances, Congress established the Fair Housing Act in 1968 to prohibit discrimination in the sale, rental, and financing of housing based on race, religion, and national origin. Over time the law expanded its protections to include discrimination based on sex,

disability, and familial status. The law also introduced the need to go beyond just prohibiting discrimination to instead creating real housing choice by affirmatively furthering fair housing.

## Which legislation established Affirmatively Furthering Fair Housing requirements?

In 2018, the California State Legislature passed [AB 686](#) to expand upon the fair housing requirements and protections outlined in the Fair Employment and Housing Act (FEHA). The law requires all state and local public agencies to facilitate deliberate action to explicitly address, combat, and relieve disparities resulting from past patterns of segregation to foster more inclusive communities. The law also creates new requirements that apply to all housing elements due for revision on or after January 1, 2021.

The passage of AB 686 protects the requirement to affirmatively further fair housing within California state law, regardless of future federal actions. It also preserves the strong policy in the U.S. Department of Housing and Community Development's (HUD) Affirmatively Furthering Fair Housing Rule as published in the Federal Register in 2015.

As of January 1, 2019, AB 686 proactively applies the obligation to affirmatively further fair housing to all public agencies in California. Public agencies must now examine existing and future policies, plans, programs, rules, practices, and related activities and make proactive changes to promote more inclusive communities.

## Where can I learn more about Hayward's fair housing conditions?

California Department of Housing and Community Development (HCD) created an interactive statewide AFFH Data Viewer to assist in the assessment of fair housing. HCD solicited feedback from advocates, councils of government, partner public agencies, and academic research groups to ensure the first iteration of the tool consolidates relevant data and provides options for addressing each component within the Assessment of Fair Housing (within the Housing Element). It consists of mapped data layers in six categories:

- Fair Housing Enforcement and Outreach Capacity
- Segregation and Integration
- Disparities in Access to Opportunity
- Disproportionate Housing Needs/Displacement Risk
- Racially Concentrated Areas of Poverty and Affluence
- Supplemental Data

The interactive maps can be explored in any internet browser and exported as a PDF, jpeg, and other image files. In addition, the underlying data layers can be downloaded for offline data analysis. HCD plans to continuously update these map layers and add additional data, as well as incorporate user feedback. Comments can be submitted to [AFFHGuidance@hcd.ca.gov](mailto:AFFHGuidance@hcd.ca.gov).

## What strategies are recommended to promote fair housing?

Mobility Strategies consist of removing barriers to housing in areas of opportunity and strategically enhancing access. New Housing Choices in Areas of Opportunity means promoting housing supply, choices and

affordability in areas of high opportunity and outside of areas of concentrated poverty. Examples include:

- Voucher mobility;
- Housing mobility counseling;
- City-wide affordable rental registries;
- Landlord outreach to expand the location of participating voucher properties;
- Assistance with security deposits and moving expenses;
- Extend search times for particular groups such as larger families with children or persons with disabilities;
- Regional cooperation and administration of vouchers (such as through portability and shared waiting lists);
- Affirmative marketing can be targeted at promoting equal access to government-assisted housing or to promote housing outside the immediate neighborhood to increase awareness and the diversity of individuals in the neighborhood;
- Collaborate with high performing school districts to promote a diversity of students and staff to serve lower income students;
- Developing multifamily housing opportunities;
- Encouraging the development of four or more units in a building; and
- Accessibility programs focus on improving access to housing, public buildings and facilities, sidewalks, pedestrian crossings, and businesses
- Zoning, permit streamlining, fees, incentives and other approaches to increase housing choices and affordability (e.g., duplex, triplex, multifamily, accessory dwelling units, transitional and supportive housing) in high opportunity areas;
- Target housing creation or mixed income strategies (e.g., funding, incentives, policies and programs, density bonuses, land banks, housing trust funds);
- Inclusionary requirements;
- Scattered site affordable development;
- Targeted investment and programs, including sweat equity, down payment assistance, new rental construction;
- Accessibility modification programs;

- Leveraging in-home or community based supportive services; and
- Develop a campaign to combat local opposition

## Which strategies encourage community conservation and revitalization?

Place-based Strategies to Encourage Community Conservation and Revitalization involves approaches that are focused on conserving and improving assets in areas of lower opportunity and concentrated poverty such as targeted investment in neighborhood revitalization, preserving or rehabbing existing affordable housing, improving infrastructure, schools, employment, parks, transportation and other community amenities.

Examples include:

- Target investment in areas of most need focused on improving community assets such as schools, recreational facilities and programs, social service programs, parks, streets, active transportation and infrastructure;
- Develop a proactive code enforcement program that targets areas of concentrated rehabilitation needs, results in repairs and mitigates potential cost, displacement and relocation impacts on resident;
- Dedicate or seek funding to prioritize basic infrastructure improvements (e.g., water, sewer) in disadvantaged communities;
- Address negative environmental, neighborhood, housing and health impacts associated with siting and operation of land uses such as industrial, agricultural, waste storage, energy production, etc. in disadvantaged communities;
- Target acquisition and rehabilitation to vacant and blighted properties in neighborhoods of concentrated poverty;

- Inter-governmental coordination on areas of high need;
- Prioritized capital improvement programs;
- Develop new financing;
- Recruit residents from areas of concentrated poverty to serve on boards, committees, task forces and other local government decision-making bodies;
- Catalyze leadership and future community wide decision-makers including affirmative recruitment in hiring practices;
- Leverage private investment for community revitalization, including philanthropic; and
- Expand access to community meetings, including addressing language barriers, meeting times

## Which programs present displacement?

Protecting Existing Residents from Displacement comprises strategies that protects residents in areas of lower or moderate opportunity and concentrated poverty and preserves housing choices and affordability.

Examples include:

- First right of return to existing residents policies that include moving expenses;
- Multi-lingual tenant legal counseling;
- Affirmative marketing strategies or plans targeting nearby neighborhoods, a Disadvantaged Community or a Low-Income Community;
- Replacement housing requirements in targeted growth areas such as transit stations, transit corridors, job and housing rich areas, downtowns and revitalization areas or policies on sites identified to accommodate the housing needs of lower income households;
- Rent stabilization programs beyond what is required by California Civil Code 1946.2;
- Just cause eviction or other efforts improving tenant stability beyond what is required by California Civil Code 1946.2;



- Policies to preserve Single Room Occupancy (SRO) housing or mobile home parks;
- Condominium conversion restrictions;
- Land banking programs actively receiving funding;
- Community benefit zoning and/or other land value recapture strategy;
- Rent review board and/or mediation, foreclosure assistance, or multilingual tenant legal counseling services;
- Density bonus ordinances that expand on state replacement requirements;
- Implementation of an overlay zone to protect and assist small businesses;
- Establishment of a small business advocate office and single point of contact for every small business owner;
- Creation and maintenance of a small business alliance;
- Increased visibility of the jurisdiction's small business assistance programs;
- Formal program to ensure that some fraction of a jurisdiction's purchases of goods and services come from local businesses;
- Prioritization of Minority and Women Business Enterprises (MWBE) for public contracting.

Thumbnail from Housing Educational Videos

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# Educational Videos

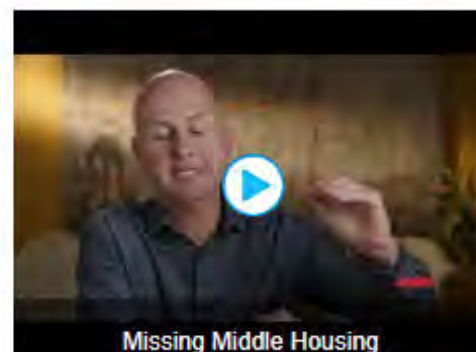
## Housing



An Introduction to Zoning



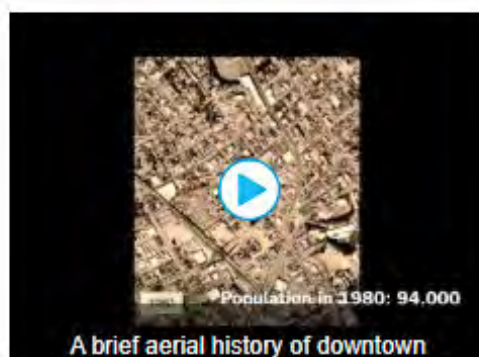
What is SB 9 California? Explained - Lot



Missing Middle Housing



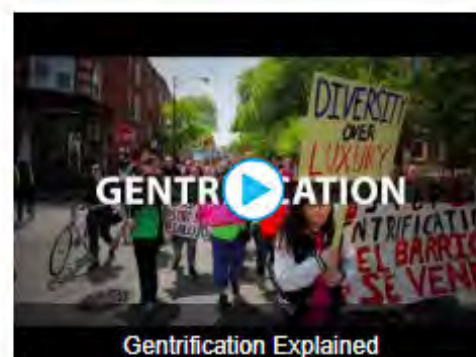
The Case Against Single-Family Zoning



A brief aerial history of downtown



The History of Russell City



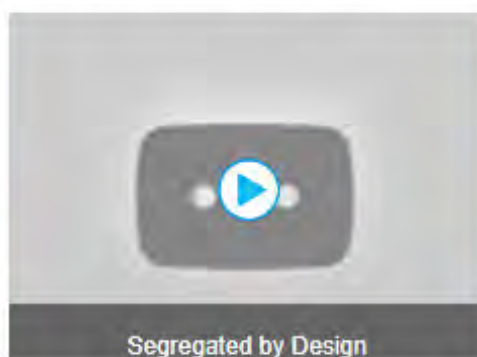
Gentrification Explained



The Legacy of Redlining (Urban



Housing Element | Chapter 1: What is



Segregated by Design



How the US made affordable homes

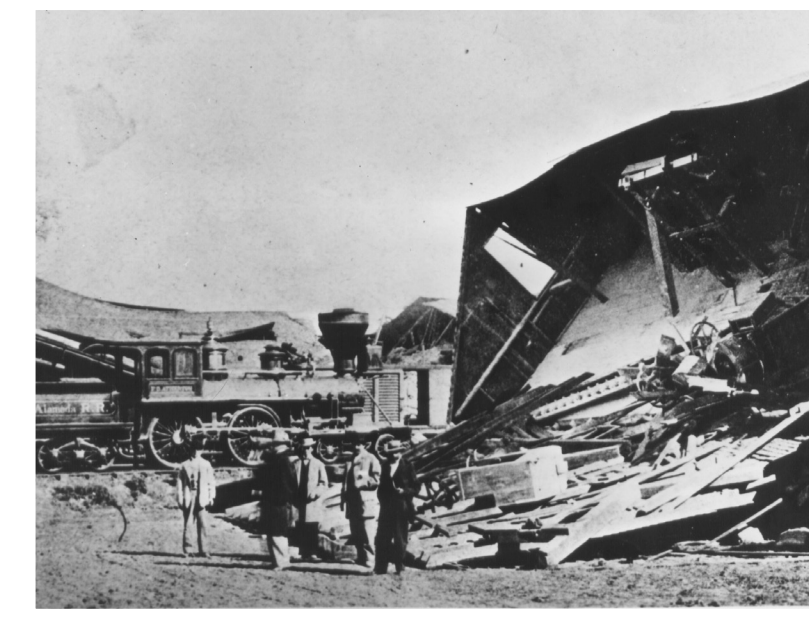


## Gallery Event Posters in English and Spanish

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# HISTORY OF HAYWARD



## Before the 1700s: Indigenous Communities

The Ohlone are the predominant Indigenous group of the Bay Area, including the Chochenyo and the Karkin in East Bay and the Muwekma tribe throughout the region.

Ohlone were hunters and gatherers. The Yrgin and Tuiban who lived in the areas that became Hayward used the salt ponds to cure hides and preserve food.<sup>1</sup>

## 1700s through 1800s: Missions and Rancheros

In the late 1700s, Spanish explorers threatened Ohlone existence and culture due to exposure to European diseases, harsh living conditions, and forced cultural and religious assimilation through its Missions.

In the early 1800s, California was claimed as part of the Mexican Republic. The Mexican government provided large land grants to individuals including the area that became Hayward and surrounding lands.

## Mid-1800s: California & Hayward

California joined the Union in 1850.

William Hayward purchased a portion of Rancho San Lorenzo and built a general store at the corner of A Street and Mission Blvd.

In 1868, the Southern segment of the Hayward Fault ruptured, triggering a M7.0 earthquake. Nearly every building in the Hayward area was destroyed or significantly damaged in the earthquake.

Hayward was incorporated in 1876.

## 1930s through 1940s: Mid-Century Migration

Job opportunities in California and the Bay Area encouraged waves of migration. Generally, African Americans worked in factories and shipyards and Mexican migrants worked in agriculture as part of the Bracero program.

Between 1940 and 1960, the population of Hayward grew from 6,736 to 72,700 people, similar to the population boom throughout the Bay Area and California.<sup>2</sup>

Practices such as redlining<sup>3</sup> and racial covenants, directed people of color to certain neighborhoods and limited bank loans to purchase property. Housing discrimination led to people of color moving into unincorporated neighborhoods surrounding Hayward, such as Russell City (the present-day area between Chabot College and Hayward Airport) and Kelly Hill (Fairview).

Between 1942 and 1945, more than 600 Japanese Americans, or 150 families, from the area were forced to leave their homes and businesses and were detained in 10 internment camps throughout the Western U.S.<sup>4,5</sup>

## 1950s through 1970s: Civil Rights and Social Justice Movement

California and Bay Area population continued to grow but jobs decreased after the war effort. Housing options continued to not meet community needs.

Civil Rights and social justice established national and state policies, including the Civil Rights Act, Fair Housing Act, Voting Rights Act, and the California Environmental Quality Act.

During this era, government actions, such as urban renewal, displaced communities of color and segregated neighborhoods throughout California. For example, a nearby community called Russell City, which was home to African American, Latinx/Latine, and low-income residents, was added to Hayward's boundary. This process displaced these residents when the area was redeveloped into an industrial center.

## 1980s to today: Modern Era

The economy and workforce characteristics changed as traditional manufacturing was replaced with technology, service, and supporting economies.

Limited housing options in California continue to result in increased housing costs. Government actions and lack of affordable housing options have led to segregation, gaps in wealth and homeownership, and unequal health impacts for communities of color.

The City of Hayward is currently the sixth-largest city in the Bay Area with approximately 159,000 residents and an increasingly diverse population.

Hayward is experiencing gentrification, displacement, and loss of communities of color similar to surrounding Bay Area communities.



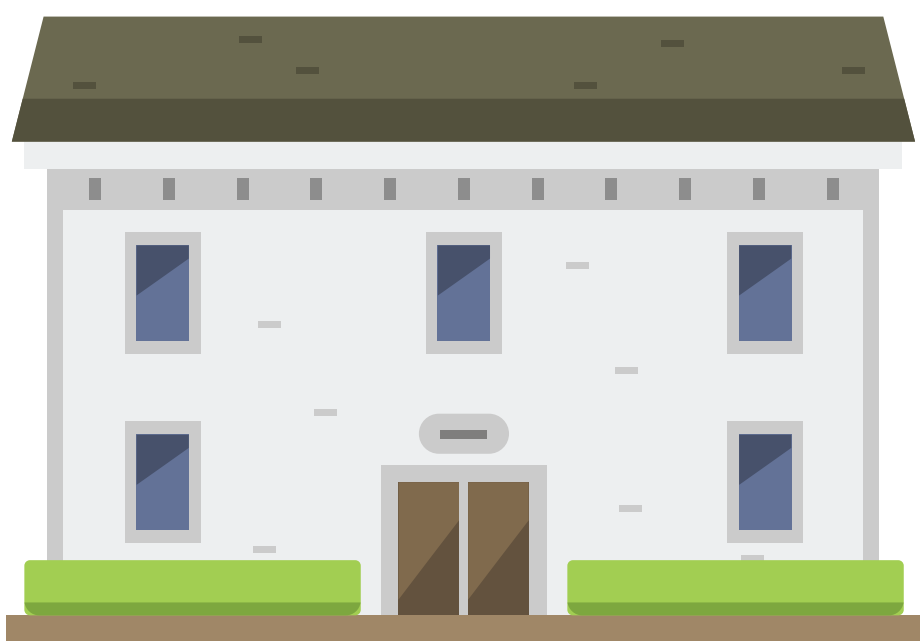
# HOUSING IN HAYWARD



## Housing Crisis

The Bay Area's housing affordability crisis is decades in the making. There is not enough housing which causes prices to increase. This hits low-income households the hardest.

People are spending more and more of their income on housing and less on other basic needs.



## How does the Housing Element help with the housing crisis?

The Regional Housing Needs Assessment requires that cities and unincorporated areas of counties to plan for new housing to accommodate projected growth. HCD identifies the number of housing units needed across all income levels for the San Francisco Bay Area for the eight-year RHNA cycle. As part of the Housing Element, the State determines:

- How much housing needs to be built in each City.
- The income levels new housing needs to serve.

These become goals for the City. The City then has to try to encourage development to meet the goals set by the State. To meet the housing goals, the Bay Area Council of Governments (COG) assigned 4,624 units to Hayward. The City must now find places where developers can build 4,624 homes. The locations must be available throughout the City. The City must also make sure the local laws and requirements don't prevent homes from being built.



## What is a Housing Element?

The Housing Element is a chapter of the General Plan that is required by the State. It is a guide that helps a City think about what types of housing exists and what types of housing programs are needed to help its community members. Hayward last updated its Housing Element in 2014 and is now due for an update on other basic needs.



## What does a Housing Element include?



91.5% of Hayward renters and 77.7% of Hayward homeowners spend more than 30% of their income on rent.



Hayward offers a variety of housing types including single family homes, duplex triplex, apartments, and condominiums.



The most common type of housing in Hayward is single family homes.

'60-'79

Most of the housing stock was built in 1960 – 1979.



A little over half of homes in Hayward are occupied by owners.



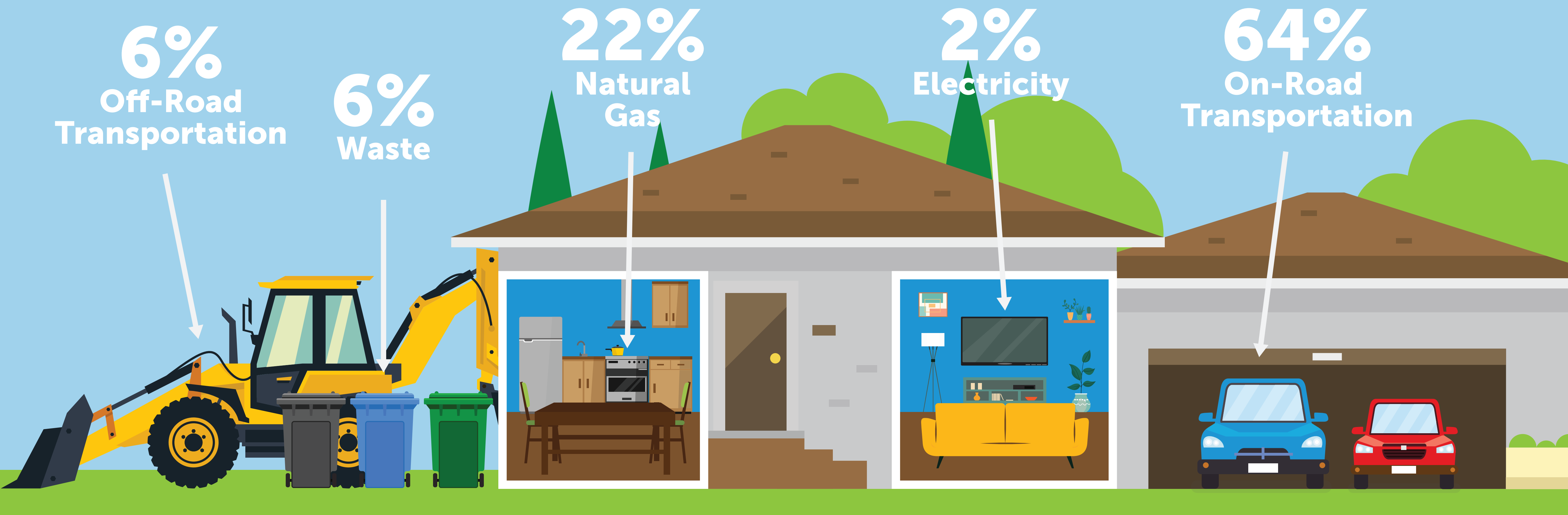
For more information scan the QR code to visit our website!

Please send all housing questions and comments to: [housingelementupdate@hayward-ca.gov](mailto:housingelementupdate@hayward-ca.gov)

# CLIMATE CHANGE IN HAYWARD

ROADMAP TO CARBON NEUTRALITY\*

## Hayward's 2019 Greenhouse Gas Emissions



## Climate Action Plan Process



Scan the QR code to tell your Climate Story.

## Climate Change Impacts

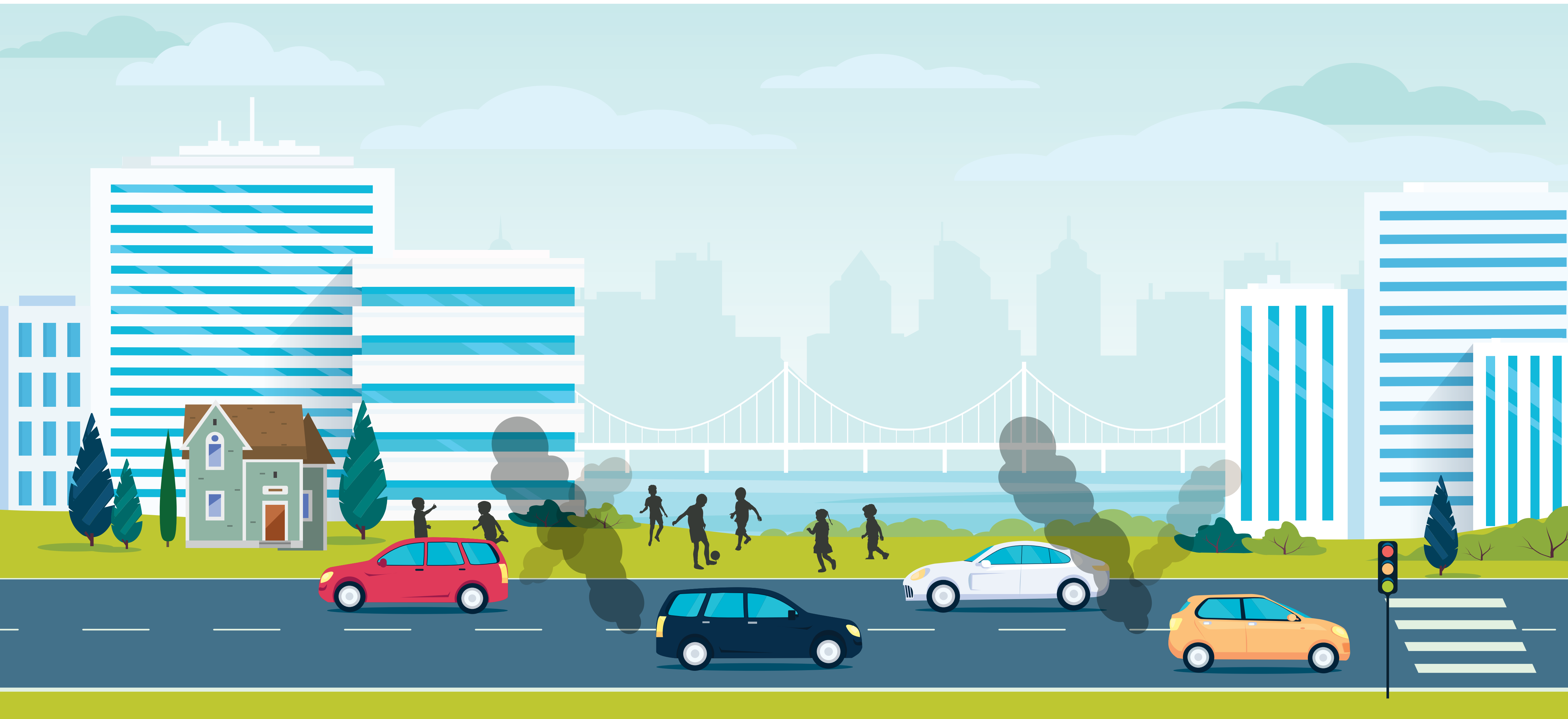


\*The City of Hayward's goals are to reduce emissions by 55% by 2030 and achieve carbon neutrality by 2045. Carbon neutrality means net zero community GHG emissions by reducing existing GHG emissions and balancing remaining emissions using new technology and strategies.

Please send all climate questions and comments to: [environment@hayward-ca.gov](mailto:environment@hayward-ca.gov)



# ENVIRONMENTAL JUSTICE IN HAYWARD



## ENVIRONMENTAL JUSTICE

Environmental justice is defined by the State as, “the fair treatment and meaningful involvement of people of all races, cultures and incomes as part of the development and implementation of environmental laws and policies.” Environmental justice provides an important opportunity to alleviate problems that previous government activities have not addressed. As part of this update, the City will include a new Environmental Justice chapter in the General Plan.

## IDENTIFYING UNEQUAL IMPACTS

While pollution impacts all communities, low-income persons and communities of color experience those impacts at a higher rate. Historically in the United States, low-income and minority communities tend to be located closer to toxic or polluted environments including toxic waste-producing businesses, landfills, and energy facilities. These facilities cause health issues for nearby communities. Environmental justice shines a light on these issues and fights abuses and biased practices against these disadvantaged communities. Disadvantaged communities suffer the most from economic, health, and environmental issues. These problems can include poverty, unemployment, air and water pollution, exposure to hazardous chemicals, and health impacts such as high rates of asthma and heart disease, among others.

## NEW ENVIRONMENTAL JUSTICE ELEMENT

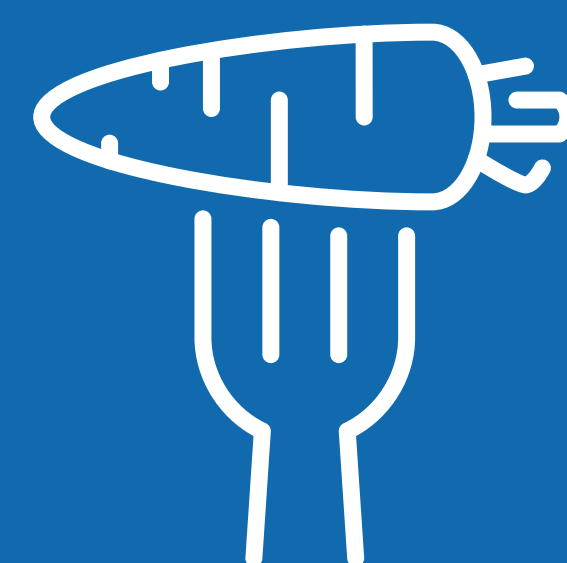
The new Environmental Justice Element will seek to create goals and policies to:



**Reduce Pollution Exposure**



**Promote Access to Public Facilities**



**Promote Access to Healthy Foods**



**Promote Safe & Sanitary Homes**



**Promote Physical Activity**



**Promote Civic Engagement**



**For more information scan the QR code to visit our website!**

Please send all environmental justice questions and comments to [housingelementupdate@hayward-ca.gov](mailto:housingelementupdate@hayward-ca.gov)



# SAFETY, HAZARDS, AND ADAPTATION IN HAYWARD

The Safety Element will cover hazards related to Seal Level Rise, Floods, Tsunamis, Earthquakes and Wildfires.

## How to Get Involved and Learn More

The City of Hayward is updating key elements of the City's General Plan and we want to hear from you! This website provides all the information you will need to stay up to date and provide feedback on the project, including upcoming community events, City public meetings, reports and resources, and other opportunities.



**For more information  
scan the QR code to  
visit our website!**



### Earthquakes

An earthquake is a sudden and violent shaking of the ground caused by the earth's crust moving. An earthquake may cause events, including tsunamis, landslides, and liquefaction.



### Urban flooding

Urban flooding, is flooding that occurs after periods of extended, high intensity rainfall in developed, populated areas.



### Tsunami

A tsunami is a long high sea wave caused by an earthquake or other disturbance.



### Wildfires

A wildfire is an unplanned, unwanted, uncontrolled fire in an area of combustible vegetation starting in rural areas and urban areas.



### Rising Sea Level

Sea Levels, which are impacted by global warming, are projected to rise by at least 55 inches during the next 100 years. As sea levels rise, the Hayward shoreline, as well as industrial, commercial, and residential areas along creeks and drainage ways, will become more and more vulnerable to water inundation during both normal high tides and flooding during major storm events.

To learn more about potential impacts of sea level rise in Hayward, please read the Hayward Regional Shoreline Adaptation Master Plan.

<https://www.hayward-ca.gov/shoreline-master-plan>

Please send all Safety Element questions and comments to: [housingelementupdate@hayward-ca.gov](mailto:housingelementupdate@hayward-ca.gov)



# HISTORIA DE HAYWARD



## Antes del año 1700: Comunidades indígenas

Los Ohlone son el grupo indígena predominante del Área de la Bahía, incluyendo los Chochenyo y los Karkin en el Este de la Bahía y la tribu Muwekma en toda la región.

Los Ohlone eran cazadores y recolectores. Los Yrgin y los Tuiban que vivían en las zonas que se convirtieron en Hayward, utilizaban los estanques de sal para curar las pieles y conservar los alimentos.<sup>1</sup>

## De 1700 a 1800: Misiones y Rancheros

A finales de los años 1700, los exploradores españoles amenazaron la existencia y la cultura de los Ohlone exponiéndolos a enfermedades europeas, las duras condiciones de vida y la asimilación cultural y religiosa forzada a través de las Misiones.

A principios de los años 1800, California fue reclamada como parte de la República Mexicana. El gobierno mexicano otorgó grandes concesiones de tierra a individuos, incluyendo el área que se convirtió en Hayward y las tierras de alrededor.

## Mediados de los años 1800: California y Hayward

California se unió a la Unión en 1850.

William Hayward compró una porción del Rancho San Lorenzo y construyó un almacén general en la esquina de A Street y Mission Boulevard.

En 1868, el segmento sur de la Falla Sísmica de Hayward tuvo una ruptura, provocando un terremoto de 7.0 de magnitud. Casi todos los edificios de la zona de Hayward fueron destruidos o sufrieron daños importantes a causa del terremoto.

Hayward se incorporó en el año de 1876.

## Periodo de los años 1930 a 1940: Migración de mediados de siglo

Las oportunidades de trabajo en California y el Área de la Bahía fomentaron las olas de migración. Generalmente, los afroamericanos trabajaban en fábricas y astilleros y los migrantes mexicanos trabajaban en la agricultura como parte del programa Bracero.

Entre 1940 y 1960, la población de Hayward creció de 6 736 a 72 700 personas, de forma similar al auge demográfico de toda el Área de la Bahía y California.<sup>2</sup>

Prácticas como el "redlining"<sup>3</sup> y los convenios raciales dirigieron a la gente de color a ciertos vecindarios y limitaron los préstamos bancarios para comprar propiedades. La discriminación en temas de vivienda hizo que la gente de color se trasladara a los vecindarios no incorporados que rodeaban Hayward, como Russell City (la zona actual entre el Chabot College y el aeropuerto de Hayward) y Kelly Hill (Fairview).

Entre 1942 y 1945, más de 600 japoneses-americanos, o 150 familias de la zona de Hayward y los alrededores se vieron obligados a abandonar sus hogares y negocios y fueron reclusos en 10 campos de internamiento repartidos por el oeste de Estados Unidos.<sup>4,5</sup>

## Décadas de 1950 a 1970: Movimientos de derechos civiles y justicia social

La población de California y del Área de la Bahía continuó creciendo, pero los trabajos disminuyeron después de la industria relacionada con los esfuerzos de guerra. Las opciones de vivienda seguían sin satisfacer las necesidades de la comunidad.

Los derechos civiles y la justicia social establecieron políticas nacionales y estatales, como la Ley de Derechos Civiles, la Ley de Vivienda Justa, la Ley de Derecho al Voto y la Ley de Calidad Ambiental de California.

Durante esta época, acciones del gobierno como la renovación urbana desplazaron a las comunidades de color y segregaron los vecindarios de toda California. Por ejemplo, una comunidad cercana llamada Russell City, que albergaba a residentes afroamericanos, latinos y de bajos ingresos, fue agregada a los límites de Hayward. Este proceso desplazó a estos residentes cuando la zona fue remodelada para convertirse en un centro industrial.

## Desde la década de 1980 hasta hoy: Época moderna

La economía y las características de la mano de obra cambiaron a medida que los métodos de fabricación tradicional fueron reemplazados por la tecnología, los servicios y las economías de apoyo. Las limitadas opciones de vivienda en California siguen causando un aumento de los costos de vivienda. Las acciones del gobierno y la falta de opciones de vivienda económica han llevado a la segregación, a desigualdades económicas y en la propiedad de la vivienda, y a impactos desiguales de salud para las comunidades de color.

La ciudad de Hayward es actualmente la sexta ciudad más grande del Área de la Bahía, con aproximadamente 159 000 residentes y una población cada vez más diversa.

Hayward está experimentando la gentrificación, el desplazamiento y la pérdida de comunidades de color de forma similar a las comunidades que rodean el Área de la Bahía.

<sup>1</sup>Fotos: cortesía de la Sociedad Histórica del Área de Hayward (Hayward Area Historical Society). | <sup>2</sup>Censo del Área de la Bahía. 2021. <http://www.bayareacensus.ca.gov/cities/Hayward50.htm> | <sup>3</sup>Redlining: "la negación sistemática de varios servicios por agencias del gobierno federal, gobiernos locales, y el sector privado, o directamente o a través del aumento selectivo de precios". [https://es.wikipedia.org/wiki/Redlining#cite\\_note-2](https://es.wikipedia.org/wiki/Redlining#cite_note-2) | <sup>4</sup>Estos datos incluyen a las personas que vivían en Hayward, Castro Valley, San Lorenzo, San Leandro, Mt. Eden, Ashland y Cherryland. Por supuesto, había más japoneses viviendo en la zona, pero algunas personas se marcharon y se trasladaron más al interior antes de la llamada final de traslado. | <sup>5</sup>Internamiento de los Japoneses Americanos. 2021. <https://www.britannica.com/event/Japanese-American-internment> | <sup>6</sup>El Ohlone de California, Jack S. Williams (2003). Casa Ohlone, Museo de Saisset, Universidad de Santa Clara. | <sup>7</sup>El Ohlone de California, Jack S. Williams (2003). Misión de San Francisco de Asís.



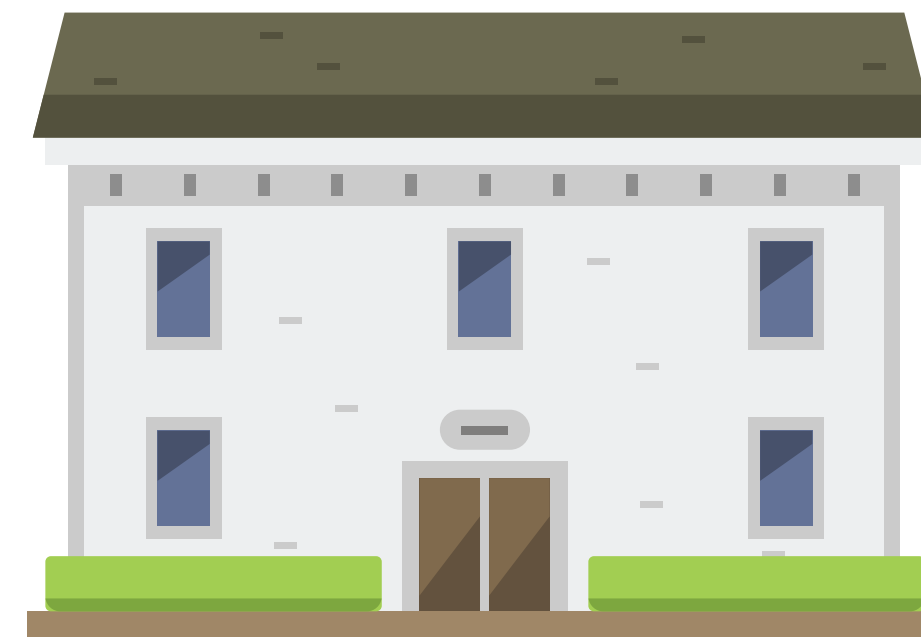
# LA VIVIENDA EN HAYWARD



## La Crisis de Vivienda

La crisis por la falta de viviendas económicas en el Área de la Bahía ha existido por varias décadas. No hay suficientes viviendas, lo que hace que los precios aumenten. Esto afecta sobre todo a los hogares de bajos ingresos.

Las personas están teniendo que usar más de sus ingresos para pagar por su vivienda, dejándoles menos dinero para cubrir otras necesidades básicas.



## ¿Cómo ayuda el Elemento de Vivienda a la crisis de vivienda?

Preservación de la vivienda, necesidades futuras de vivienda y requisitos del RHNA ("Regional Housing Needs Assessment" o Evaluación de las Necesidades de Vivienda Regional). RHNA requiere que las ciudades y las áreas no incorporadas de los condados tengan un plan para construir nueva vivienda y así responder al crecimiento proyectado para el futuro. El Departamento de Vivienda y Desarrollo Comunitario de California (California Department of Housing and Community Development, abreviado HCD) identifica el número de unidades de Vivienda que se necesitan para todos los niveles de ingreso para el Área de la Bahía de San Francisco para el ciclo de ocho años de RHNA. Con respecto al Elemento de Vivienda, el estado determina:

- Cuántas viviendas deben construirse en cada ciudad
- Los niveles de ingresos a los cuales las nuevas viviendas deben hacerse asequibles

Estos se convierten en objetivos para la ciudad. La ciudad debe intentar fomentar el desarrollo y la construcción de viviendas para alcanzar los objetivos fijados por el Estado. Para cumplir los objetivos de vivienda, el Consejo de Gobiernos del Área de la Bahía (Bay Area Council of Governments abreviado COG) asignó 4,624 unidades a Hayward. La ciudad debe ahora encontrar lugares donde los promotores puedan construir 4,624 viviendas. Las ubicaciones deben estar disponibles en toda la ciudad. La ciudad también debe asegurarse de que las leyes y requisitos locales no impidan la construcción de viviendas.



## ¿Qué es el Elemento de Vivienda?

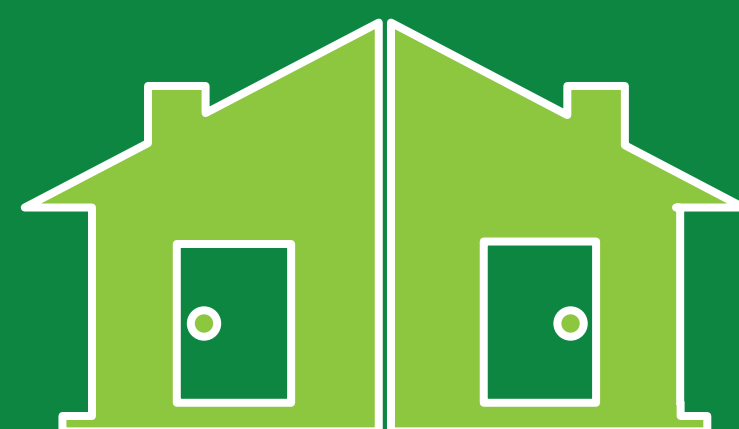
El Elemento de Vivienda es un capítulo del Plan General requerido por el Estado. Es una guía que ayuda a la alcaldía de una ciudad a pensar qué tipo de vivienda existe y qué tipo de programas de vivienda se necesitan para ayudar a los miembros de su comunidad. Hayward actualizó por última vez su Elemento de Vivienda en el año 2014 y ahora se debe actualizar de nuevo.



## ¿Qué incluye un Elemento de Vivienda?



El 91,5% de los inquilinos de Hayward y el 77,7% de los propietarios de viviendas de Hayward gastan más del 30% de sus ingresos en el alquiler.



Hayward ofrece una variedad de tipos de vivienda, incluyendo casas unifamiliares, dúplex, triplex, departamentos/ apartamentos y condominios.



El tipo de vivienda más común en Hayward son las casas unifamiliares.



La mayoría de las viviendas fueron construidas entre 1960 y 1979.



Un poco más de la mitad de los hogares en Hayward están ocupados por los propietarios.



Para más información, escanee el código QR para visitar nuestro sitio web.

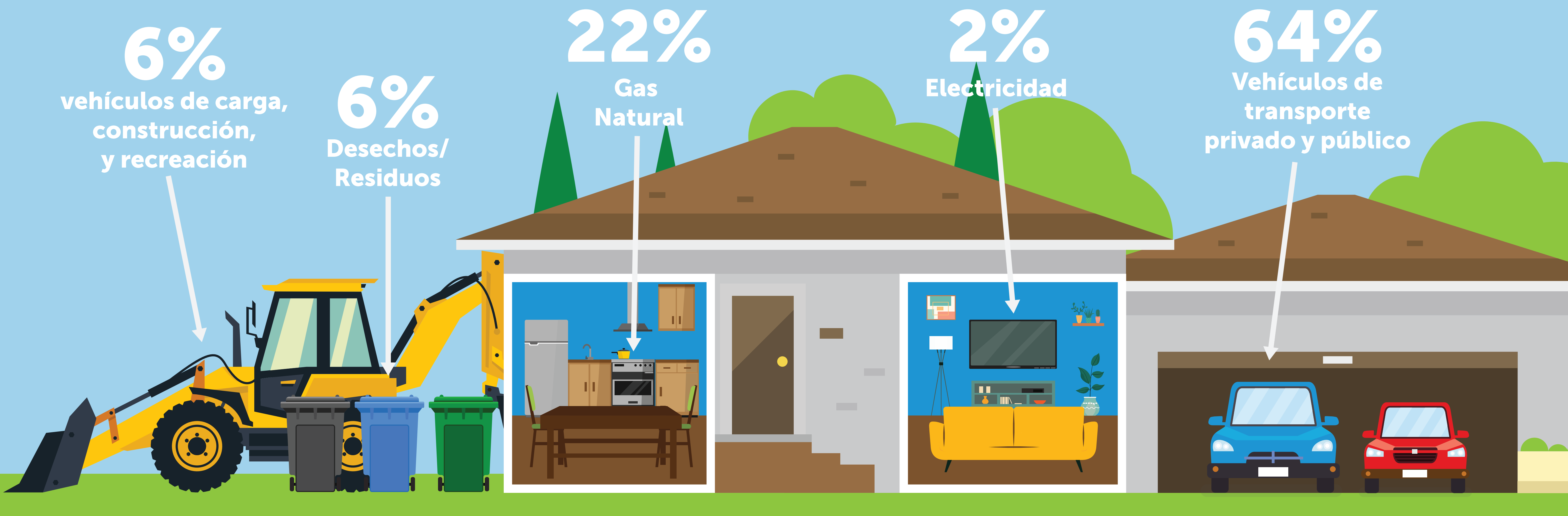
Por favor, envíe todas las preguntas y comentarios sobre el tema de la vivienda a: [housingelementupdate@hayward-ca.gov](mailto:housingelementupdate@hayward-ca.gov)



# EL CAMBIO CLIMÁTICO EN HAYWARD

EL CAMINO HACIA LA NEUTRALIDAD DE CARBONO\*

## Las emisiones de gases de efecto invernadero de Hayward en el año de 2019



## Proceso de actualización del Plan de Acción Climática

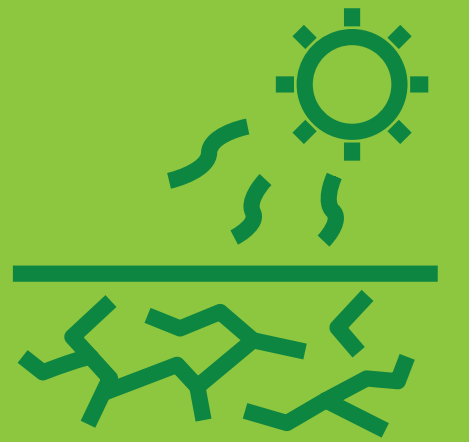


Para más información, visite nuestro sitio web.

## Impactos del Cambio Climático



Temperaturas más altas



Periodos de sequía extendidos



Mayor riesgo de incendios forestales



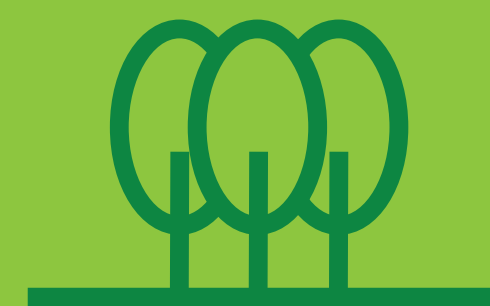
Lluvias e inundaciones intensas



Daños a la propiedad privada y pública



Empeoramiento de la salud humana



Empeoramiento de la calidad del aire



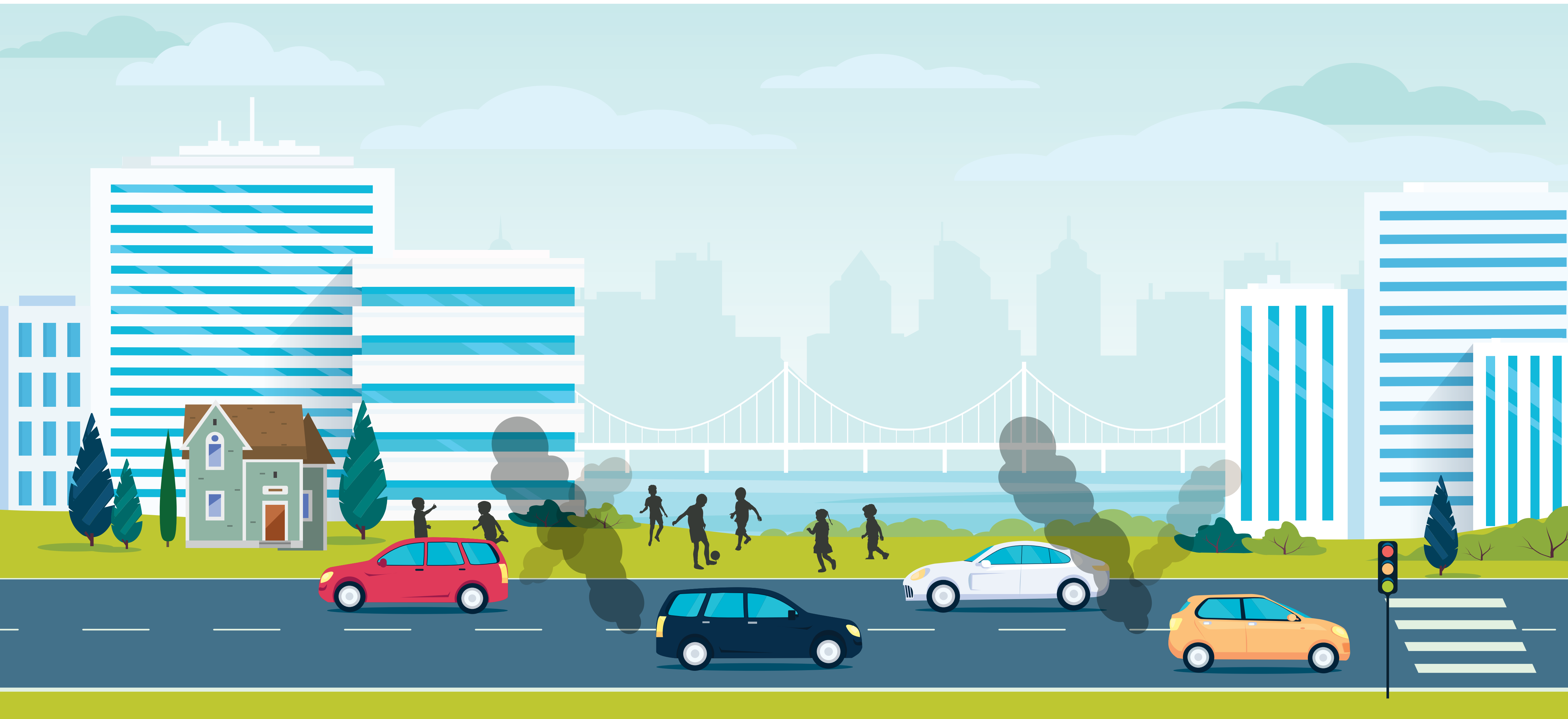
Costos energéticos elevados

Por favor envíenos sus preguntas o comentarios acerca del cambio climático y la acción climática a:  
[environment@hayward-ca.gov](mailto:environment@hayward-ca.gov)

\*La Ciudad de Hayward ha establecido una meta para reducir las emisiones de gases de efecto invernadero en un 55% para el año 2030, y para lograr la neutralidad del carbono para el año 2045. La neutralidad de carbono significa lograr cero emisiones de gases de efecto invernadero en la comunidad, lo cual se lograría reduciendo las emisiones existentes y balanceando las emisiones residuales a través del uso de la tecnología y otras estrategias.



# JUSTICIA AMBIENTAL EN HAYWARD



## JUSTICIA AMBIENTAL

El Estado define la Justicia Ambiental como "el trato justo y la participación significativa de personas de todas las razas, culturas e ingresos en el desarrollo y la aplicación de leyes y políticas del medio ambiente". La Justicia Ambiental ofrece una importante oportunidad para aliviar los problemas que actividades gubernamentales no han abordado en el pasado. Como parte de esta actualización, la ciudad incluirá un nuevo capítulo sobre Justicia Ambiental en el Plan General.

## IDENTIFICACIÓN DE LOS IMPACTOS DESIGUALES DE LA CONTAMINACIÓN EN DIFERENTES COMUNIDADES

Si bien la contaminación afecta a todas las comunidades, las personas de bajos ingresos y las comunidades de color viven esos impactos en mayor medida. Históricamente en los Estados Unidos, las comunidades de bajos ingresos y pertenecientes a minorías tienden a estar ubicadas más cerca de ambientes tóxicos o contaminados, incluyendo empresas productoras de desechos tóxicos, vertederos e instalaciones de energía. Estas instalaciones causan problemas de salud a las comunidades cercanas. La Justicia Ambiental expone estos problemas y lucha contra los abusos y las prácticas sesgadas contra estas comunidades desfavorecidas. Las comunidades desfavorecidas son las que más sufren los problemas económicos, sanitarios y ambientales. Estos problemas pueden incluir la pobreza, el desempleo, la contaminación del aire y el agua, la exposición a sustancias químicas peligrosas y los impactos en la salud, así como las altas tasas de asma y enfermedades cardíacas, entre otros.



Escanee el código QR para contarnos su historia relacionada con el cambio climático.

## NUEVO ELEMENTO DE JUSTICIA AMBIENTAL

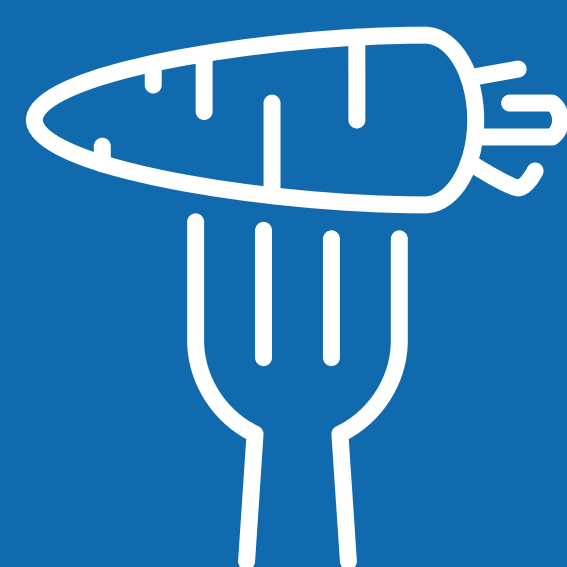
El nuevo Elemento de Justicia Ambiental tratará de crear objetivos y políticas para:



Reducir la exposición a la contaminación



Promover el acceso a las instalaciones públicas



Promover el acceso a alimentos saludables



Promover viviendas seguras y sanitarias



Promover la actividad física



Promover el compromiso cívico

Por favor, envíe todas las preguntas y comentarios sobre justicia ambiental a: [housingelementupdate@hayward-ca.gov](mailto:housingelementupdate@hayward-ca.gov)



# SEGURIDAD, RIESGOS Y ADAPTACIÓN EN HAYWARD

El Elemento de Seguridad cubrirá los riesgos relacionados con el aumento del nivel del mar, las inundaciones, los tsunamis, los terremotos y los incendios forestales.

## Cómo Participar y Aprender más

La ciudad de Hayward está actualizando los elementos clave del Plan General de la ciudad y nos gustaría oír de usted. Este sitio web proporciona toda la información que usted necesitará para poder mantenerse al día y hacer comentarios sobre el proyecto. Esta información incluye los próximos eventos de la comunidad, las reuniones públicas de la ciudad, los informes y los recursos, y otras oportunidades.



**Para más información, escanee el código QR para visitar nuestro sitio web.**



### Terremotos

Un terremoto es una sacudida repentina y violenta del suelo causada por el movimiento de la corteza terrestre. Un terremoto puede provocar sucesos como tsunamis, deslizamientos de tierra y licuefacción.



### Inundaciones urbanas

Las inundaciones urbanas ocurren tras periodos prolongados de lluvias de gran intensidad en zonas desarrolladas y pobladas.



### Tsunami

Un tsunami es una ola marina larga y alta causada por un terremoto u otra perturbación.



### Incendios Forestales

Un incendio forestal es un fuego no planificado, no deseado y no controlado en una zona de vegetación combustible que se inicia en zonas rurales y urbanas.



### Aumento del nivel del mar

Se estima que el nivel del mar aumentará por lo menos 55 pulgadas durante los próximos 100 años debido al calentamiento global. A medida que el nivel del mar aumente, la línea de costa de Hayward, así como las zonas industriales, comerciales y residenciales a lo largo de los arroyos y las vías de drenaje, serán cada vez más vulnerables a las inundaciones durante las mareas altas normales y durante tormentas mayores.

Para saber más sobre los posibles impactos del aumento del nivel del mar en Hayward, lea el Plan Maestro de Adaptación de la Línea de Costa de Hayward.

<https://www.hayward-ca.gov/shoreline-master-plan>

Por favor, envíe todas las preguntas y comentarios sobre los Elementos de Seguridad a: [housingelementupdate@hayward-ca.gov](mailto:housingelementupdate@hayward-ca.gov)

## Chabot Interviews Hayward Housing Report 2022

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# Hayward Housing Project Final Report

Prepared by Teach Earth Action  
for the City of Hayward Housing Element



**1. Very brief description of scope of work in contract:**

In Spring 2022, Teach Earth Action (TEA) and city of Hayward staff collaborated to develop a series of questions and field research protocols for investigating Housing in Hayward. Chabot College English students then conducted 400 interviews with Hayward residents. Students obtained a wide range of demographic data from each interviewee as well as asking them 18 separate questions. These interviews were recorded and transcribed into spreadsheets. TEA and Chabot students pored over this material to tease out trends and concepts. Equipped with this knowledge, students wrote research papers that explored these trends. Once these essays were completed, students then took a deeper dive into one concept of their choice, and created graphic design presentations that showcased their findings.

2. **Dates of contract:** The work took place Spring semester. January 15 to June 1st.
3. **Total contract amount:** \$10,000
4. **Number of classes and students that participated in this effort:** 5 classes representing approximately 75 students.
5. **List of interview questions:**

*First please ask the interviewee these Demographic questions*

- Where does interviewee live--including their cross street
- Interviewee's first name
- interviewee's age
- interviewee's ethnicity
- interviewee's gender
- How long have you lived in Hayward?
- What is your living situation? Apartment... Duplex... Single-family home...Homeless... Other
- How many people including you are in your living situation?
- How many different families are in your living situation?

*Next please ask these 13 questions.*

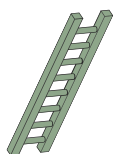
1. What are three words you would use to describe your current living situation ? Please talk about why you chose each word.
2. On a scale of 1-5 (1 being not important and 5 being very important), rank how important each of these assets in Hayward are to you:
  - Downtown / B street (1-5)
  - Schools (1-5)
  - Churches (1-5)
  - Libraries (1-5)
  - Parks, (1-5)
  - Transit (1-5)
  - Jobs (1-5)
3. How much do you worry about being evicted or losing your living situation? Do you think your housing costs too much? Why or why not?
4. What is your experience with individuals facing homelessness in Hayward?
5. Talk in detail about your relationship with your neighbors.
6. . When it comes to housing, have you ever felt discriminated against or treated unfairly based on your ethnicity?
7. Do you notice areas in Hayward where there is more segregation? Or more people living in poverty than in other areas? If so, which areas? What do you notice about these higher poverty areas?

- 8 . Please describe some good memories you have of where you live?
9. What would you change about your living situation and why? What is preventing you from making these changes? What support would you need to make those changes?
10. What environmental or pollution issues do you face where you live? What is preventing you from solving these issues? What support do you need to change these issues?
11. When it comes to high quality jobs, is Hayward a place you would look? Why or why not?
12. What song encapsulates living in Hayward? Why?
13. What is your biggest hope or dream when it comes to your living situation? What's preventing you from achieving your hope or dream? What support would you need to make it happen?

6. **Description of how students outreached to interviewees:** Students were expected to conduct 6-7 interviews with residents of Hayward. They found their interviewees in various ways: through friends or family; at work; through social media; at school. Students were told to choose interviewees from a wide range of ages. Students were also given extensive training and feedback in how to conduct effective interviews.
7. **Interview dates:** Interviews were conducted during the month of February.
8. **Methodology for recording and transcribing and organizing interview data:** Students were trained in using Otter, a transcription software. Otter records an audio file and also provides a written transcription of the interview. The transcripts were uploaded into Google Forms and Google Sheets. Once uploaded, students could filter the content by concept, interviewee, or question. For questions that generated quantitative or numerical replies, we prepared charts and graphs to capture trends.
9. **Total number of individuals interviewed:** 402 Hayward residents were interviewed.
10. **Process for fact checking corrections to voice transcription issues:** Students understood that although Otter does a really good job in accurately capturing what interviewees said, students knew they still needed to go through each transcript and fix any Otter errors so that interviewees' words were accurately transcribed.

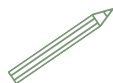
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# Acknowledgements

The Teach Earth Action team wishes to thank the city of Hayward staff for their guidance and support in doing this project. We are especially grateful to Leigha Schmidt and Tim Lohnes for their vision and creativity in helping to shape this work. We also appreciate the support of the Hayward city council, the mayor, and city manager Kelly McAdoo. City of Hayward residents are truly fortunate to have such engaged professionals looking out for them.

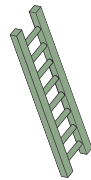

This current project grows out of--and is informed by--the ongoing 5 year collaboration that we have been engaged in with the city of Hayward. We are grateful to the city staff who have shepherded those many earlier projects that have set the stage for this current endeavor. We extend our special thanks to Mary Thomas. None of this half decade of community outreach would have been possible without her.




TEA also wishes to thank the 400 Hayward residents who agreed to be interviewed. We are so grateful that they took the time out of their busy lives to help bring this project to life. In reading through all of their answers, we were amazed again and again how forthright, insightful, and concerned they are about their city. They love Hayward and root for its success, and their own that follows.



Finally, we want to thank the many Chabot College students who have been the tip of the spear for this project and indeed for all the projects and initiatives that we have engaged in with the city. It takes courage to put oneself out into the public sphere, and to engage with folks whom you may not even know. But these students time and again have done just that. And then followed this up by researching, brainstorming, and writing long and involved essays. The combined length of all the Chabot students' writing completed for this project is over 1600 pages. And every page is dedicated to coming to a deeper understanding about how to make Hayward the best city it can be.



Note: In this report, when talking about Hayward residents, we use the terms *resident*, *interviewee*, and *community member* interchangeably.



# TEA Executive Analysis

*In Spring 2022, Teach Earth Action (TEA) and city of Hayward staff collaborated to develop a series of questions and field research protocols for investigating Housing in Hayward. Chabot College English students then conducted nearly 400 lengthy interviews with Hayward residents. Students obtained a wide range of demographic data from each interviewee as well as asking them 18 separate questions. These interviews were all recorded and transcribed into spreadsheets. TEA and Chabot students pored over this raw material to tease out trends and concepts. Equipped with this knowledge, students wrote research papers that explored and expanded upon these trends. Once these essays were completed, students then took a deeper dive into one concept of their choice, and created graphic design presentations that showcased their findings.*

*The depth and breadth of the work that the students engaged in is truly massive. The combined page number of all the student essays equals 844 pages. The graphic design presentations total another 750 pages. The 400 interview transcripts total over 360,000 words—a sum greater than the combined word count of these 6 novels: Tom Sawyer, The Sun Also Rises, Color Purple, Carrie, A Clockwork Orange, Brave New World.*

*From this cornucopia of content, 5 core strengths emerge that contribute to the resiliency and adaptability of Hayward residents.*



First, Hayward is one of the most diverse cities in the United States. Happily, residents of Hayward, who are the living embodiment of this diversity, are well aware of the city's rich ethnic and immigrant tapestry. Residents take pride in it. They see it as a strength, and perhaps even as an antidote or buffer to any discrimination or racism they may encounter. That said—and as we have seen for ourselves in our 5 years of working closely with the city of Hayward to develop community initiatives—residents may not be entirely sure about how to fully leverage or activate this powerful tool of diversity. *(We will be offering strategies for how to do this in the “Recommendations” section of this document.)*

The 2nd core strength we note is that Hayward residents are highly committed to supporting and uplifting their families. The word “family” comes up over 600 times in the interviews. “Kids” is referenced by interviewees 400 times, and “children” over 125.

This focus on family leads directly into a 3rd core strength, which is that Hayward community members are extremely hard working, and this is largely in service of family goals. As teachers at Chabot College, we have seen this for ourselves for decades. Nearly every student—the vast majority of whom live in Hayward—has a job, or even two or three. They talk all the time about needing to “help out the family” and they often talk about the difficult and strenuous jobs that their parents hold, or, worst case, how hard their parents are struggling to *find* a job. Many of our older students are parents themselves, and we marvel at how they too juggle long work weeks, childcare, and school work.

WHY residents have to work so hard to make ends meet is the central theme of this report: *The high cost of housing impacts and even warps almost every aspect of life in Hayward.*

# Executive Analysis

A 4th core strength we see in Hayward residents is a quiet stoicism in the face of the challenges we will be detailing in this report. As Carlo, a Chabot student, writes, “The Latino community suffers constant struggles and misfortunes in their daily lives. Despite this, they do not complain very much about it; they just keep it to themselves and continue with their daily efforts because they still have duties to fulfill. The average Hayward citizen would ask: how can they do it, to live in such precarious conditions, and still keep going? Well, the answer is pretty simple: their traditions and personality gives them hope that someday they will achieve their dreams....” Carlo is writing about Latino residents, but his words describe many who live in Hayward.

The 5th core strength holds all the other strengths inside it, and it is alluded to in Carlo’s quote: Hayward residents are very clear that what they seek is the American Dream. They want a safe and secure house for their “kids” and they would prefer to build this life in Hayward. When asked about their dreams for the future, of the 400 interviewees, at least 250 of them reference owning their own home. Many others who already do have a home dream about improving it, or fixing it up, or moving to a better home.

On the face of it, why shouldn’t this dream be attainable? After all, this is the “American Dream”: a single family house, children, friendly neighbors next door, and a wider community that features assets and services that help support and bring this Dream to fruition.

The next sections of this executive analysis lay out some of the reasons why this Dream is NOT guaranteed to come true for many of Hayward’s residents.



No single resident, no single family—in fact, no single community—can hope to achieve the American Dream all on their own. The assets and services that are woven into any community play a role in smoothing out the vagaries of daily life, and in functioning essentially as problem solving tools. To ascertain how effective Hayward assets actually are, and what role they play in residents’ lives, with **Question #2** of the survey Chabot students asked interviewees to quantify the importance of 7 different assets or services, and to also explain the reasoning behind their rankings.

The three community assets that scored the highest in importance—schools, jobs, and parks—all share a similar trend. What they have in common is that although the residents clearly see the crucial value of each of these 3 assets, residents are not all together certain that they are functioning as fully and effectively as possible to serve the needs of the community.

In the case of schools, many citizens perceive them as being plainly sub-par. Residents speak from personal experience in attending Hayward schools and from sending their children to them. They believe schools are underfunded and look “old and abandoned” as Hayward resident Bertha claims. Residents are well aware of the importance of education for getting good jobs and getting ahead, and thus they express frustration and even fear about what the consequences of bad schools have for their children’s futures.



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When it comes to jobs, many Hayward residents are grateful that the city serves as a convenient hub from which they can commute to their job in another city. Yet, fully 75% of these interviewees—perhaps inaccurately—also do not believe the city offers the kind of quality, high paying jobs that residents need to cover high housing costs and overall cost of living challenges. It is almost as if it has not *occurred* to them to consider Hayward. So they look elsewhere for employment.

With parks, residents speak eloquently about their value and utility, and many of them do indeed integrate parks into their lives. Other residents, however, do not, because they say Hayward parks suffer from issues that make it unlikely they will spend time there. Residents cite homeless individuals, trash and litter, and worn out facilities as reasons not to visit the parks. In addition, many women are adamant that they do not feel safe going to parks, either alone or with their children. Of the 25 or so comments made about not feeling safe in parks, every one was made by a woman. *(These trends track with those that we uncovered in the consultation work we did around parks in Summer 2021 for the city of Hayward.)*

The next four ranked assets—Transit, Library, Church, Downtown B Street—also share some trends in common. In the case of these 4, residents largely feel that these assets and services function well. There were noticeably fewer negative comments here than for the school/jobs/parks triad. That said, numerous community members shared that they do not take advantage of these assets as much as they might like, or that they think they should. They cite personal choice, geographic convenience—or lack thereof, and time constraints as reasons they do not take advantage of these 4 assets.

Chabot student Dena explores this disconnect between value and utilization in her presentation “Rediscovering the Hayward Library.” Dena writes, “Even though libraries ranked very important for most of the community sample, many had never even been to the library before. Stephen says, “I think libraries are very important. I value that as a feature of the community. Having said that, I haven’t even been to the new library.” During one of our classes at Chabot, our teacher asked who had been to the new Hayward Public Library and not one person raised their hand. This was not surprising to me because, I too, had not been inside the new walls. So why would this 3 story, 58,000 square foot, beautiful new building that the community values, struggle to gain patrons?”

Dena’s question is a good one, and by way of answering it she offers numerous strategies in her presentation for driving attendance and interest in the Library. In our Recommendations section of this report we also share ways residents might be encouraged to utilize city assets more frequently and effectively.



*So far in this analysis, we have tried to paint a portrait of stalwart and stoic Hayward community members who possess core strengths that should reasonably position them to achieve their American Dream. With Question #2, we investigated community assets and services that residents in any city anywhere in the United States might reasonably expect to support and improve their daily lives. What many Hayward*



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*residents share, however, is that these assets and services are somewhat attenuated, and do not necessarily offer the support residents need. Question #2 reveals some slight tears—or perhaps more than slight tears—in the social and community fabric.*

*We now turn to the questions from the survey that focus directly on housing, housing costs, and neighborhood issues and opportunities.*



**Question #3** asks interviewees about their concerns over being evicted or losing their living situation. We believe this question, which was suggested by Hayward staff, is a fabulous inquiry. It cuts to the heart about what is the worst case scenario for all of us when it comes to having a roof over our head: losing that roof.

However, before we share what we have learned from residents' responses to this question, it is instructive to ask ourselves this question: Understanding that no one wants ANYONE to have to worry about becoming homeless, what is the percentage of residents who worry about eviction that we think is tolerable from a community, a city, or even a moral perspective? Of course, we want to say 0%. No one in our community should have to deal with this stress. But is 2% at least somewhat bearable? 5%? 10%? 10% seems like a really high number. It can't be that high for Hayward, can it? Well, It can.

Unfortunately, In our analysis of question 3, **nearly 30% of Hayward community members** revealed that they worry about being evicted or otherwise losing their living situation. (101 of 354 respondents.) To put this in statistical perspective:

If we can infer that each of these 101 respondents speaks for their own family, we can say that nearly 30% of Hayward families share this fear. The 2020 US census states that there are around 48,000 households in Hayward. If 30% of these households are worried about eviction, that represents **14,000 Hayward families**.

Interestingly, a Google search reveals that Hayward has around 1,400 streets within its borders. This means that, on average, every street in Hayward holds 10 families who worry about being evicted off of that very street.

Of course these are rough approximations, and the numbers may be "off"--but even if the problem is only half as bad as the answers to Question 3 suggest, that would still be 15%-- which represents 7,000 Hayward families. (Not to mention that the numbers could be "off" in the other direction--meaning more than 30% of Hayward residents fear eviction.)

# Executive Analysis

It also bears stating the obvious: although Hayward has 1,400 streets, many of these streets are located in more affluent areas of the city where it is likely that NO ONE is worried about eviction. This must mean then that those many thousands of families who DO worry about eviction are *concentrated* in other less affluent areas of the city. Thus it is not hard to imagine streets in Hayward where many, if not most, of the residents face housing insecurity.

The second part of **Question #3** asks residents if they think their Housing costs too much. We concede that this is a bit of a softball question. No one is likely to reply, “No, I wish I paid more.” But it makes sense that an eviction question is paired with a question about the cost of housing. As might be guessed, residents overwhelmingly feel that housing in Hayward—and the entire Bay Area—is out of control. These were not nuanced answers to the question. Nor should they be. It is an economic truism that most of us are only 2 to 3 missed paychecks away from housing insecurity. As Hayward resident Mina explains, her family lives “paycheck to paycheck, working overtime to pay the bills, like rent. Making sure that we have enough money for the food and just, you know, just to buy small things for us. Like, we get paid every two weeks and then by the end of the two weeks, I always make sure that there's enough money. So we can pay for the food. But we always, you know, run out just a few days before our next paycheck comes.” Mina speaks for many Hayward residents who answered Question 3 as if it is an obvious—and even bitter—truth: housing costs are intolerable.



*Earlier in this report we stated that the central theme of this executive analysis is: The high cost of housing impacts and even warps almost every aspect of life in Hayward. We understand this claim may sound hyperbolic. But in the following section, we seek to support this claim by investigating the following concepts. Concepts that might also be thought of as consequences of the high cost of housing:*

- Overcrowded living situations
- Homelessness
- Segregation
- Impacted neighbor relations

High housing costs create **overcrowded living situations** when 2 or more families move in together to defray the cost of rent and utilities. In our survey, 25% of interviewees report living with 2 or more families in a single domicile. This tracks roughly with the 30% of interviewees who report being worried about losing their housing situation. One consequence of so many people living together is a potentially more stressful living situation. For example, **Question #1** on the survey asks interviewees to come up with 3 words to describe their living situation. Words like *Crowded*, *Hectic*, and *Small* pop up a lot. As resident Allysa says about Question #1, “I would say hectic because there’s a total of nine of us. From all different age groups. I think the youngest is three and the oldest is 82. I believe. So it’s very hectic.

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It's crowded, there's nine of us." When Covid-19 drove Chabot College teachers and students into the world of Zoom, teachers for the first time could literally see into the homes of our students. And we saw that indeed such words are accurate descriptors. Frequently students will not even turn on their cameras or activate their mics. When we ask why this is, students apologize and say their house is too loud, or that there are too many people walking around in the background of the camera.

Crowding more people into a domicile than it is designed to hold also impacts the surrounding neighborhood. For example, Hayward staff shared with TEA that one of the most common complaints registered with the city is a lack of parking in some neighborhoods. This is hard to believe because many of these impacted neighborhoods are composed of single family homes with presumably ample parking both on the street and in driveways. But 28% of interviewees report that 5 or more people live with them, and if each person in the house needs a car in order to drive to a job—a job located outside of Hayward—to earn money in order to help the family cover the high cost of their housing— the result will be a scarcity of parking spaces.

**Question #4** asks interviewees to share their perspectives about **Homelessness** in Hayward. They offer a wide range of responses about a very complex topic that we will explore later in this report. Everyone—not just the 400 interviewees—has an opinion about what causes homelessness, and no doubt there are myriad reasons. For this executive analysis, however, we believe that applying Occam's Razor is a wise course of action: **High housing costs create homelessness.**

In the recent San Francisco Chronicle article "The 4 most Toxic Tropes about Homelessness," Adam Johnson writes, "The 2019 San Francisco homeless count found that \_\_\_% of unhoused people had a home in the city before they lost it. That number was \_\_\_% in Los Angeles." In our English classes at Chabot we asked students to guess what the correct percentages are. Not one student guessed more than 10% for either city, and *most students said 0%*. The actual figures—perhaps shockingly—are 70% for San Francisco, and 75% for Los Angeles. Our 30% of Hayward interviewees who fear losing their housing situation, may not be thinking that there is a potential for homelessness in their future. But the same can be said about the 70% of homeless San Franciscans who once had a roof over their head in their city.

This is the answer to **Question #7: Hayward is segregated.**

93% of the 400 interviewees say they see areas of Hayward that are segregated. Of all the questions that Chabot students asked, this one had the most residents in agreement. 93% is a ridiculously high answer to ANY question, much less one whose topic is fraught with as much history and pain as segregation is. And even the 7%--31 people—who don't notice any segregation, conceded that either they are new to the city, or they live in a gated community, or they have simply never seen any other parts of town. They were not willing to say segregation didn't exist, just that they had not seen it—yet.

The 93% had no trouble identifying indicators of segregation: Trash and Litter, Homelessness, Violence and Crime, Liquor Stores, Food Deserts. (*We take deeper dives into these concepts elsewhere in this report.*) Interviewees also noted those folks living in segregated areas of the city were overwhelmingly people of color. They have less educational attainment and belong to a lower economic strata than folks

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who live in more affluent areas. This is of course pretty obvious. Having less money is WHY people would move to these parts of town. But even here, housing costs are steep.

For this executive analysis, and indeed for this entire report, TEA is endeavoring to supply answers, uncover trends, show linkages between concepts—in short be value added to the Hayward staff and to the city. But for Question #7, we are stuck with many more questions than answers.

- Why did no interviewee say, “MY neighborhood is segregated.”
- How can over 90% of residents say they see segregation, but less than 10% say they have ever been discriminated against?
- Residents see discrimination as a personal act. Why do they not see segregation as personal?
- Isn't segregation the RESULT of discrimination?

And this question: **Why** is Hayward segregated?

It is almost as if community members see segregation as something that just IS. It is out of their control, or anyone's control. Segregation is something that HAPPENS, not something that someone or some “thing” DOES.

*You segregate me* makes 'segregate' active. Someone is DOING the verb.  
*I am segregated* makes the verb passive. No one DID it. It just happened.

**Question #5** asks interviewees to “talk in detail about your relationship with your neighbors.” Numerous interesting trends surface with this question, and we will be sharing them later in this report. For this executive analysis, however, we will supplement Question #5 responses with the findings and experiences we have obtained over the last 5 years in our work with the Tennyson Thrives Initiative in order to explore this question: *Why is community so hard to create and maintain in so many Hayward neighborhoods?*

Community is referenced just 24 times in Question #5. These references are evenly divided between 12 residents who consider their neighbor relations to meet the standard of a community, while the other 12 bemoan a lack of community, or talk about how they *used to have* community. So, in total, 12 residents out of 400 feel strongly enough about the relationship with their neighbors to call it a “community.” This is only 3% of respondents.

Our concern here is that positive neighbor relationships—and indeed interviewees do cite them a fair amount in their responses—are not enough to create true community. Positive neighbor relationships may not even be the most important prerequisite. Other prerequisites are needed:

- Organizations and community assets to coordinate and sustain activities
- Assets and services located *in* the neighborhood, or at least close by
- Residents with enough extra money on hand to pay for and support activities
- Residents who have time to take on leadership roles—for example, parent coaches for youth soccer

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In our work with Tennyson Thrives, we saw over and over again that South Hayward residents usually did not have access to *any* of these preconditions for building community. We made the point in Question #2 above that many residents do not feel local assets and services are functioning as well as residents might need. Of course, in more privileged communities, these kinds of assets would be taken for granted. But for many residents of underserved areas of Hayward—to paraphrase Gertrude Stein—there is no *community* there there.

Over the last 5 years, we have met dozens and dozens of long-time Hayward residents who shared how their neighborhoods used to feel like a community. We recall the uncle of one of our students standing in Palma Ceia Park, pointing at different areas and saying, “There used to be basketball courts right there.” He pointed at empty grass. “Over there was the baseball field, and the snack shack.” More empty grass. “Here is where we had our soccer field. I played here every weekend.” No goals, no lines, no grandstands. No nothing. He stood in the desolate park: it felt like a ghost town. And actually, *he* looked like a ghost—a 40 year old ghost.

For Tennyson Thrives, Chabot students conducted interviews with hundreds of South Hayward residents. They uncovered a host of reasons why community has withered. These same reasons are found in our current interviews with the 400 residents:

- Residents work too much. They have no time to volunteer for anything.
- If they do find any leisure time, they leave Hayward to engage in it.
- Residents don't trust or know neighbors—and often see them as “sketchy.”
- New neighbors come and go all the time.
- Neighborhoods appear desolate and empty of people. There is no ‘Life.’
- A pronounced schism exists between long time home owners and new renters.
- There are no local assets except parks, but parks are rarely used.

Many of the problems listed here are the product of high housing costs and related economic troubles. But these problems are not limited to Hayward. Over the last 20 years, numerous studies have been done and books have been written that investigate the rising problems plaguing suburban neighborhoods in the United States. Suburbs have the fastest growing rate of poverty in the country. But despite this fact, suburbs are often left to suffer in silence and anonymity. And although the reasons why suburbs suffer these problems are well understood, oftentimes any potential solutions are drawn from the experience of addressing urban poverty. But these solutions do not always work for the suburban milieu.

In Michelle Chen's article for The Nation, “Why are America's Suburbs becoming Poorer,” she writes, “Suburban families are both structurally and culturally disadvantaged in accessing many services. Unlike denser and more socially vibrant cities, suburbs make it harder to travel to sources of help—it might take a full tank of gas to travel to a food bank, or to look for a job in the next town, for example. And for individual families, maintaining community cohesion has become a challenge as economic hardship leads to growing social alienation, particularly as jobs evaporate and basic services like schools and local charities unravel.” Ms. Chen could be talking here about many areas of Hayward.



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*We have largely been organizing this executive analysis by moving from question to question, and summarizing trends and concepts that we notice within each question. For this next section, we need to change that, and organize directly by concept. This is because the following concepts show up in so many different questions.*

- Crime and Safety
- Trash and Litter
- Broken Neighborhoods

Chabot students never asked a specific question about **Crime and Safety**, but interviewees nonetheless brought it up frequently, almost 100 times. References to crime show up in literally every question students asked, including **Question #12**, “What song encapsulates living in Hayward?” (The song is “Somewhere Over the Rainbow”—as in, that is where crime doesn’t happen.) In **Question #5** about Neighbors, interviewees fear that those who are doing the crimes may well live next door. In the Segregation question, interviewees surmise that crime is more prevalent in the more isolated communities of Hayward. In **Question #11**, “What is your biggest Dream...” residents envision getting away from Crime for good. In the “Good Memories” question, residents recall a happier time when there was less crime. And so on for each question. Clearly, Crime and Safety are on the minds of Hayward residents. Residents are fearful that they may be next—their catalytic converter may be stolen, or their house robbed. This fear also manifests in other ways. Residents may be leery about interacting with neighbors, which puts a damper on building any community. Residents may not want to take advantage of local assets and services, such as Parks or Transit, for fear of becoming a victim of crime. As Kathleen, who has lived in Hayward for 16 years says, “It’s scary to go to the store, Target, 7-11, etc. I never want to leave my house because I am afraid I am going to get robbed.” Crime induces residents to isolate themselves from life.

Similar to Crime and Safety, **Trash and Litter** came up in many different questions. The TEA team must admit that of all the many serious topics that the interviews brought to light, we were not prepared for the vociferousness, anger, and sheer heat the topic of Trash and Litter engendered in both interviewees and students. Students became very worked up in class when we discussed it. And in the interview transcripts you can feel the anger, disgust, dismay—all wrapped up in a feeling of resignation. Trash cannot be stopped. It’s a tsunami. As Chabot student Danielle writes, “For residents who live in areas that are more affected it has become very overwhelming and the fact that not enough has been done to address this issue is discouraging. Many residents are willing to help but don’t know where to start and are simply just not informed and aware of resources out there. In addition to being misinformed many Hayward residents sadly cannot afford many of the resources that are available for a fee and unfortunately this illegal dumping problem we are facing is a result of that.”

In class, Danielle shared that for her project “Slam Dunk the Junk” she drove around Hayward photographing illegal dumping. Residents came out of their houses and asked what she was doing—did

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she work for the city? Danielle said No, she was doing a research paper about illegal dumping. The residents then asked, "But can you still help us? Can you help us clean up our neighborhood? Can you talk to the city?" Hayward residents need help. As interviewee Marleni says about all the garbage on her street, "I have school and homework. I can't clean up everything."

Trash, litter, and illegal dumping are just one aspect of a larger issue that can be gleaned from the interviews. Many residents think that they live in **Broken Neighborhoods**. The word "broken" shows up over 50 times in the transcript. Not to mention synonyms like: ruined, trashed, smashed. And what is it that is broken? In some neighborhoods, most everything. This puts in mind Bob Dylan's song, "Everything is Broken." With apologies to him and to all, we have adapted his lyric lines to reflect what it is in Hayward that interviewees say is broken:

*Broken windows Broken Lights  
Broken Bones from Neighborhood Fights  
Broken Bottles Broken Toys  
Broken Eardrums from the freeway noise  
400 people in Hayward have spoken  
Look around—Everything's Broken*

*Broken Plumbing Broken Jaws  
They're Breaking into broken down cars  
Broken Sidewalks Broken Road  
What we really have here--  
a Broken moral code  
400 people in Hayward aren't jokin'  
Look around—Everything's Broken*

*Broken Mattress Broken Schools  
Broken Glass Broken Rules  
Broken Fences --What more can we say--  
There's Broken Hearts in the Heart of the Bay  
400 people in Hayward have spoken  
Look around—Everything's Broken*

As might be imagined, Hayward residents are not at all sanguine that everything is broken. They understand that if too much gets broken around you, it can cause *you* to break. Residents want things fixed. We know because "fix" shows up over 75 times. "Cure"--22 times. "Solve"--26 . "Solution"--16.

Hayward residents have an intuitive understanding of the "Broken Windows" theory—that small problems left unattended can snowball into an avalanche of issues that then *will* become unfixable. Interviewee Anna shares how overwhelming it can be when problems compound: "The thing that bothers or preoccupies me is there I see a lot of trash in the streets. Wherever I turn. Wherever I look. There's a couch, or a refrigerator, or a bed, and just garbage everywhere which saddens me and feels like a grave lack of respect. And I don't know who can control that. The city? In reality, I don't know."

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## A Tale of 2 Cities

As the TEA team sorted through the 400 interviews, and read the many student essays and presentations, something became clear: Hayward residents are acutely aware of the issues that the city faces. They speak about these problems with a level of concern and insight that is truly humbling. That being said, residents are also very cognizant that not every area in Hayward suffers from the problems this executive analysis has tried to lay out. And not every resident in Hayward faces these issues. In fact, there are residents—some of whom are among the 400 interviewees—of whom it can be safely said, they do not face ANY of these issues.

The differences are stark—and daily life varies immensely—depending on where you live in Hayward. So much so, that Hayward really can be described as a Tale of 2 Cities. Residents know exactly where the more privileged folks live. They reference “hills”—as in Hayward Hills—over 90 times in the transcript. They also know how things look and feel in more affluent areas. The Hayward Hills area is described as “clean” 17 times.

Residents also understand that cultural, social, and economic forces play a role in the bifurcation of Hayward. They invoke the word “privilege” 15 times and “gentrification” 20 times in support of their analyses of the situation. They also understand the role that race plays in this equation. Everyone knows that it predominantly is white people who live in the hills or who otherwise have an easier go of things. In fact, white people say as much about *themselves* in these interviews. When Hayward resident Sarah was asked had she ever been discriminated against, she bluntly replied, “Nope. I am a white person. You can add that in.”

In some ways, describing Hayward as being a Tale of 2 Cities, should not come as a surprise. After all, this was the *reason* the TEA team was invited by Hayward staff 5 years ago to work with them. Hayward city council and staff recognized that certain areas of the city, such as B St and downtown, had been paid more attention, while other areas such as South Hayward were being relatively ignored and underserved. 5 years later, the 400 interviewees make it clear that these inequities still persist.



We teach students in our English classes that one technique for wrapping up an essay is to ask this question about all that you have just written: “Why should anyone care about all of this?”

So we ask this question now, hoping to appear neither flippant, nor naive. Why should anyone care that Hayward in some ways lives a tale of two cities? Why should anyone care if some people in Hayward—perhaps even a great many people, perhaps even 14,000 families—have a rough go of things?

Of course there are many ways to answer this because there are many reasons we should care. However, we will focus on just one reason. We should care because even though the residents of Hayward are fighters, and they are willing to struggle, if the battle becomes too difficult, even these stoic, stalwart fighters might decide to throw in the towel: *they might decide to leave the city of Hayward.*



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From the point of view of the city, this is the worst case scenario. Residents decide finally that they cannot win, they cannot achieve their American Dream in Hayward. So they leave. Frankly, we were alarmed to note how often interviewees talked about getting out, or leaving, or going to a cheaper city, or saying they just about had enough.

The city of Hayward is the sum total of all its people. Nothing more, nothing less. The parks, libraries, city hall—none of it means anything without residents. They are empty holes unless they are filled up with people like Hayward resident Gabriel. He is in his early 40's. You can feel the love he has for his hometown. It would be a tragedy if he didn't feel the love reciprocated—if he began to feel the city did not have his back. Gabriel's self-described grit, and his thick skin—these are strengths forged by Hayward. These are strengths that no city can afford to lose.

We give Gabriel the last word: *"The resilience and strength of people who live in low income areas and that live in challenging areas, throughout this whole city—like from South Hayward to Cherry land—it is nothing but people of color, who are facing the challenges of living in the Bay Area. Everyone is on some level, struggling a little bit more than they should be. When you leave Hayward like we'll have students that go to UCLA or to any of these colleges, right, and they come back and the first thing they say is, "These people don't even know what diversity is because they talk like they do, but they've never lived in a place like Hayward where you walk outside at six o'clock and it's smells like every food from every country, you know, on your street." Hayward, it's a blue collar city. We don't come from privilege so there's just like this Grit if you will, this thick skin. This strength that I think we share across the board. We all know it because we live here."*



busy  
home  
family  
peaceful  
friendly  
safe  
community  
clean  
secure  
nice  
annoying  
good  
crowded  
comfort  
happy  
unsafe

## Interview Question #1

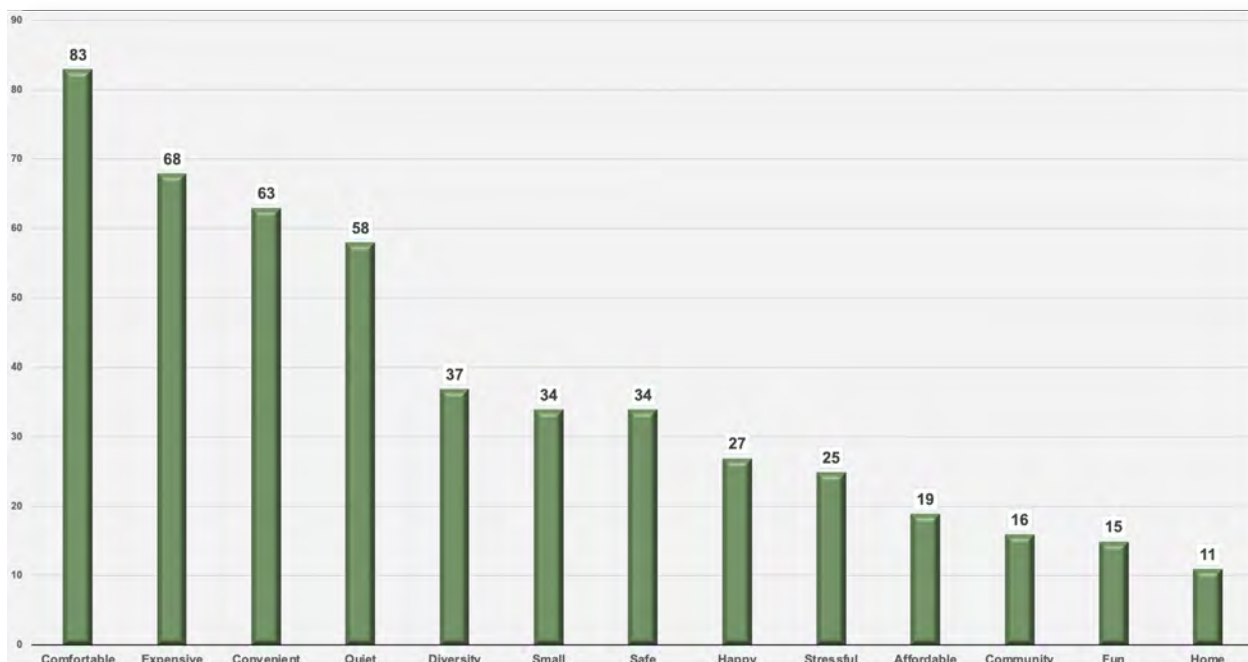
What are three words you would use to describe your current living situation? Please talk about why you chose each word.

diversity  
able  
blessed  
lively  
sensitive  
fortunate  
central  
pleasant  
affordable  
great  
accessible  
dangerous  
cramped  
ateful

## Observations: Three Words

- Community members use “Comfortable” to describe their living situation. Even in more challenging circumstances, community members who are worried about eviction or who live with multiple families or many people in the same domicile find Hayward to be comfortable. The factors that enabled interviewees to select this word include their proximity to family and friends, positive relationships with their neighbors, and the duration they’ve lived in Hayward.
- Community members are well aware of how Expensive it is to live in Hayward and the Bay Area. The cost of living prevents many interviewees from achieving their dream of owning a home. In some cases, residents are willing to burden the high cost of living for the comfort and convenience of living in Hayward. For other residents, Hayward is the most logical place to live for them because it is centrally located.
- One of the appeals of living in Hayward is how Convenient it is. Many community members enjoy living in Hayward because of the ease of access to other regions of the Bay Area especially for work. The slogan “Heart of the Bay” is a point of pride for community members. In addition, community members find Hayward to be “Convenient” because of the resources and amenities the city offers. Access to resources and amenities will be explored further in this report specifically in connection with segregation and privilege.
- Diversity is a topic that community members repeatedly discuss during their interviews. Diversity enables the community to feel safe and connected to one another. Interviewees repeatedly stated that they appreciate the expressions of Diversity in Hayward through the food, art, music, programs, etc.

Most common words used to describe what it's like to live in Hayward



## Residents Speak: Three Words

"**Comfortable** because we have a lot of help here and there are a lot of good resources for example with medical attention and Medicine here in Hayward I think it is very good so I feel comfortable here."  
Elvira/36-45/SFH

"I like where I live because of the friendly neighbors that I have met throughout the years. Everyone here has treated one another like family. This allows me to feel **comfortable** in my own home."  
Steve/36-45/SFH

"**Small and Expensive.** We live in a one bedroom apartment and could certainly use more space. **Expense** is what keeps us from being able to get more space. All of one bedroom apartments are the same cost. Even if you can find something that is lower, it's usually in an area that is either too far to commute or just has a myriad of other problems that doesn't make it cost effective."  
Caroline/36-45/Apt.

"**Convenience.** I feel like it's close to everything, as far as if you want to go somewhere. It's not too far."  
Andrea/26-35/SFH

"It's probably one of the most **diverse** cities in the United States. And that also makes it safe because people are bringing different heritages and people are learning and sharing about each other. And it requires cooperation to live together, otherwise it just wouldn't work."  
Jibrail/36-45/Apt.

"**Diverse**, which is why I really loved Hayward so much. I grew up with a lot of different cultures around and that's one thing I appreciate."  
Jerrika/36-45/SFH

"It's a very **safe** community because the local police force is good and a lot of them feel like the community. A lot of people have lived here for a generation or a long time. So it's a very tight knit community."  
Jibrail/36-45/Apt

"Home--since I lived in Hayward my whole life and I do consider it as the heart of the Bay due to how central everything is, which is why I have chosen to stay in Hayward."

Jerrika/36-45/SFH

## Residents Speak: Three Words

"Loud because it's around a lot of neighborhoods. Always firecrackers and fireworks going on and neighbors with loud music or fighting." Janet/26-35/Duplex

"Unruly: Loud music into the late hours of the night (while a pandemic is happening), illegal parking, excessive use of illegal fireworks, second-hand smoke coming into my home, lots of trash sitting on sidewalks and freeways, too much weirdness and thought-provoking characters around the FOODMAXX shopping center and the 7-11 across the street." Ignacio/46-55/Duplex

"I think it's **stable**. Again, the neighborhood is really good. Crime is low, I think where we are and so usually at night when I turn off the lights, I feel safe doing it. I think my living situation is pretty stable and the mortgage for us is not too too overwhelming." Peng/26-35/Condo

"It's definitely **small**. I live in a little apartment. I mean, it's Hayward. I'm not gonna find a whole bunch of mansions. But it's **cozy**. I'd say cozy is another word. Because even though it's small, I make it comfortable for myself." Liane/26-35/Apt.

"Boring, lovely, a work in progress."

Sofia/26-35/SFH

"Family. Family oriented is that one word?"

Cedy/36-45/SFH

"Crowded. We only have two bedrooms and we have two kids and my husband is working from home. So it's very crowded for all of us." Zhe/26-35/Condo

Word cloud of most frequently used words to describe living in Hayward





# Hayward Housing Project



## Interview Question #2

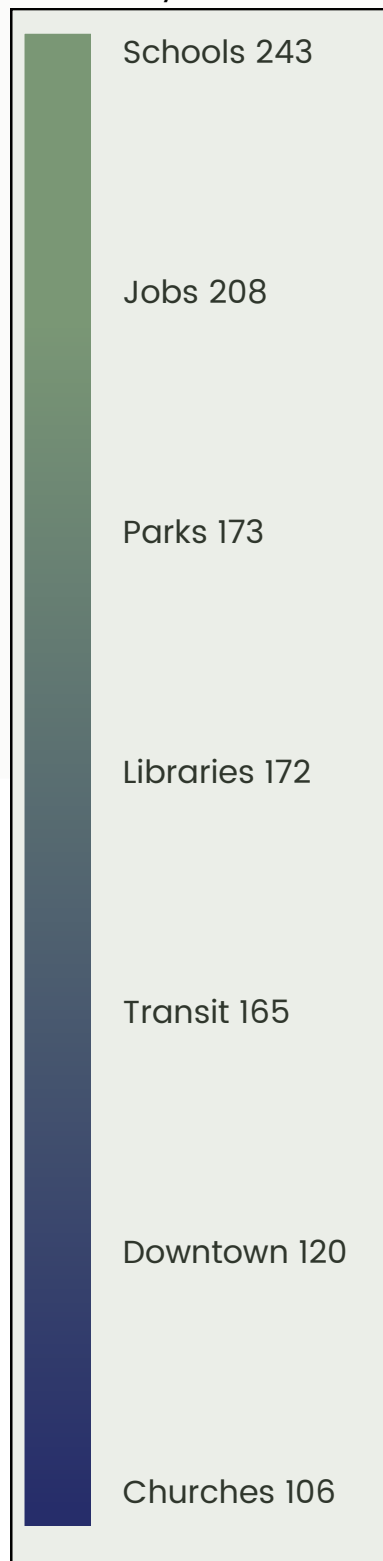
On a scale of 1-5, rank how important each of these assets in Hayward are to you.





# Ranking: Assets & Services

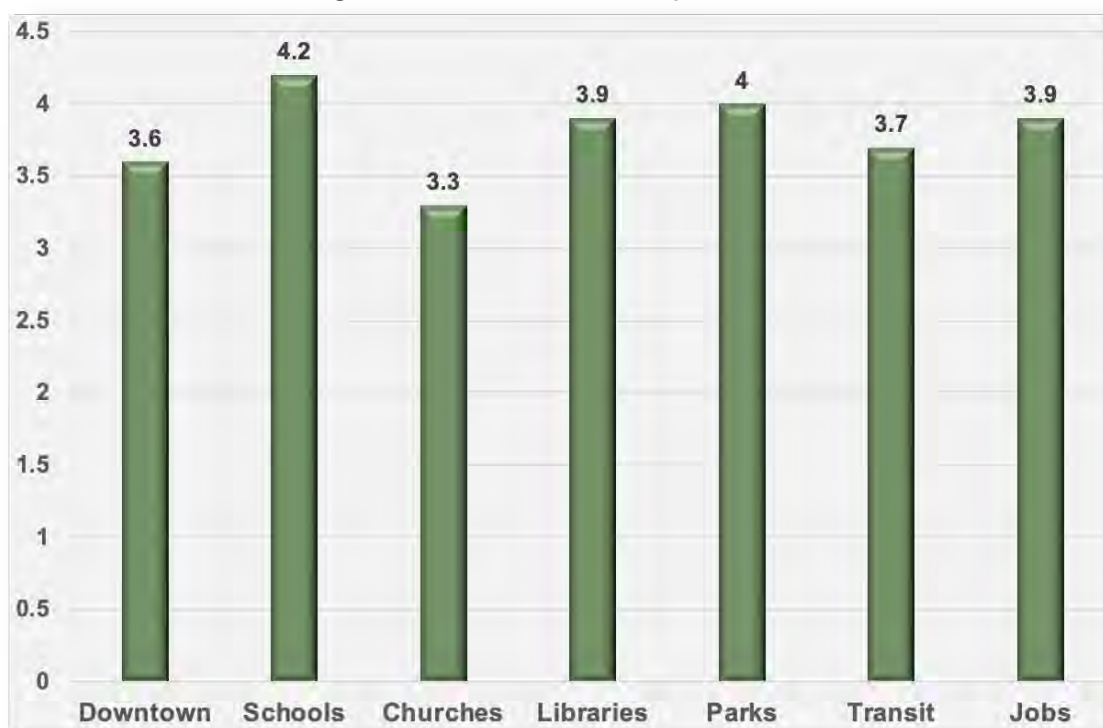
Ranked by total number of 5s



<http://tiny.cc/0d7suz>

*Click the link to explore community assets identified by Hayward residents*

Average combined score by asset





# Residents Speak: Schools

5

"5, because I have a teenager and education is very important to us. He goes to Hayward High, it's good other than the school's morale. He went to Bret Harte, also a good school and then he was really lucky enough to go to Stonebrae Elementary."

Sheila/46-55/Duplex

4

"Schools are a very important asset to Hayward, I would say 5. I also went to school in the Hayward elementary, middle and high school. And I've always thought that Hayward has a pretty good school district as far as ratings like nationally or you know, just California wise. It's not the best rated but growing up in Hayward and going through the schools, it's not a bad school system."

Reina/26-35/Apt.

"Education is everything. So I'm a firm believer that schools are definitely a vital asset to a community. And you know, schools are responsible for just carrying on the next generation of leaders. 5 for me for schools."

Rainier/26-35/SFH

3

"Honestly, I would have to say a 3. I'm neutral on schools. Moving here we didn't have children. And when we did have children, we knew the schools weren't the best so that's why we sent them to private school."

Susan/46-55/SFH

"The schools in Hayward I would also give a 3. Because the parents have to work a lot and can't dedicate too much time towards their children to support them in homework, projects, and take them to programs."

Anna/46-55/SFH

"For school I say around 2 or 3 because my kids don't go to the Hayward school district."

Grace/46-55/SFH

2

"The first school I went to was underfunded as hell and the second school they didn't give a shit about us. They are also underfunded. So basically they are broke, ghetto, no funding, no money. But then they decided to remake an entire elementary school for girls. What are six year olds gonna do with fucking Chromebooks?"

Alejandro/-25/Apt.

1



HaywardHigh School



# Residents Speak: Jobs

5

"I would give jobs a 5 in importance– they are incredibly important but from experience and currently working in Hayward I can say that they really aren't the best– so as important as they are they aren't good." Sofia/26-35/SFH

"Jobs - 4 but I think we need more jobs in Hayward there needs to be more jobs to help the community and especially more union jobs. Jobs that respect the worker and value the worker." Jose/46-55/SFH

4

"3 because most jobs are not in Hayward."

Caleb/26-35/SFH

"I guess better jobs or the higher paying jobs would be just outside of Hayward. But yeah, there are some good jobs here as well." Cedy/36-45/SFH

"Hayward is a great place to commute from to find work, but I don't know if it has the best employment opportunities itself." Stephanie/46-55/SFH

3

"I wouldn't recommend anyone looking for a high quality job to choose Hayward, because all the jobs here are usually minimum wage jobs that don't offer many benefits." Rayanne/26-35/SFH

"Jobs. I say 2 to 3. It does have some jobs, but I know most of those job are labor intensive. " Grace/46-55/SFH

"I do work part-time downtown, but I honestly like the people more than I like my job, so I think jobs is tied for second to last on my list." Grace/46-55/SFH

2

"I believe there should be more options to be in Hayward. I think the expansion of jobs also goes in hand in hand with education. I think there should be more job options to be offered in Hayward." Eduardo/-25/Apt.

1



High Tech Jobs in Hayward

## Residents Speak: Downtown

5

"Growing up in Hayward, it didn't used to look like the way it does today, where we have a new library and new restaurants. So downtown is now a source of entertainment for my friends and I so I'll rank that a 5." Kristi/26-35/Duplex

4

"Maybe it's a romantic notion, but I really like when there is a central area that a city has. The city is grounded to that and has a strong historical value, and is utilized and celebrated and used as a place for the community to essentially feel centralized to it and be together." Evan/26-35/SFH

3

"B Street is kind of the only realistic hang out. But it's a very small area. Still, I believe it's important because a lot of people go there to hang out with their friends after school. Get tea, grab a drink or get some food, watch the movies because that's the only movie theater nearby." Alex/-25/Apt.

"I really dont go often but when I do go down there I like the kind of ambience it has. It feels like a little hometown, kind of like Kansas. Feeling like Kentucky. Like a main street of America." John/36-45/SFH

"2.5 based on it being very small--there is a movie theater, a couple restaurants, cannabis clubs, a few bars, but there's a lot of sketchy people in that area as well. No parking, pretty dirty down as well and low lighting." Malcom/26-35/Apt.

2

"It's not important to me. Especially Hayward downtown. We live in South Hayward, kind of far from Hayward downtown. So we go there very rarely. Like once every 2 or 3 months. For shopping we usually go to Costco or Walmart, but Walmart is actually in Union City." Zhipan/36-45/Apt.

1

"Downtown is probably a 1 for me, I don't use it as an asset. If I am ever going out with people, I am willing to commute to nice places." Rayanne/26-35/SFH



Farmers Market on B St.

# Residents Speak: Parks

5

"Parks get a 5. I spend a lot of time at parks especially since I have one so close by. Having nice outdoor space makes my whole house feel bigger actually. You feel less trapped."  
Rayanne/26-35/SFH

"I love parks. I'm always studying at the park when I want to get out of my small, cramped apartment and annoying roommate. Sorry Ashley. I love having a park near me cuz it calms me down and eases my tensions."  
Maria/26-35/Apt.

4

"Parks--4, they are helpful to our community but I think they should be safer so people can feel more comfortable going by themselves. I also think they need more things like soccer fields since there is not a single one in Hayward which sucks. So they're super important but should be better."  
Ranier/26-35/SFH

3

"As for the parks, it's like they've been renovating a lot of parks. Before, a park wasn't as important but with COVID times I feel like kids need parks-- they can't even go out to see their friends in school. I think parks are vital. So definitely ranking them pretty high I reckon."  
Ranier/26-35/SFH

"I have kids, so parks are a necessity for me. We enjoy going to parks, especially during the summer. It's nice to get off the games and electronics to go out to get some air at the park."  
Lisa/36-45/SFH

"They are important but around here I would give them a low rating. Because a lot of homeless live in the parks. So you really can't comfortably go to the parks anymore."  
Ted/46-55/Duplex

2

"Parks are good, parks are important but the parks in Hayward would get a 1. They aren't important because they aren't good. There are no good parks, there are no places where kids can play sports and where I live there is no place for people to play soccer or something like that."  
Jose/46-55/SFH

1



Kennedy Park Train

# Residents Speak: Transit

5

"We definitely take public transit all the time. So I'm going to give that a 5, being able to go to the Amtrak station and in Hayward and going all the way to Sacramento or going all the way to San Jose on the Amtrak train. Also Bart is everywhere."  
Graciela/46-55/SFH

4

"I think it is very important because nowadays gas, it's expensive and all of that. So transit is rated a 5 since it saves on gas, which is expensive and you know, like in order to protect the environment and all that."  
Sandra/26-35/SFH

3

"It's essential for a lot of workers but also people who are commuting back and forth are using the AC Transit or the BART station. There's never a day where those are not used. And people rely on the transit to go to work, to see family, or to go home— so I would definitely rank that as a 5."  
Ranier/26-35/SFH

"Definitely a 5. I used a lot of transportation, public transportation while going to school in my early years of college. It's a huge necessity for a lot of people to get around town or get around different cities."  
Vanessa/26-35/Apt.

"Transit? A 4 because I think the transit in Hayward is pretty convenient for me. We live in an apartment very close to the south Hayward BART station and it's within walking distance. When we go to places we take Bart often."  
Zhipan/36-45/Apt.

"I would say a 3 for me, you know, we have multiple vehicles in the family. So we're not taking public transit. very regularly. We would take Bart occasionally maybe. It's important but not necessarily to us personally."  
Paul/36-45/SFH

2

"I haven't ridden public transportation in a long time but when I did ride, it was a little difficult because I stayed in the Hayward hills and in the Hayward hills there were only two buses that went up there."  
Andrea/26-35/SFH

"I sleep at a bus stop but can't actually take the bus. So it is not important."  
Michael/56+ /Homeless

1



The 99 bus

# Residents Speak: Libraries

5

"Oh of course libraries are a 5, even a 10 if I can. I have always loved the library and it is so important to me."  
Paige/-25/Apt.

"Libraries at a 5. Supporting education, having students being able to have access to books of different genres and ethnicities and different information, fiction, nonfiction, so that they can grow their minds and also have a place for a tutor center and students to come together."  
Mindy/36-45/Apt.

4

"Libraries are probably a 4 or a 5 in terms of accessibility, and I luckily live very close to both Hayward Public and Alameda County and Castro Valley, so it is important."  
Caroline/36-45/Apt.

"Like a 4. Libraries are super important because I pretty much raised my kids in libraries and storytime and going to bookstores all the time. I'm an author, so I live around libraries."  
Graciela/46-55/SFH

3

"They definitely increased the bar on that so I'd say a 3 or 4 because they built the new Hayward Library, which is super nice and there's a really good coffee place in it, which is cool, because it attracts people to the library."  
Sarah/26-35/Apt.

"Honestly, I would have to be a 3. I haven't gone to the new library only because of COVID but I found the downtown library a little lacking. The main library on Tennyson has a lack of parking so that was difficult."  
Susan/46-55/SFH

2

"I give Library a 1. We have everything on the internet. I just don't think the library is that important anymore."  
Victor/46-55/SFH

1

"Libraries I would say is a 1 because I don't really read books. I don't need to go there to use anything like printers so I would say a 1."  
Stephanie/-25/Duplex



The new Hayward Library



# Residents Speak: Churches

5

"I would give churches a 5. I think having the city enables churches to succeed and to carry out their mission is an important aspect of government in the sense that they should not be getting in the way."  
Stephen/56+/SFH

4

"I see churches in Hayward step up a lot when it comes to homelessness or dealing with our homeless population. Churches are a lot of the places that will feed the homeless, that will have clothes for the homeless and I do think that we have a lot of good Catholic churches."  
Reina/26-35/Apt.

3

"I'm a person of faith. So, for me, it's a part of my daily week. It's something I attend to most out of all of these options. So I think that that is just more important to me to have and have accessibility to where I live."  
Cassie/-25/SFH

"Church is where most of my relationships are built and community building activities originate. I spend most of my time there."  
Barb/46-55/SFH

2

"3, as a center for community and resources for people."  
Alexa/26-35/SFH

"I grew up in the church and I know that it's a staple of the community for many, but I also no longer attend so for myself I guess it's 3."  
Julia/-25/Apt.

"I'm about a 2 on that because I'm not very religious myself, but I understand how important it is to some people. And so I think if people find value in that, then that's important. It's just not really for me."  
Nick/-25/SFH

1

"I am Catholic so that explains churches."  
Vanessa/26-35/SFH

"I don't go to church. So like a 1."  
Mia/46-55/SFH



All Saints Church





7 assets and services that are important to Hayward residents



## Interview Question #3

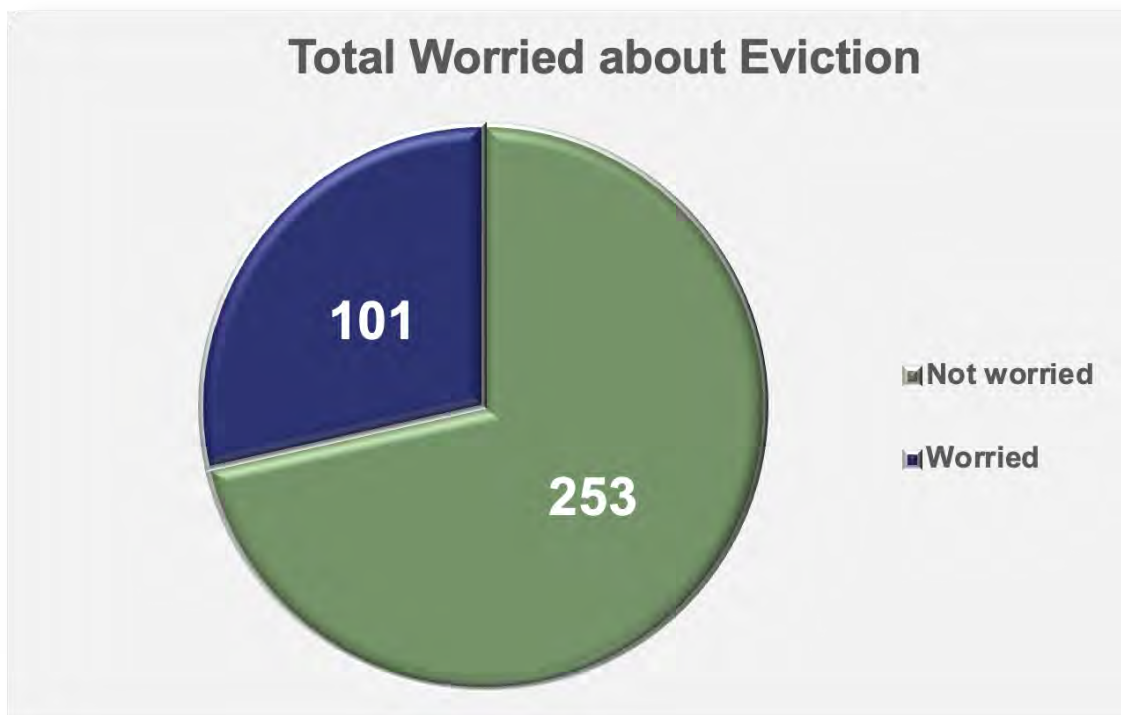
How much do you worry about being evicted or losing your living situation? Do you think your housing costs too much? Why or why not?

Housing on Dean Street, Hayward



## Observations: Eviction & Housing Costs

- 71 community members are well aware how costly it is to live in the Bay Area, and residents worry that this is because of forces that are well beyond their control, or even understanding.
- At least 28 community members are aware of their privilege of owning a house, not being worried about eviction or mortgage, or the security that comes with living with one's family. Words like "luckily," "fortunately," "thankfully," "grateful" were frequently used to describe this sentiment.
- 42 residents who do not actively fear eviction, expressed an undercurrent of unease about eviction and housing uncertainty. In some cases, this is coupled with a sense of gratefulness or relief that, at least for now, "it's not something I have to worry about" because they have a stable job.
- 38 community members said they do not worry about eviction because they are either highly educated, have "stable" jobs, or have deep generational roots in Hayward and do not have to pay for the house because it has been in the family for decades. In fact, 30 of these interviewees used the word "stable" to describe their circumstance.
- Although only 1 community member discussed Gentrification and seemed well versed in the concept, at least 16 residents discussed their concerns about the consequences of rising prices in the Bay Area and Hayward. These 16 residents discussed living pay check to pay check and that they are concerned that their current job does not pay enough to cover the costs of living in Hayward. This concern is echoed in the responses to question #9 about high-quality jobs.



## Residents Speak: Eviction & Housing Costs

"I worry pretty much every month because there's no control what the city controls in rent with the living situation and the inflation in the city." Sal/36-45/SFH

"Something unexpected happens and there goes their living situation -- they'll get kicked out or you end up in a shelter. I know a lot of people that live in shelters and they say that they rather sleep on park benches or bus stops than live in a shelter. Because of the dangerous situations in them." Sal/36-45/SFH

"Although I have not feared eviction in my current home, with gentrification and rent being raised on a regular basis, there is a struggle to maintain where we live." Julia/'-25/Apt

"My family lost our previous home in Hayward during the recession in 2008 and we got the apartment we live in now a few months later as a temporary living situation. However, the increasing cost in housing makes it stressful to maintain our living situation, let alone find a better one." Julia/'-25/Apt

"I have experienced losing a living situation, but I don't worry about it too much anymore. The bay is very expensive. This is my family's first time in a house instead of an apartment, this is the place I hope to keep the most." Barb/46-55/SFH

"I'm lucky enough to own a house and so I'm not concerned about that, but I just know that it's like so front and center for a lot of people. So it feels like that's a tension that a lot of people in my community and friends have to live with."

Stephanie/46-55/SFH

## Residents Speak: Eviction & Housing Costs

"I worry very much. The housing prices have only gone up. Therefore mortgage prices are only going up. It's so uncomfortable how much we pay."

Catherine/36-45/SFH

"I worry about being evicted because it was really hard for me to find a job that was hiring with a good amount of pay. Housing costs too much for me and I hope that it can go down because I have a family to support."

Michelle/46-55/SFH

"I worry every day about this. House prices are literally insane. That's why I'm renting an apartment, but apartment rent is still crazy expensive. I barely make enough to cover rent, so I had to get a roommate, or else I can forget about eating food."

Maria/26-35/Apt.

"I do think that the housing cost is for sure too much. Um, especially since a lot of people in Hayward have trouble affording, even living in Hayward. You need a good job to really afford it. That's why most people have to get like a room to rent or live with family."

Caleb/26-35/SFH

"I'm worried because there are some people not making enough live in Hayward, because the cost of an apartment is like from \$1700 and above. So I think they need to put a law to prevent rent increases in apartments so people can survive in this community."

Sil/36-45/Condo

"Although I have not feared eviction in my current home, with gentrification and rent being raised on a regular basis, there is a struggle to maintain where we live. My family lost our previous home in Hayward during the recession in 2008 and we got the apartment we live in now a few months later as a temporary living situation. However, the increasing cost in housing makes it stressful to maintain our living situation, let alone find a better one."

Julia/-25/Apt



## Excerpts: Student Essays

### Eviction concerns

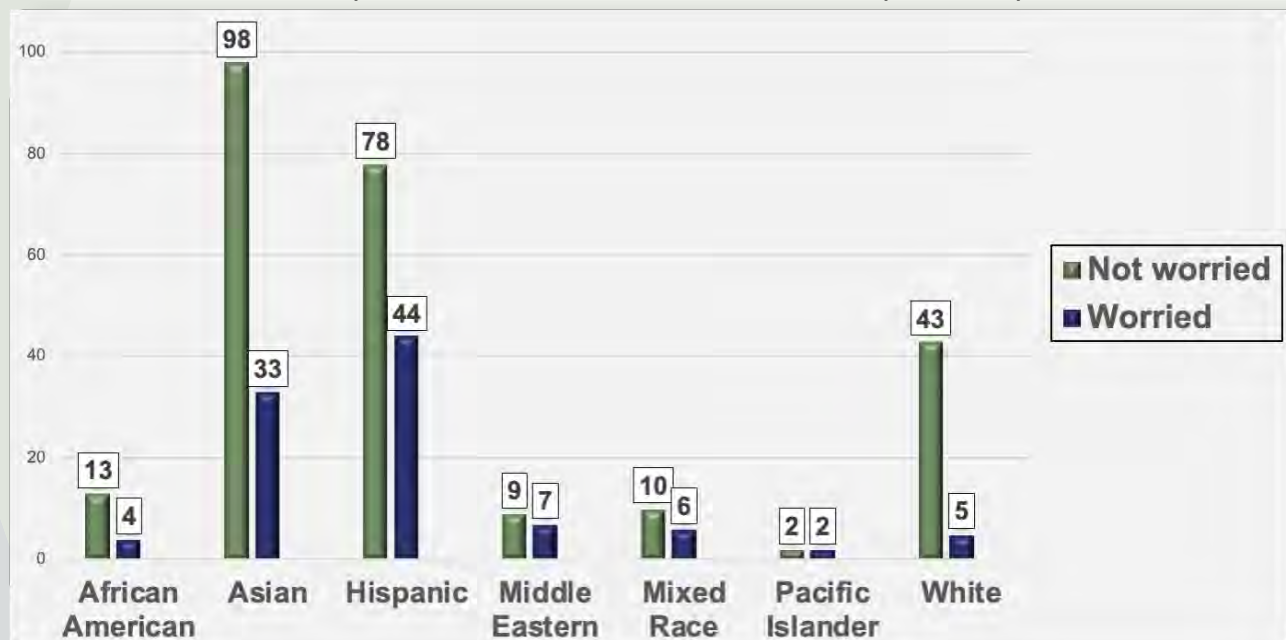
Eviction is a growing fear, and it's completely understandable why so many fear eviction like what Carlos mentioned. With skyrocketing prices everywhere, I can imagine how many people and families worry about getting kicked out of their homes, a fear that many experience.

Maribel goes on to say when talking about her housing costs, "It's not too expensive; we actually purchased before house prices skyrocketed, so we got lucky." Maribel, like many other homeowners who bought their homes before the Bay Area housing market drastically increased, definitely dodged a bullet. People like Maribel and Carlos are very fortunate, and due to their stable jobs, living situations, and overall luck, eviction isn't at the forefront of their minds. However, this isn't the case for everyone, and countless people fear being evicted.

Eviction can happen to anyone, even to people that seem to have it all together. Numerous people are not forcibly evicted but are experiencing "soft evictions" where landlords pressure renters to move. According to The Urban Displacement Project and their film "Pushed out: Displacement today and lasting impacts," soft evictions by landlords are done by "Engaging in harassment, cutting off utilities, removing parking, ignoring requests, or failing to address other substandard conditions that threaten the health and safety of tenants." All these issues may lead to renters moving because of the unlivable conditions, which is quite a stressful situation that no one should experience.



Community members worried about eviction by ethnicity



# Excerpts: Student Essays

## Gentrification

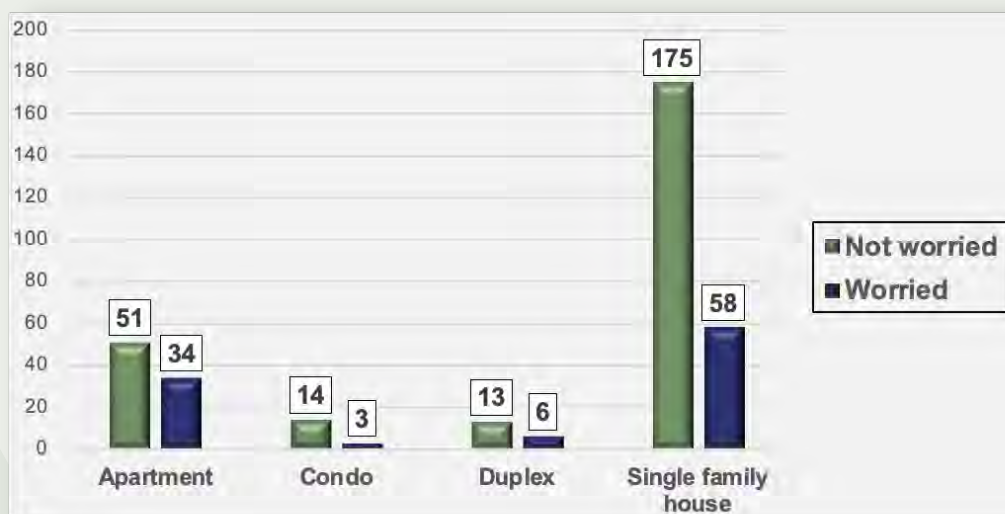
Nearly 40% of low-income households are at risk of displacement. This leads low-income homeowners in the Bay Area with only two choices: pay the increasing housing costs or move out of their homes. This is extremely upsetting for low-income homeowners who call the Bay Area home, because it puts them at risk of not only losing their homes but possibly losing the opportunity to live in the Bay Area because gentrification affects the Bay Area as a whole.

It's honestly really sad how the average low-income family can barely afford living in an apartment in the Bay Area; this is what results in large families being in homes or apartments that are too small and crowded to be comfortable. A common situation for low-income families in the Bay Area is a family of 4 living in a one bedroom apartment and that in itself is an unfair situation to be in just because housing costs too much.

## High cost of housing – residents moving out of the city

I had an aunt move out of Hayward not long ago because housing was so incredibly expensive and she plans to move out of California for good soon. I understand that housing is expensive but people should at least be getting what they are paying for. Lucy, who has lived in Hayward for most of her adult life, said, "I am paying a lot for where I live because the place I live in has deteriorated and it needs a lot of work to be done. Almost everything needs some work on doors, walls and things are cracked and doors don't close."

Community members worried about eviction by living situation



## Excerpts: Student Essays

### Support from the city

A reasonable number of residents have the necessary resources to maintain their homes, as is the case of Juan. Juan expresses, "Right now I'm grateful for something that I don't worry about at all. You know, I have a stable job and I pay the rent on time." Juan is a family man with three children, and his wife works part-time. Perhaps Juan does not have enough income to afford a life full of luxuries, but he recognizes that he has enough with the income he earns to cover his basic needs and those of his family. Like Juan, that is the state many residents find themselves.



Needles in the Haystack art show, 2018

Due to all the misfortune that residents go through due to lack of income and the concern of being evicted, the Hayward City Council voted to fund rent support to help tenants avoid eviction. According to the article, "Hayward Extends Eviction Moratorium," by Peter Hegarty, he states that, "Hayward has provided 459 grants — up to \$2,500 each — to residential tenants to help people pay their rents, according to the city. The city has committed \$745,000 and anticipates providing an additional 260 grants."

### Community members worried about eviction by years living in the city







## Further Exploration: Eviction & Housing Costs

How do interviewees' deep generational roots in the city impact their anxieties about being evicted or feeling like they need to leave the Hayward for cheaper housing?



Palma Ceia Fest, 2019

Only a few residents were aware of Hayward's role in housing. How might the city reach MORE residents with news about programs or strategies to alleviate housing problems?

What strategies and tactics do residents employ to combat high housing costs? How can the city support or learn from these strategies, and pass them on to other residents?

How much stress (or even trauma) is caused by living day in/day out in an area with such high housing costs? Are there resources to address this?



## Interview Question #4

What is your experience with individuals facing homelessness in Hayward?

Needles in the Haystack Art Show, 2018

## Observations: Homelessness

- 264 community members see homelessness on a daily basis. They see homeless people mostly in downtown, South Hayward, and near bridges, freeways, BART stations, and libraries.
- 76 residents believe that homelessness has gotten worse. That said, residents often say that they do not really have any contact with the homeless, nor do residents have an accurate accounting of the problem. It seems to be left at “it’s getting worse” or “the homeless are everywhere now.” This expression was also stated in the responses to question #2 specifically about downtown Hayward, parks, and libraries.
- 20 residents blame the pandemic for the rise in homelessness.
- One of the main themes that courses through this project is that Hayward is in some ways a “Tale of 2 cities”—rich and poor, white and not white, Hills and Flats.... This 2 cities paradigm plays out in the homeless issues as well: some residents say they simply do not see homelessness, in large part because of where they live. Other residents who DO see homelessness all around, express a sneaking suspicion that some areas of Hayward simply do not have the problem.
- 26 residents express fear or trepidation about the homeless, and say they actively avoid areas where homeless individuals congregate. Residents have some resentment about having to do this. It is most often the case that single women or mothers adopt this strategy.
- A free floating empathy hovers around this issue. Over 70 residents say that they wish they could do something, but don’t know what to do or are afraid about helping them. These same residents want the city to do more to support the homeless.



<https://vimeo.com/264712427>

*Scan the QR code or click the link to watch a short film created by former Chabot student Emmanuel Ledbetter as he spends an evening with members of Street Ministry delivering care packages to homeless people in Hayward. This film was created for the Tennyson Thrives Initiative.*

## Residents Speak: Homelessness

"These buildings have been lying empty for years. Why not make them into studio apartments and take in the homeless. Let them get on their feet and then they can move forward. Life is about helping people. It's not about as long as I'm okay, I don't care about anybody else. That's a cruel society."

Rachael/56+/SFH

"They are the only ones who know their situation; they are the only ones who know how they got there. Many times they are born into situations like that or they have addiction problems, which make their lives very difficult. I respect them and I help them when I can."

Elvira/46-55/SFH

"I was at a store with my sister and a man came up to me asking me just for a simple quarter. I didn't even have a quarter to give him. And he actually took out a dollar he had in his pocket and wanted to give it to me. Here he was asking me for a quarter because he needed money and saw that I didn't even have that so he wanted to help me. If I am being honest I wanted to cry because as much as he was struggling he thought I needed more help than him."

Elvira/46-55/SF

"I have worked with students and adults who have been housing insecure and have been relocating into another places such as Stockton, Tracy or the Central Valley because it is more affordable."

Robin/46-55/SFH

"I feel very privileged to have housing and to be able to work a job that pays more than low wages. I've been trying to find ways to like donate or just like teach myself about casual disparities."

Stacy/26-35/Apt.

"A lot of my friends and family have come on the verge of facing homelessness. Of course, I've lent a hand and let them stay with us until they get back on their feet. It hurts to see. It's awful."

Aadhya/26-35/SFH

"They are still very good people even though they are going through difficult situations."

Elvira/46-55/SFH

## Residents Speak: Homelessness

"I see homelesses around Hayward to be honest. Sometimes, around the bus stops. It's concerning honestly. It hurts to see their tents and how the rising living cost is not helping at all. They are all great people though. I have talked to a few and they are fun people to talk to. I wish I could do more to help." Raveena/26-35/SFH

"Well that was almost me so I feel for them a lot. Its tough out here trying to make enough money to live. I've lived in Hayward my whole life so to move somewhere less expensive is not really an option so I feel trapped as I'm sure a lot of those people do as well. Once you add drugs and mental illness you can forget about even trying to find a decent place to live." John/56+/Apt.

"I think it's ridiculous you know because people are losing their homes but they still have a job--usually you would think if they have a steady income they could pay their rent." Joel/26-35/SFH

"It's just kind of a part of life. As terrible as it sounds, I have become desensitized to it. I feel like society makes it hard for us to see these people as people we need to help and not just walk by. It's something I am working on." Kristian/26-35/SFH

"She told me the reason why she decided to live in her car was because the rents were expensive. She wanted to save her money." Silvester/36-45/Apt.

"I went to Chabot College and I had a lot of friends that struggled while they were trying to go to school and working and trying to move out. And so I did have a couple people who slept in their car." Sarah/26-35/Apt.

"It is more visual than anything else, and I see that as reducing the usability of these parks because of those issues." Bob/56+/SFH

"There's definitely a divide in Hayward where a lot of homeless people are and where they aren't."

Caleb/26-35/SFH



## Excerpts: Student Essays

### Increase in homelessness

There is an increasing number of people experiencing homelessness, not only in Hayward but the Bay Area as a whole. Michelle mentioned, "I see the homelessness just growing more and more." As she commutes from Hayward to work, Michelle consistently sees people who are homeless. This is during a year in which the pandemic was at its peak and a recession occurred, thus the housing crisis has become even more of an issue in the Bay Area, causing an increase in homelessness. A large part of these issues come from the housing crisis, homes that are unaffordable and scarce. In the article "Bay Area Homelessness: New Urgency, New Solutions," it was strongly stated, "The Bay Area's high rate of homelessness is inextricably tied to its housing shortage."

"There's a lot of homeless here and I think it's so sad. This is with buildings lying empty. There's one that I saw today. I think it's called the Plaza Center. And on Foothill Boulevard they're offering office retail space that could be made into apartments to help the homeless."

Rachael/56+/SFH




Tiny Houses

Manuel states that you see homeless people almost everywhere now, on the streets, with their shopping carts, in parking lots, and so on. It is evident that Hayward has an increasing homeless epidemic which seems to be growing as the pandemic continues. You go out in the streets of Hayward, and you will see homeless people almost everywhere. Alicia, 39, a Hayward native, has not had any firsthand experience with homelessness but has noticed an increase in recent years. Alicia states, "I have seen an increase of homelessness in the last couple of years, especially now that you know the pandemic hit." She even goes on to say she's starting to see homelessness in her neighborhood as of recently, which she's never seen up until now.



## Excerpts: Student Essays

### Fear of homelessness




Many homeless people have mental illness, and alcohol and drugs addictions compound this and that keep them living on the streets. This problem generates concern and affects the communities, because the daily life of residents is interrupted by the constant encounter of homeless people in different parts of the public thoroughfare. Janet comments, "Since the pandemic, there has been an increase of homeless individuals especially near our libraries." Janet is a single mother of two who lives with her mom in south Hayward. She works long hours, and when she has days off, she likes to take her children to the library near her home, but the increase in homeless people seeking shelter around the library causes Janet to worry and fear that someone might attack her or her children. This same situation can be observed in shopping centers, gas stations, and fast-food places where homeless people settle temporarily or consume drugs.

"Terrible, so scary. Especially, when the homeless like follow me, I tried to get out of their ways or I tried to stay away from them but they kept following or they got close to me-- it made me so nervous."

Jesky/36-45/SFH



This shows how even parks, a place made for the community and families, have a large homeless population in them. The Weekes library in Hayward is currently open but many may say that the homeless population there still remains so the library feels off limits for citizens. Despite most homeless not being major causes of issues, many people still may look down on the location and feel as if their safety is being compromised. It also has a lot to do with cleanliness.



"I know that the homeless people of Hayward need a lot of help so that they can get out of the situation that they are in. But as much as we want to help, people are a bit afraid to help and I am afraid to help."

Lucy/36-45/SFH

## Excerpts: Student Essays

### Experience with homelessness

Ethan, a Hayward resident who was actually formerly homeless, understands the struggles and the difficulties one may face to get out of the situation. Ethan said, "I have to take public transport to get to my work so I take Bart and so I see homeless people quite often; and I just wish there were a few more services available for the homeless people in Hayward, especially coming from personal experience definitely with credit because some people have no history of credit and for them to be building up their credit from nothing is extremely hard and for them to, you know, get an apartment, get housing - it's extremely difficult."

I think Maria's view is that, even though the number is not as big as other cities, the homeless are congregating in the poorest and/or most abandoned zones of Hayward. Perhaps that is why some people with above average income think that the number of homeless in Hayward is low, because they actually never visit the worst parts of their city.

"I have been on my own since I was 12 years old and homeless since 2007 due to a reverse mortgage."

Michael/56+ /Homeless

I have not been in this situation but you know I can only imagine it's tough being in that situation. And I feel for them but do you know if there's any government assistance that they can get?

I am all for some of our tax money going towards that to support that. I wish there's more that we can do, that the city can do."

Catherine/36-45/SFH

"I'm at the risk of being homeless."

Jeff/-25/SFH



## Further Exploration: Homelessness

The fear that women have around interacting with the homeless is real, but is often ignored. Women are expected to just “deal with it.” How can their fears be allayed?

How can the city or other organizations tap into, and leverage, the generalized empathy that many residents have for the homeless problem?

The typical Hayward resident does not have a clear understanding of the scope of the problem. How can the city share a more true and complete and accurate accounting of the issue with residents?



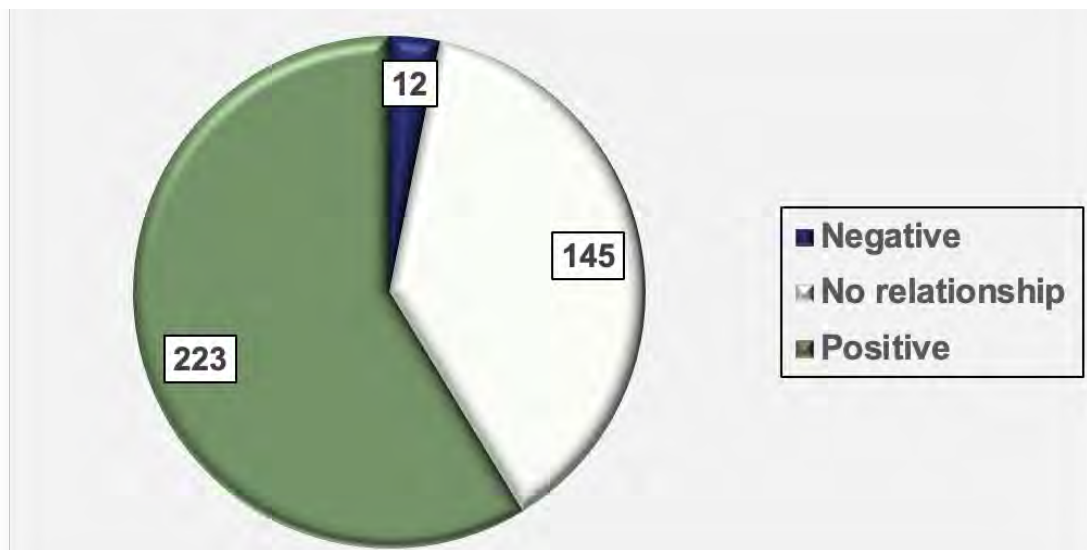
Talk in detail about your relationship with your neighbors.

# Smoothie Sundays, 2019

## Observations: Neighbor Relations

- A common feature of a positive relationship with one's neighbor is Reliability. 69 community members felt like they could rely on their neighbors for borrowing tools, asking for help, keeping watch over their house or pets, picking up packages from their porch, sharing food, etc. 7 of the 69 interviewees said they could rely on their neighbors even though they indicated that they do not have a close relationship with them.
- There are varying degrees of how community members explained what constitutes a positive relationship with neighbors. For some, a positive relationship might be simply waving to one another. For others it means having long conversations or feeling comfortable enough to ask to borrow a tool. Other positive relationships were depicted as enjoying meals together, sharing food, spending holidays together, etc.
- 4 community members shared stories of how they have been discriminated against by their neighbors.
- 4 interviewees discussed the importance of shared community assets when it comes to building community and fostering positive neighbor relations. These assets include churches, fully programmed recreational areas like parks, community sports leagues, etc.
- Only 12 residents--3%--used the word "community" to describe their relationship with neighbors.

Community members' relationships to their neighbors







## Observations: Neighbor Relations

- 25 community members seem lonely. They yearn to really connect with neighbors, celebrate special occasions, and act as a community. We have seen this phenomenon repeatedly in the 5 years we have been investigating Hayward.
- 13 residents express awareness of, and pride in, how truly diverse Hayward is. Residents see diversity as a real strength, even if they don't tap into it as often as they might like.
- The topic of Crime was brought up by over 17 residents in response to this question, which is interesting, given that the question made no specific reference to the topic. Some residents hinted at their neighbors being the perpetrators of crime. Some residents brought up Crime in this question for the rather obvious reason that when Crime happens TO them, it usually happens in their neighborhood.
- 22 Community members expressed a lot of nostalgia about how their relationships with their neighbors used to be. There were many stories of community members sharing interactions they had with old neighbors before they moved as well as the changes they've noticed in their neighborhoods and Hayward at large. They had deep and long ties with those neighbors. But sometimes with their new neighbors, they don't have that close relationship. This sentiment is a trend throughout all 400 interviews.
- 38 Community members are also okay with not having a deep bond with their neighbors. They like to "keep to themselves" and appreciate how "quiet" their neighborhoods are.
- Many community members discussed reasons why it's difficult developing a close relationship with their neighbors. These reasons include not speaking the same language, age gaps, never being home, COVID (11), being new to the area, being too busy (31) implying that if they didn't have to work so much, they could have time to develop relationships with neighbors.

## Residents Speak: Neighbor Relations

"We're close to our next door neighbors. When our kids were younger, they would go out and play with them and it's a little small gated area so we felt comfortable talking with them and everything but you know everybody kind of keeps to their own."  
Mindy/36-45/Triplex

"We're definitely not close with our street neighbors, which was different from when I was growing up where the neighbors were pretty friendly. But over the years I noticed that a lot of people kind of keep to themselves and you know, it's kind of sad. I miss the closeness that used to be."  
Mindy/36-45/Triplex

"So when I was younger, I used to have a very, very close relationship with my neighbors and we used to get along very well, all of us. But as we got older, conflicts arise. And we aren't necessarily close anymore."  
Mia/-25/SFH

"Our families were very close knit. We'd have dinner together every once in a while. It was kind of like a family. They'll give each other a hand."  
Mia/-25/SFH

"We keep to ourselves because we had an incident several years ago and now we just ignore each other. I try not even to go outside if they are out there. It's a shame but it's better than fighting with them all the time."  
John/56+/Apt.

"I would say I don't have a tight relationship with any of my neighbors--when I see you I say hi or I smile, and that's about it. With my neighbors I do notice that there's a lot of turn around in my apartments. I've been in this apartment since early 2020. And I've had two new neighbors in that timeframe."  
Raina/26-35/Apt.

"I would like it to be more tight knit. When I grew up in apartments it was tight knit, our families all knew each other because they all had kids and they all played with each other outside."

Raina/26-35/Apt.

## Residents Speak: Neighbor Relations

"I can't tell you anything because we don't really talk. I'm 43 my neighbor is 80. We don't have any conversation, just different age gaps." John/36-45/SFH

"Don't have any relationship, I like my privacy." Melanie/46-55/SFH

"I'm never home. I don't even know who they are." Jeff/-25/SFH

"The gentrification pieces, just like you grew up in, in a neighborhood where it's all like brown and black folk, right? Like Asian folks living in our communities too, especially Filipino folks. And then like, growing up, it's just we all have very similar values that as the place gentrified like you get people with different values coming in. And it's not always super easy to like, align with them. So there's those pieces too but yeah, it's a mix of reasons." Alvaro/26-35/SFH

"My neighbor is my enemy. I have a big tree in front of my house. When the leaves fall, they fall on her house. So she swept the leaves and put them in a bag and put it in front of my door. She said cut your tree and we won't have a problem in the neighborhood." Kinda/56+/SFH

"My relationship with my neighbor is really bad, I hate them. They are rude and I think they don't like Asian people. Before I came to this house. So in the street parking lot, literally everyone can park there, but he said to me only his car can park there. He said he will get a gun and kill my family if you park there one more time. They are very rude and they see we are Asian people. They yelling very bad things at us like go back to your country." Nancy/26-35/SFH

"When I first came to this neighborhood, first couple weeks I came here, when I walk around, there was one white woman, so I said hello to her. She just replied 'get out of here, go back to your country'." Jesky/36-45/SFH

"It's really hard living in an apartment and having neighbors."

## Excerpts: Student Essays

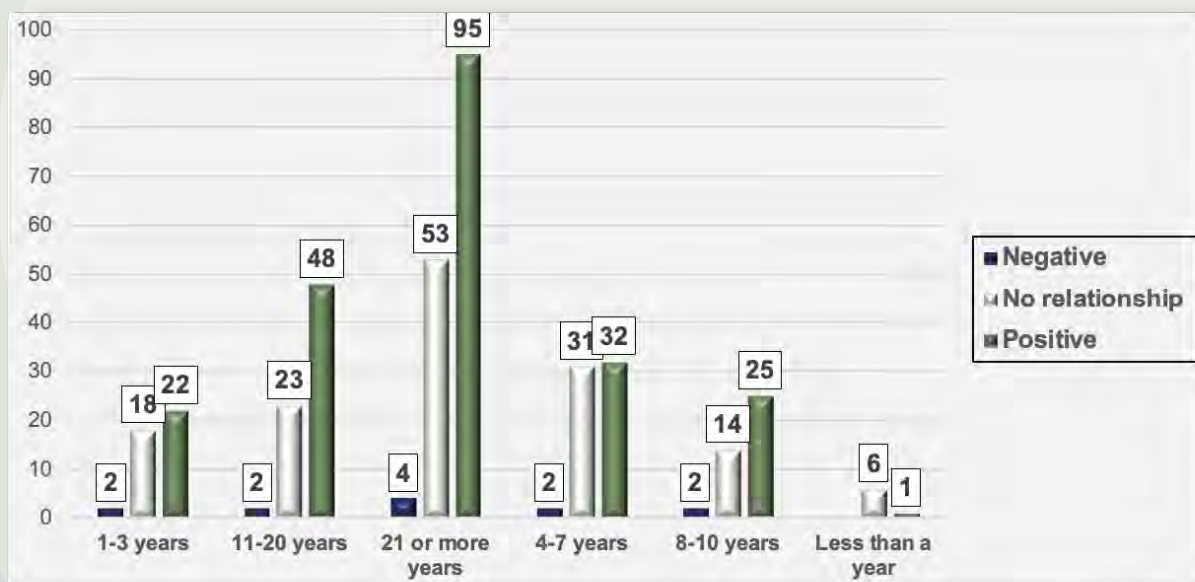
### Neighbors supporting one another

I think it's one of the most refreshing parts of Hayward, people love the other people here and we all get along here. Like in the case of Lucy, who says, "For me as someone who is far away from my blood relatives and no blood related family members, I have a lot of people here who have become part of my family just from being around them for so long and becoming very close."

Having lived in Hayward my whole life, I can attest that I have never had an experience where my neighbor was an absolute nightmare or where they made my life incredibly difficult. Now to be quite honest I used to think that maybe I was just lucky with getting nice friendly neighbors and not having to deal with backwards people, but after all of this time I'm starting to think that maybe this is just the quality of the people in Hayward.

It is fascinating to see how people can count on others when they have a problem. Every community should strive to have a relationship like most of the citizens of Hayward. As a supporter of this idea, Patrick mentioned that he does not have a close direct relationship with his neighbors (above all because of Covid), but they keep each other informed through social media. He pointed out that "a lot of it (relationship with the neighbors) is done through online social media, social platforms like NextDoor, where you are able to communicate a little more with neighbors." The Covid era has made us more isolated. However, thanks to social media, people have not forgotten to help those around them. Even in these dark times, people should not forget that they need others in order to survive.

Interviewees' relationships with neighbors by years living in Hayward





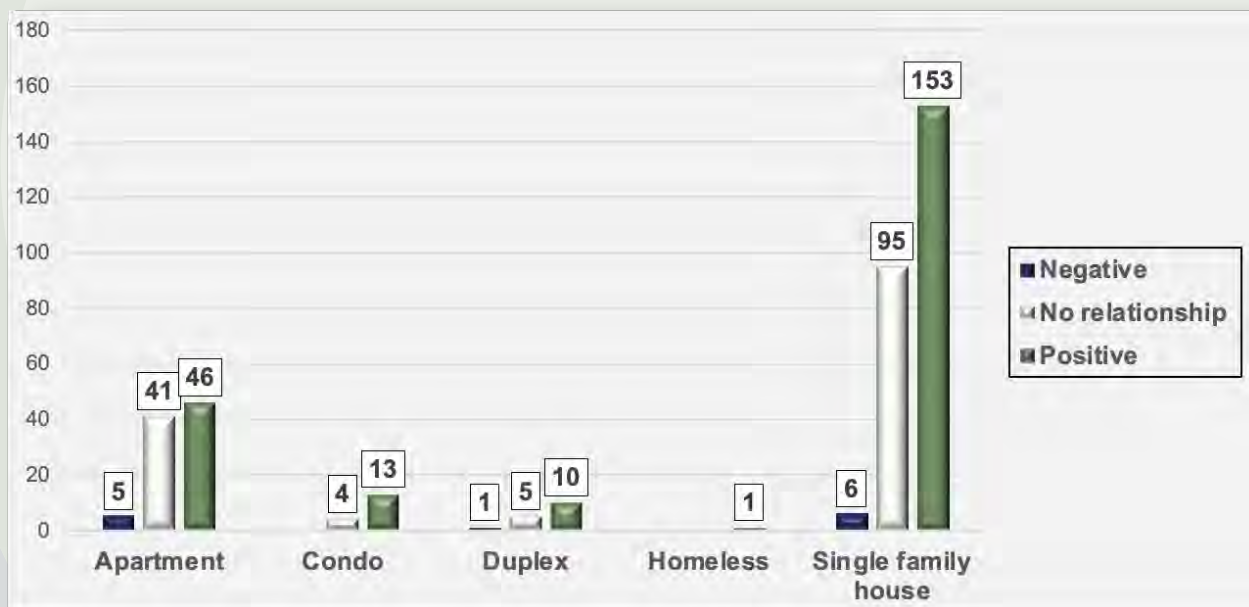
## Excerpts: Student Essays

### Hayward's Diversity

An additional benefit of living in Hayward can be the diversity of ethnicities, age, gender, and sexuality. When looking for homes, having diversity in a community can be important, especially for people of color and people who are a part of the LGBTQIA+ community. A city with a lot of diversity in all different areas can be important when finding a home or a place to rent. This allows landlords to be exposed to people of different ethnicities, ages, gender, and sexuality, decreasing chances of potential discrimination towards the vast amount of people who are trying to find places to live. Because of the diversity of Hayward, residents of Hayward may not feel that they were discriminated against. As Alina said, "Ethnicity wise, I don't feel like I've ever been discriminated against when it comes to finding housing."

To be discriminated against in any way needs to be brought to awareness at all times. Luckily, the city of Hayward does provide resources on their online website to help file against those who discriminated against or harassed an individual. On their Hayward website, they give a resource, "Fair Housing: If you believe you have experienced illegal housing discrimination or harassment, you can explore filing a complaint with the California Department of Fair Employment and Housing at (800) 884-1684". As a way to support residents of Hayward, the city provides resources that can help bring individuals justice and further prevent others from going through similar cases. It can ensure that the city can provide some form of resource, but sometimes a phone number is not enough. Constant awareness against all types of discrimination needs to be spread across Hayward, the state, and the country.

Interviewees' relationships with neighbors by living situation

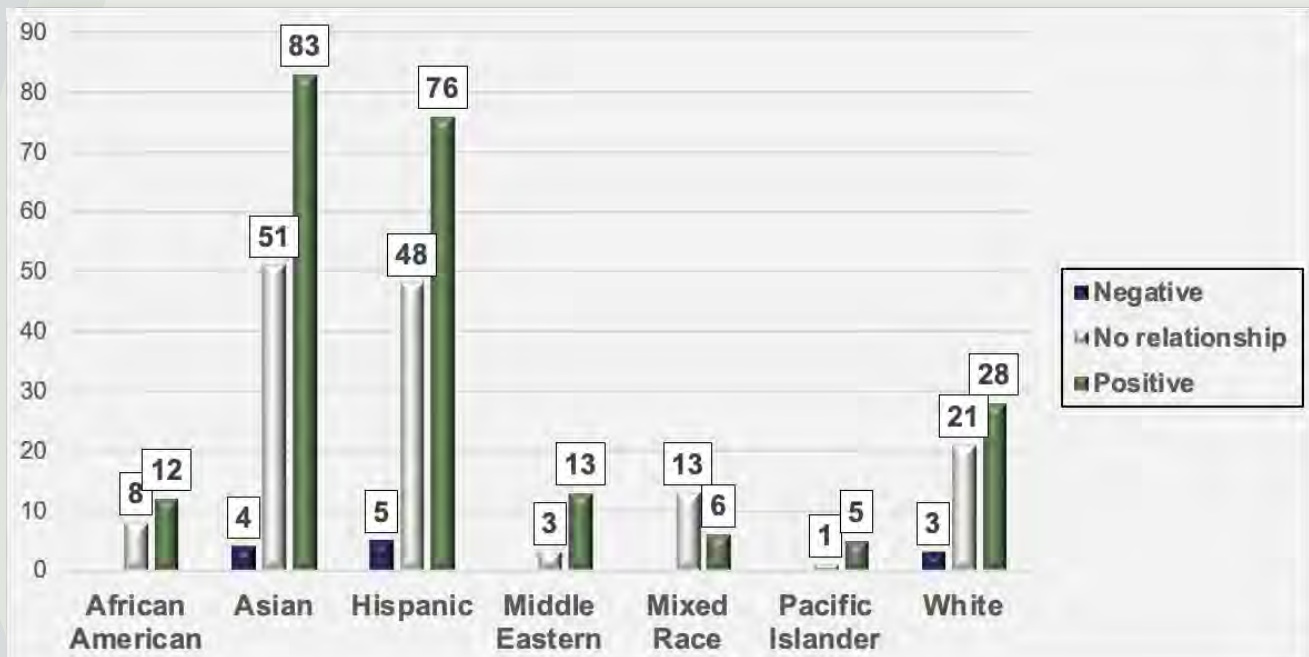


## Excerpts: Student Essays

### Neighborhoods strengthened by Diversity

Diversity in a neighborhood is very important because it provides opportunities for exposure to different ethnicities and cultures, allowing fair-mindedness, diverse networks, and settings, and open-mindedness. To have these positive effects of diversity in a neighborhood will create a sense of community. This sense of community among neighbors can ensure a safe environment for everyone. As Stacy mentioned, "Despite the language barriers--because it was a pretty diverse neighborhood--my mother will go out of her way to let our neighbor know what she was cooking smells amazing!" Creating a safe and welcoming environment benefitted Stacy's mom because she was able to form a relationship with their neighbor while exchanging recipes.

Interviewees' relationships with neighbors by ethnicity

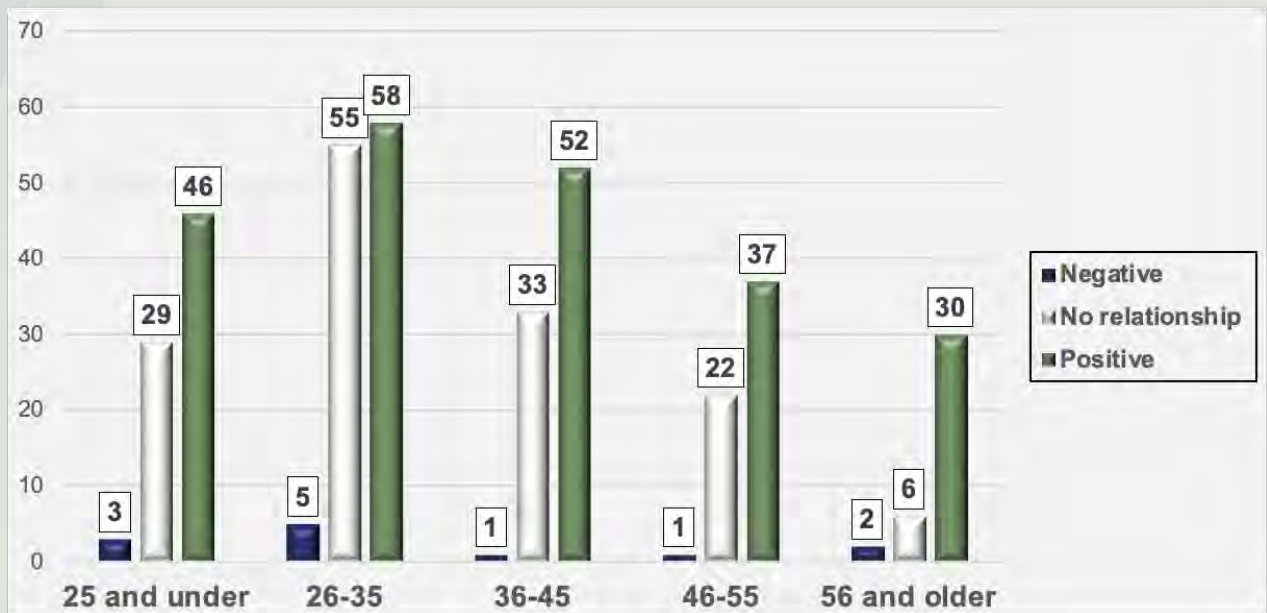


## Excerpts: Student Essays

### Neighbor problems

Maribel has an interesting relationship with one specific person living in her neighborhood. She says she has one neighbor that's not so pleasant and constantly calls the police and city on her and her family. One example she can name is, "She called the police because my dad had parked right in front of her house and he was like, two inches from the red part of the curb. And the police, of course, had to come, and they were really annoyed."

Interviewees' relationships with neighbors by age





## Excerpts: Student Essays

### Crime in neighborhoods

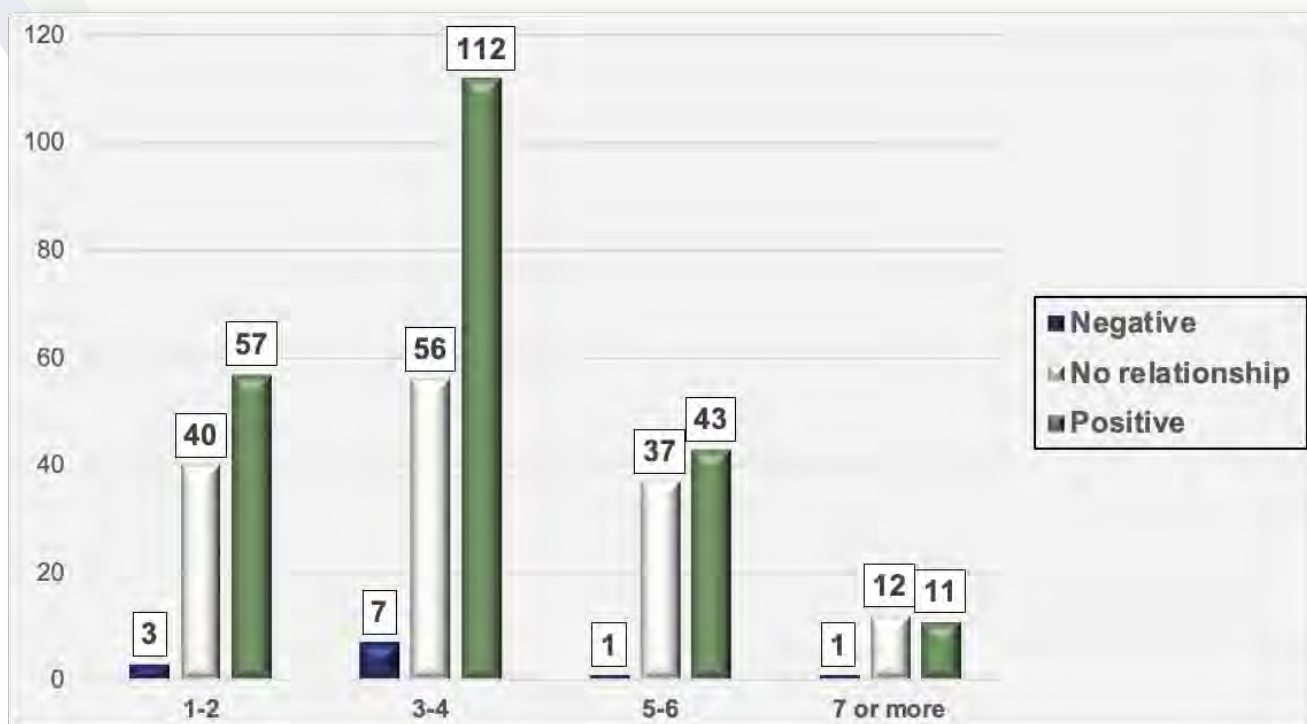
Just as there are people who live happily, enjoy, and are part of the community, there are also people who live in fear of the high crime rates within the city of Hayward. In the words of Kathleen, who has lived in the Cherryland area for 16 years, "It's scary to go to the store, Target, 7-11, etc. I never want to leave my house because I am afraid I am going to get robbed. If not robbed, someone is definitely going to approach me and ask me for money. I can't stop and pick up groceries or anything on my way home from work because I always have my work backpack with me, and I cannot take the chance that I will come out to a window smashed." It is terrible that Kathleen, and others--especially other women--have to live like this. Despite Hayward having a strong network of neighborhood relationships, it doesn't stop criminal activity completely, specifically when it comes to stealing and car jacking. A city that tends to have a lot of crime is representative of the idea that people need to steal in order to make a living. However, this in of itself creates a negative feedback loop in the community where one party benefits while the other is in complete detriment.

Perhaps the criminals who steal cars or car parts have this mindset in which they believe what they're doing is justified, and that the city doesn't do anything to help them and therefore they will take their own individualized action. In fact, according to a Healthline article on the psychology of stealing, it states, "Some people steal as a means to survive due to economic hardship." This clearly shows that a person who attempts to steal a single car from a single victim provides the clear picture that Hayward has an issue when it comes to stealing-- all stemming from the psychological stress of finances.

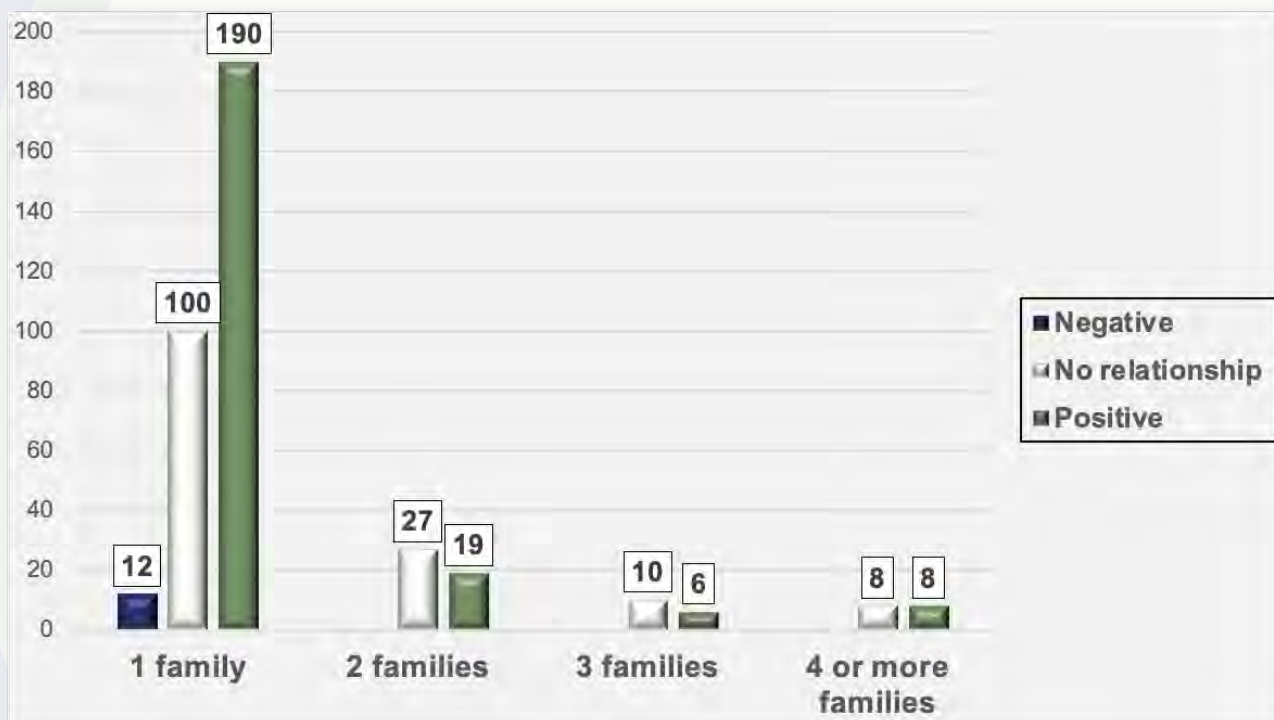
Interviewees' relationships with neighbors by gender



Interviewees' relationships with neighbors by number of people in household



Interviewees' relationships with neighbors by number of families in household





## Further Exploration: Neighbor Relations

How can the city facilitate and encourage positive neighbor interactions? How do residents spend their leisure time?



Friends gather at Eldridge Park

How does proximity to public spaces and resources foster positive neighborhood interactions (like parks, stores, etc.)?

Does a community member's relationship with their neighbors influence whether they want to stay in or leave Hayward?

How can Hayward's diversity be highlighted, feted, and leveraged, in order to increase neighborhood cohesion?



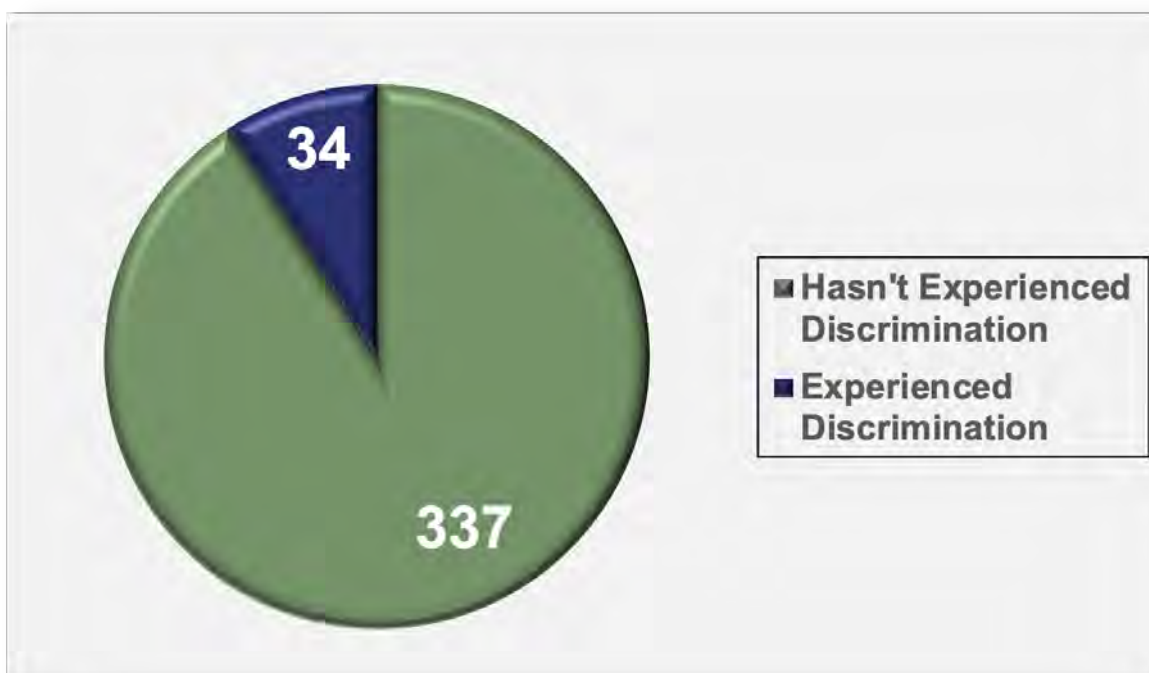
## Interview Question #6

When it comes to housing, have you ever felt discriminated against or treated unfairly based on your ethnicity?

## Observations: Discrimination

- The concept of "Passing" was brought up 8 times. 8 Community members stated they "pass as white" and therefore do not experience discrimination.
- Like we've seen in many questions in these interviews, 5 community members stated that living in a home for a long time has enabled them to evade discrimination. Our analysis also shows that the largest group that does not experience discrimination is community members who have lived in Hayward for more than 21 or more years (132).
- Having landlords who are of the same ethnicity as the community member prevents discrimination (18). This sentiment was also expressed in question #3 about Eviction when community members described having positive relationships with their landlords. In addition, living in a community that's predominately the same ethnicity as the community member prevents discrimination (11). This creates a sense of safety and inclusivity as community members can bond over shared life experiences.
- 11 white community members stated they do not experience discrimination because they are white. A few Mexican and Asian community members said they also don't experience discrimination because they are Mexican or Asian.

Community members who have experienced discrimination

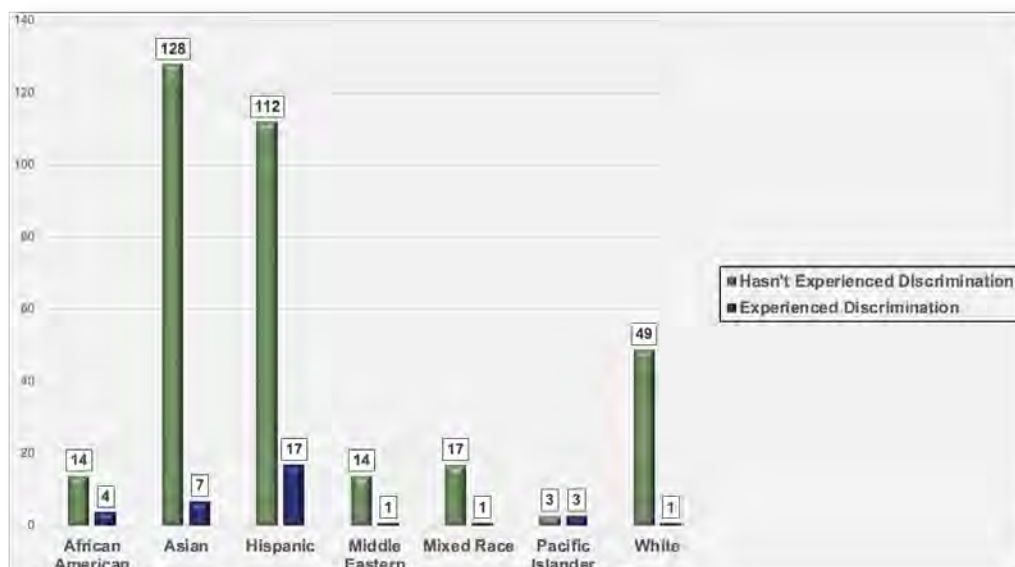




## Observations: Discrimination

- 6 interviewees shared that while they may not have ever faced blatant or obvious discrimination, they still have to be vigilant about combatting subtle or stealthy forms of unfair treatment. This surfaces in relationships to neighbors. Community members will avoid talking to neighbors to avoid the risk of being discriminated against. This sentiment was discussed 12 times. 2 community members stated that having a positive relationship with their neighbors subdues discrimination. However, it may be that living in a nonprejudicial community is a prerequisite for having a positive relationship with one's neighbors.
- 26 interviewees felt that they were discriminated against because of factors other than their ethnicity: socio-economic standing, gender, age, and housing situation.
- 30 community members said they never experienced discrimination because of how diverse Hayward is and how living in multi-racial communities make them feel safe and included. These traits provide a sense of safety and security. Diversity is seen as an antidote to Discrimination.
- As with other issues uncovered in this project, Privilege is seen as being a buffer against problems, in this case, discrimination. Life is seen as "easier" for those who live in more exclusive neighborhoods and who are more affluent. It is curious that Privilege pops up in the answers to this Discrimination question 15 times, given that it is never explicitly asked about, nor were students instructed to bring it up.
- 34 community members have noticed discrimination to others but have not personally experienced discrimination.

Community members who have experienced discrimination by ethnicity





## Residents Speak: Discrimination

"We're very, very lucky to have grown up in Hayward because it's such a diverse city. We grew up with Filipinos, Latino, Black, Polynesian, Asian--every color of the rainbow and I can count on one hand on how many times I've felt discriminated against and it was never in my city of Hayward."

Cedy/36-45/SFH

"Yes, I was discriminated against and it was because of my ethnicity. I believed it to be my ethnicity. Because I'm Asian Pacific Islander, they assumed me to be of a different class and a different financial status."

Justin/26-35/SFH

"Not because of my ethnicity but because of my status, because I'm the only renter in my townhouse. They're owners so yes I feel it, that and my kids are a different class status."

Rachael/36-45/Townhouse

"I've never felt discriminated against based on my ethnicity. It was actually really easy to get this apartment, I would say I didn't have any troubles and this is the first time I've ever gotten a place on my own in Hayward."

Reina/26-35/Apt.

"Never. Maybe because of the color of my skin. I'm lighter skin and people think I'm American but in reality I was born in a different country."

Cesar/36-45/SFH

"I think the reason why we don't talk to our neighbors is because our ethnicities are not the same. I feel like the same ethnicity, it would be easier to approach them."

Pravnoor/-25/SFH

"We all look out for each other. And I think if we, if any of us, as a community ever saw that we would definitely speak up and stand up. So no, to be honest, I haven't. I haven't really been. I feel really lucky to say that."

Cedy/36-45/SFH

## Residents Speak: Discrimination

"I have a slim white passing, so I feel like that helps."

Alina/-25/Apt.

"I feel I belong where I am--everyone is so welcoming. I'm surrounded by great neighbors--it feels like such a tight and close community."

Raveena/26-35/SFH

"I feel like I'm being treated unfairly because of my ethnicity, that's why I'm not very close to my neighbors."

Tran/26-35/SFH

"Yes but not as in racism, but discriminated due to the fact that I'm homeless. I mean I understand why they would discriminate but at the same time it's the reason why I can't find a job."

Michael/56+ /Homeless

"There are a lot of men here who's listed prostitution, but just because I'm homeless doesn't mean I'm a prostitute."

Lalita/36-45/Homeless

"Because in my in my street, we have different ethnicity. Some people are from Iran, some African American, Some Americans, some are from Hong Kong. So we just have mixtures of different people. And everybody is nice to each other. Yes, so often you're not gonna feel discriminated."

Chibiya/26-35/SFH

"Since our landlord is white and we are Mexican, she thinks she's higher than us."

Jacqueline/-25/SFH

# Excerpts: Student Essays



## Discrimination

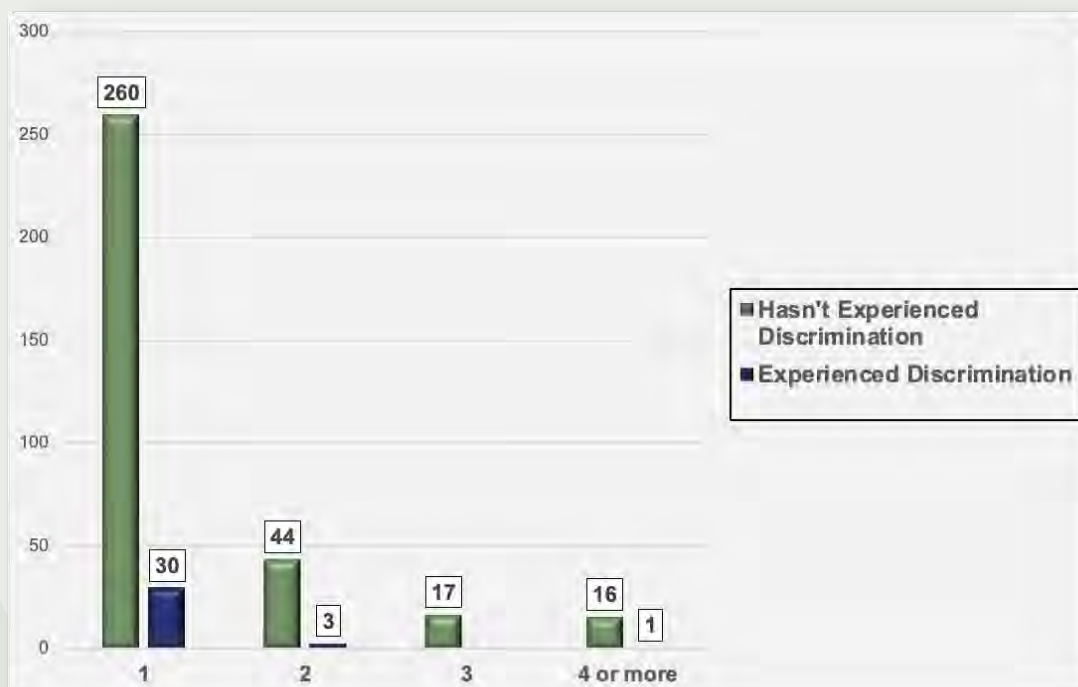
Another way landlords discriminate is to put too many requirements that people cannot meet or to falsely declare that the house has already been rented to another person. Emilio, who has lived in Hayward for 26 years, comments, "When they see you Latino or you don't make good money, sometimes [landlords] do not give you the place for renting. So that's a real problem."

One of the conflicts that many Hispanics face is the lack of legal documents that allow them to live in the United States. Unable to prove their immigration status, many families are forced to rent rooms from other families or spaces within homes, since they cannot acquire their own homes. The second conflict that Hispanics are confronted with is a lack of communication. The lack of basic English to communicate sometimes closes the doors for Hispanics to rent a home.

There are many downsides to living in high-poverty neighborhoods: it makes one less likely to make it out of poverty, education is not as good, upkeep isn't as good, higher pollution, etc. Housing discrimination is a very real situation in the United States and there are many housing laws with an unsaid racist intent. America has a racist history when it comes to housing.



Community members who have experienced discrimination  
by number of families living in a single domicile





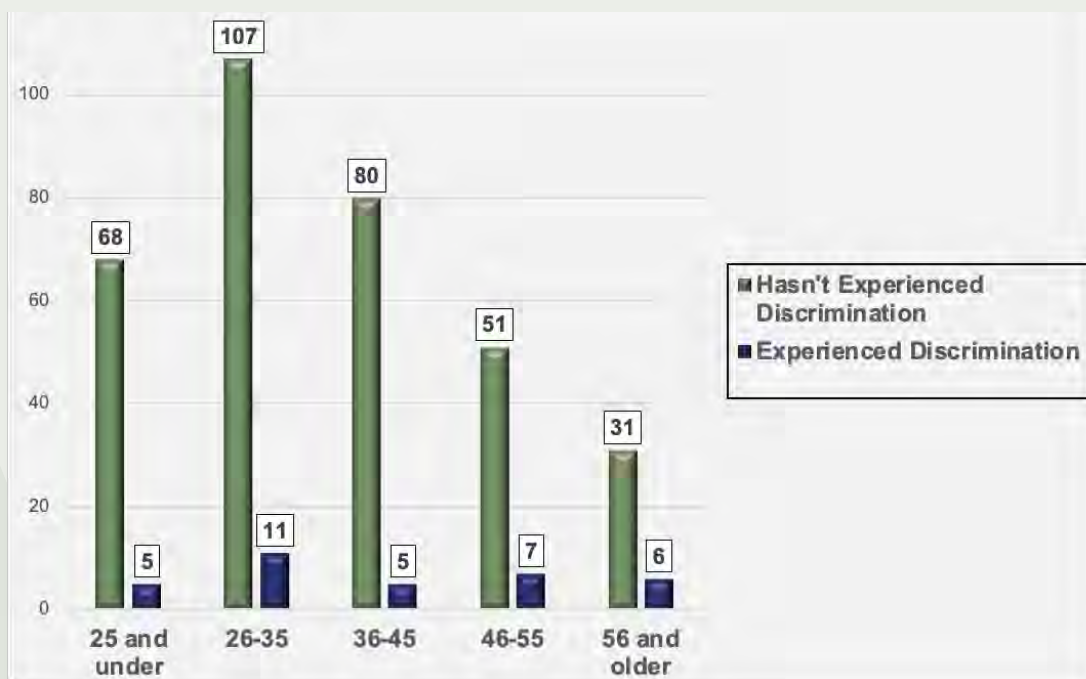
# Excerpts: Student Essays

## Discrimination

One other trend that I noticed was that people have felt discriminated against when it comes to housing in Haywards. It is not blatant discrimination where they are telling them that they aren't allowed to buy or rent a house here because they are Mexican. Rather, it was more subtle, like making it more difficult for people to get a house. Putting them through many hoops so that they feel discouraged. Jose said, "As a Latino I feel that they ask you for a lot more things when even applying, and they also ask for it in very unpleasant and often demeaning ways." These subtle little attempts to discourage people and to make people feel unwelcome when they are renting somewhere are effective in discouraging people. And thus when it comes to discrimination in housing I feel it's the little things that we must focus on.

The American community has come a long way since the days of discrimination and white supremacy, but, despite this social improvement, the ghost of racial discrimination is still present in today's community. It is possible that blatant discrimination and segregation may have ended long ago, but their consequences are affecting some sectors of Hayward nowadays. Racial segregation in Hayward is a serious problem that is affecting many Hispanic, Black and Asian residents of Hayward. Also, it is not a coincidence that in these sectors of Hayward one can find big levels of poverty and disorder. Unless the city of Hayward starts working on this unfair situation, these residents will constantly fall into an abyss of poverty, where they will not be able to progress or change.

Community members who have experienced discrimination by age



## Excerpts: Student Essays

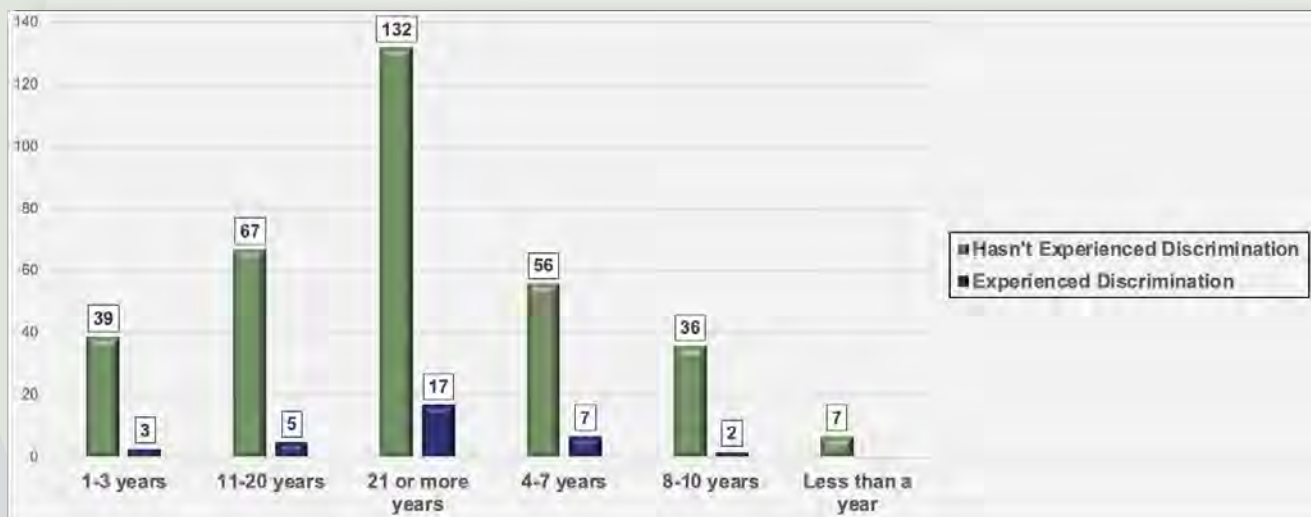
### Diversity prevents discrimination

Places like the Bay Area are filled with diversity, and it is one of the many great things about living here and something residents like Carlos are thankful for. Carlos, a Mexican resident of Hayward, currently rents from his father but has lived in other areas in Hayward and can't recall any discrimination he faced when it came to housing. Carlos had this to say why he thinks he hasn't been discriminated against: "Where I live is very diverse and I never felt discriminated against, some of my neighbors are Filipino, Chinese. There's a gay couple across the street, a lot of Hispanic and black families living here too." Carlos gives a great example of how incredibly diverse Hayward is and how neighborhoods are filled with a variety of families, which is why he hadn't faced discrimination.

Diversity can definitely prevent discrimination; being exposed to multiple cultures can make you more open-minded and less biased compared to areas with a lack of diversity. Sandra, a Mexican immigrant, hasn't faced any discrimination regarding housing. Sandra goes on to say, "you know, being in the East Bay, there's such a diverse group of people." She adds that even her short period living in San Jose was great as well, and she never ran into any issues involving her ethnicity. Living in the Bay comes with many privileges, and diversity is one of them;

Despite coming from a South American country, Maria did not suffer any kind of discrimination in all her time sharing her apartment with her friends because "my friends and I came from the same country, and when we moved to the apartment, the apartment's landlord knew our situation. He has always been kind to us. I do not think I ever felt discriminated against, at least with respect to housing."

### Community members who have experienced discrimination by years living in Hayward



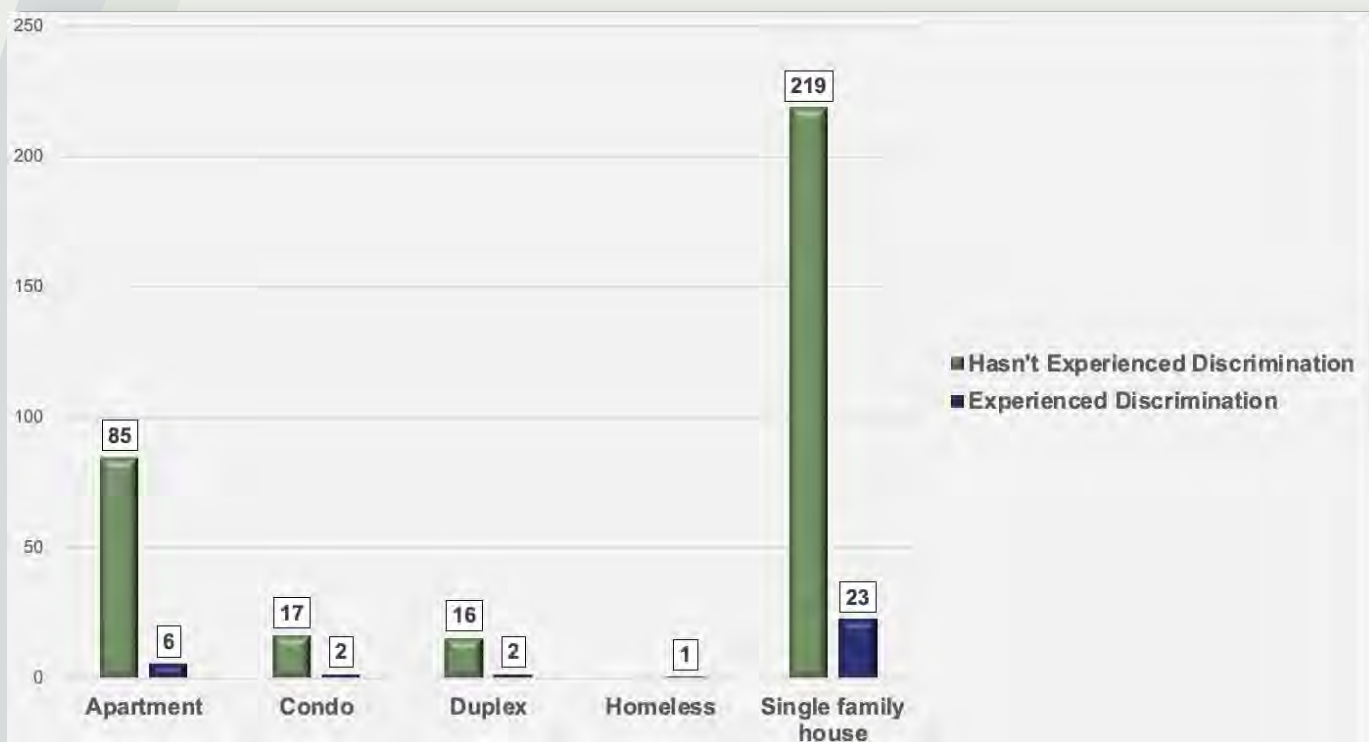
# Excerpts: Student Essays

## Privilege

In Hayward, neighborhoods within the Hayward Hills typically consist of higher income and richer individuals as opposed to areas like North Hayward. This is an observation that many residents in Hayward have noticed as well. Duyen, a 33-year old long-time Hayward resident and parent, said, “I do notice that in the hills, the houses are very nice. There’s more space. If you go down to where I live, it’s very crowded and it’s a bunch of townhomes. So no one really has a backyard or front yard where their kids can play and stuff.” This exemplifies how there is a major physical and aesthetic difference in neighborhoods in the hills as opposed to other Hayward areas.

Nurse Allysa said, “In the hills, they have gated communities, they have multiple cars, multiple rooms. I feel like people don’t think rooms are a luxury but they really are.” This further supports the observation that living in the hills is more spacious and considered more “luxurious” living. It’s a very real thing, the Hayward hills look like a completely different city than what many people know as Hayward. Hayward hills consist of multimillion dollar homes, nicer parks, nicer schools, etc. It’s a privilege to have a home in Hayward Hills.

Community members who have experienced discrimination by living situation







## Further Exploration: Discrimination

How can over 90% of residents say they see segregation, but less than 10% say they have never been discriminated against?



No Room For Racism in Hayward

What is the relationship--if any--between Discrimination and Segregation?

How can Diversity be leveraged and activated in order to build community power and limit Discrimination?

View from Hayward Hills

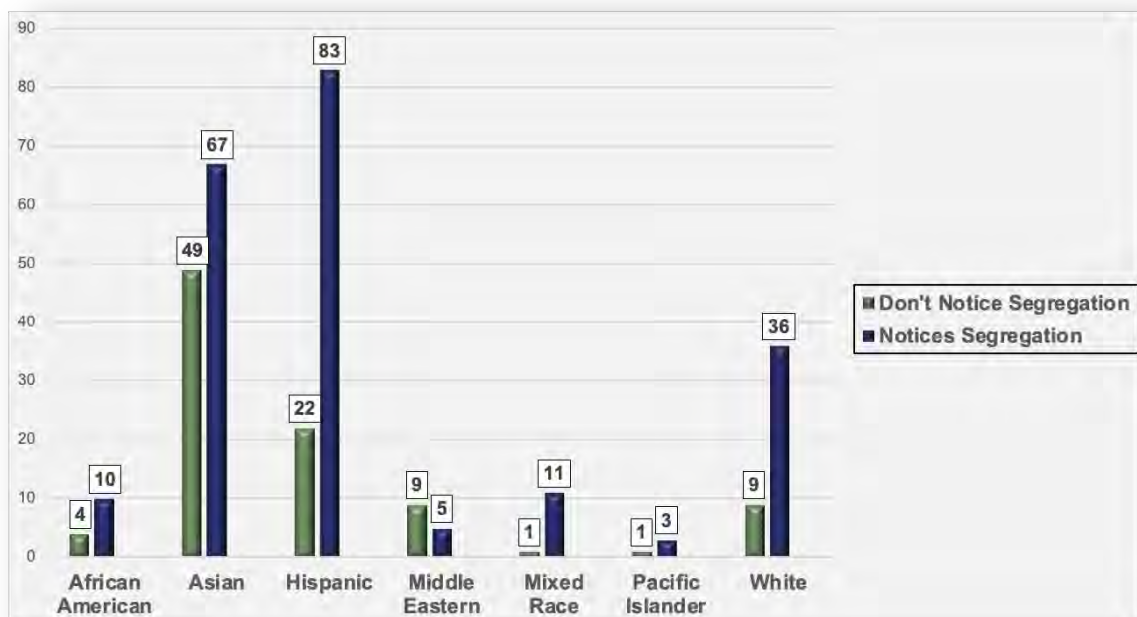
## Interview Question #7

Do you notice areas in Hayward where there is more segregation? Or more people living in poverty than in other areas? If so, which areas? What do you notice about these higher poverty areas?

# Observations: Segregation

- Community members were really thoughtful in their responses to this question. There's a lot of nuance in how people define segregation and describe its impacts. Some discussed segregation by race, income, or gentrification. 55 interviewees said they didn't notice segregation in terms of race, but they did notice it in terms of income, age, or gender.
- 63 community members compared the Hayward Hills to the "Flats" (specifically Tennyson and South Hayward). Community members claimed that people living in the Hayward hills have better resources including infrastructure like roads and more amenities like grocery stores and better schools.
- 30 community members declared that they aren't familiar enough with Hayward to answer this question because they just "live" in the city but don't spend time in the city or that they just moved to Hayward, so they don't know the city well enough to make any claims regarding segregation. That said, 9 of these 30 community members have been living in Hayward for 21 or more years.

Community members who notice segregation by ethnicity

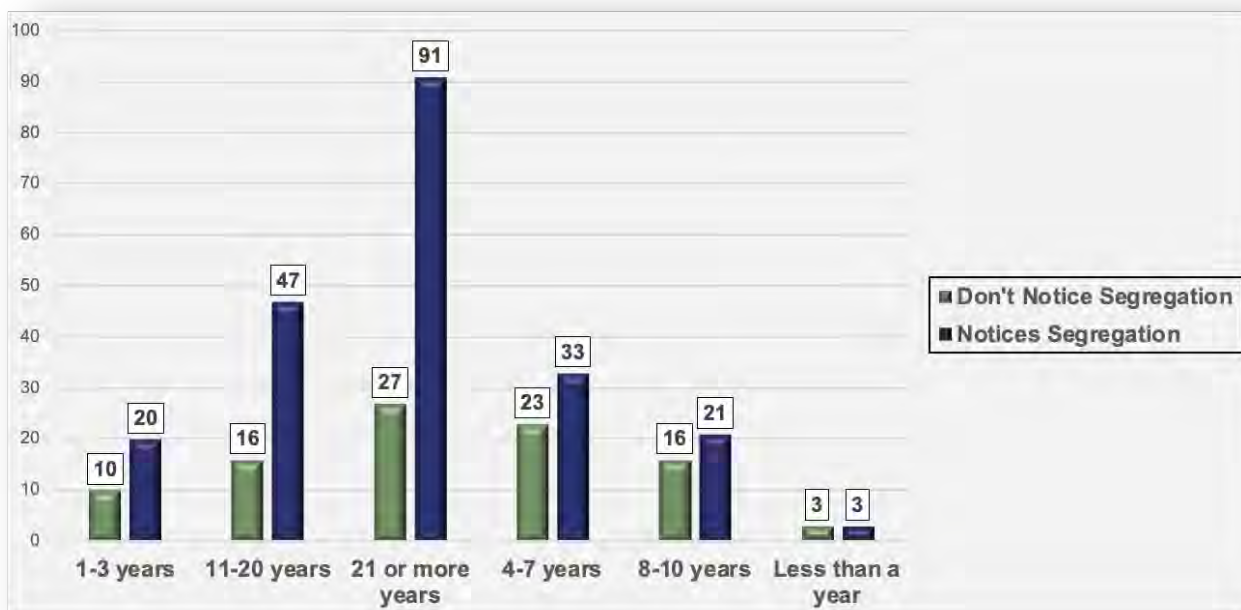




# Observations: Segregation

- 24 of the interviewees who said they didn't notice segregation in Hayward believe the city is really diverse and integrated and that diversity protects people from segregation.
- Community members observed segregation in a variety of ways. 41 community members said segregated areas have higher rates of crime and violence, which induces a feeling of being unsafe.
- 49 community members suggested that segregated areas have more trash and litter. 17 community members observed that more affluent areas of Hayward like the Hayward hills are "cleaner."
- 46 community members associated segregation with homelessness. In addition, 9 community members pointed out that areas that are segregated have more liquor stores than more affluent areas of Hayward.
- 29 community members noticed segregation in predominately LatinX neighborhoods while wealthier neighborhoods are predominately inhabited by white community members.
- No one identified their neighborhood as being segregated. Community members described other areas of Hayward as being segregated but not their own. 3 community members did say their neighborhoods were diverse and not segregated.

Community members who have experienced segregation by years living in Hayward



## Residents Speak: Segregation

"Places like South Hayward or Cherry Land are traditionally in lower income areas. There are pockets of low income housing, but Hayward does a really good job of not embarrassing our poor."  
Gabriel/36-45/SFH

"I know where Section eight housing units are. They're beautiful. They have beautiful little parks for kids. They have classes for parents if they want to learn something like computer skills and stuff and they're in good areas."  
Gabriel/36-45/SFH

"Tennyson and part of A street are a bit more ugly and lacking resources with potholes and a lot of different issues. It feels like those areas are not taken care of and it is usually a lot more Latinos living in those areas."  
Jose/46-55/SFH

"I definitely notice areas with more segregation than others. Like you can really tell the difference between areas experiencing uncomfortable living situations versus a concentrated area of lower income families occupying those spaces and struggling to make ends meet. They live in overcrowded conditions and they're more at risk of eviction or displacement."  
Adi/26-35/SFH

"There's a really big divide between the hills of Hayward and South Hayward. The houses and living situation in South Hayward is definitely of a lower class compared to the hills of Hayward. The hills are generally affluent communities and neighborhoods as compared to South Hayward where we see a lot more homelessness and just a lower standard of living."  
Isiah/26-35/Apt.

"Around Tennyson area there's more poverty. There's a lot more trash and more broken traffic lights and things that aren't too well taken care of compared to areas like downtown. And then other areas closer to the Hayward Hills. There's a lot more quiet compared to Tennyson."  
Sandra/26-35/SFH

"Hayward is pretty integrated. My neighborhood is pretty diverse. That's one thing I like about the community is that it's diverse."

Lynn/56+/SFH

## Residents Speak: Segregation

"I'd say I'm very blessed that I live in the community that I am considering that it is a gated community and the area that I live in, there's not much of a high criminal rate. So I feel safe for myself and my children. I do not have to worry about much. Also with all the hate crime going on to Asians. Thank God I haven't been personally segregated but I see all over the news people getting hurt worst case killed. It breaks my heart."  
Nikki/36-45/SFH

"I have noticed South Hayward It's a more poor area than others. There is a lot more crime and trash on the floor in those areas."  
Kimmy/-25/Apt

"I wouldn't say there's really much segregation, I feel like it's pretty diverse. I do see a lot more poverty kind of around the Tennyson area, between Tennyson and Hesperian, I feel like that's where I see most homeless people. On top of that there is also a lot of pollution."  
Myrvin/-25/SFH

"You can really tell the difference in areas experiencing a comfortable living situation versus like a concentrated area of lower income families occupying those spaces and struggling to make ends meet. They live in overcrowded conditions and they're more at risk of eviction or displacement."  
Gabriel/36-45/SFH

"There are neighborhoods that have apartments that are cheaper and they live three families in one apartment because that's the only way they can afford rent. A lot of those families are going to be removed because they're building fancy condominiums around them so they might lose their place."  
Gabriella/46-55/SFH

"There are certain areas in Hayward who choose to keep their neighborhoods specifically white."  
Joanne/46-55/SFH

"You could tell when there's two different communities divided in one area."

Stephanie/-25/Duplex

# Excerpts: Student Essays



## Segregation

It is apparent that Hayward has its own segregation issues; minorities live in lower-income areas while the white and wealthy get to live in their mansions. Anyone can see how different south Hayward is compared to up in the Hills. The lower-income regions are riddled with litter, an obvious need for construction on roads and buildings, and there's a lack of resources. You look at the Hills; the streets are clean, everything is presentable, and there are clean parks, country clubs, and plenty of resources for the residents. Hayward is fueling this segregation by neglecting lower-income areas rather than helping them.

Sandra states areas like Tennyson, where the residents are primarily low-income and come of Latin descent, are heavily segregated from wealthier areas of Hayward. Sandra goes on to say, "The Carlos B or a Stone gray area where you have multi-million dollar homes and country clubs is definitely a big difference to lower-income areas like Tennyson. And all you have to do is go down the hill and a mile south."

There could be a solution to this problem, and it starts with Hayward to stop perpetuating segregation. According to Habitat.org's article called "5 policy solutions to advance racial equity in housing," one of the five solutions mentioned is to stop perpetuating segregation which can be done by "Reforming zoning to allow mixed-income communities. By diversifying the types of homes allowed in their communities, localities can make them more racially and economically inclusive." Once you start mixing classes and racial groups, it not only diversifies neighborhoods but will lead to the city to have less of bias towards a neighborhood based on their class or race, creating more liveable and presentable communities.

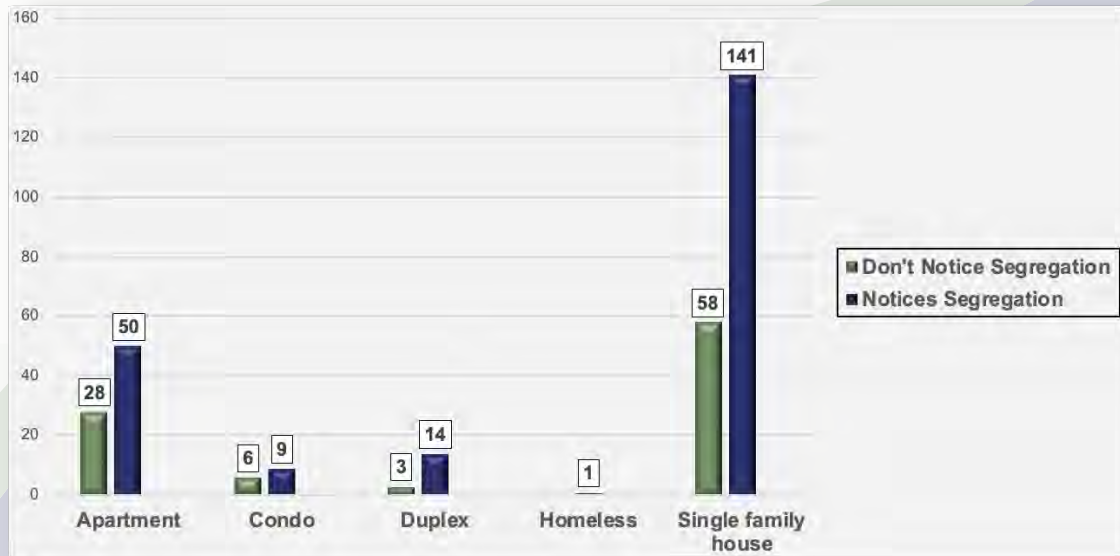


Community members who notice segregation by age

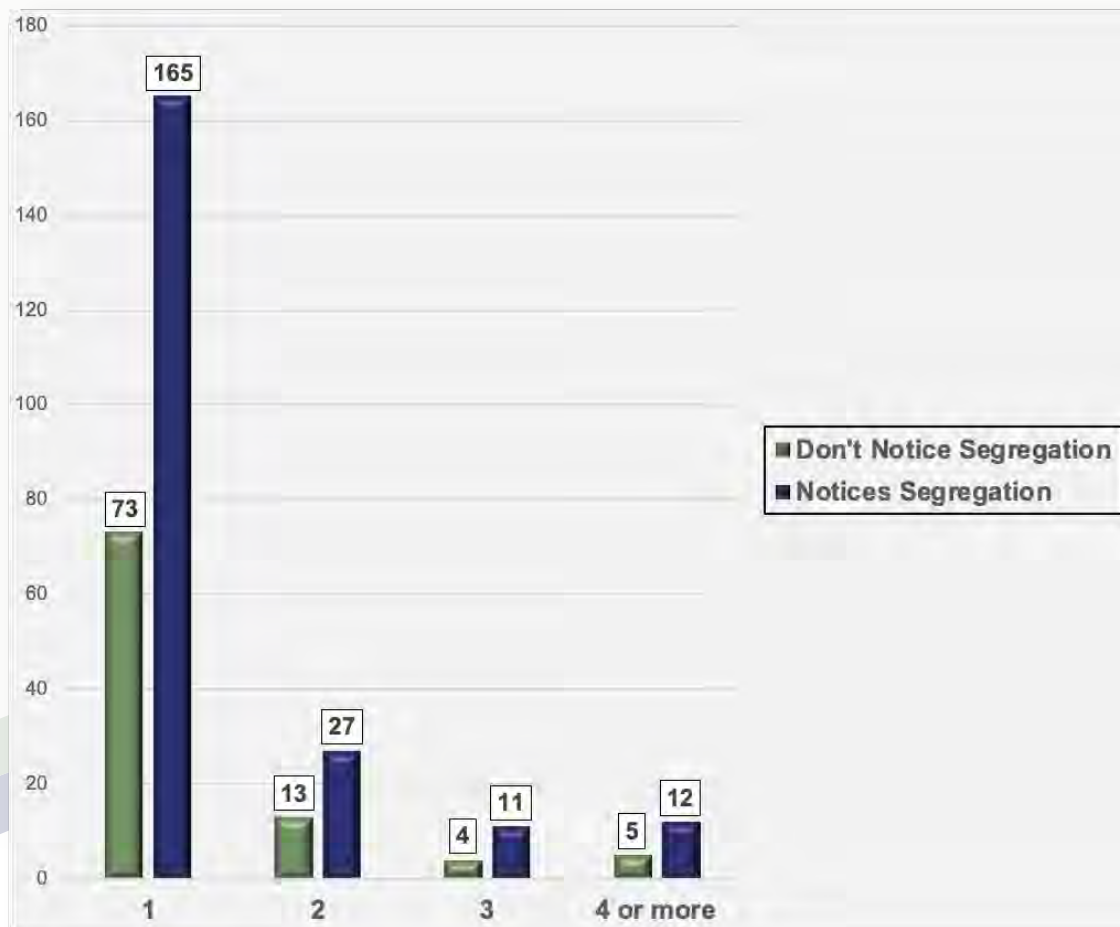




Community members who notice segregation by housing status



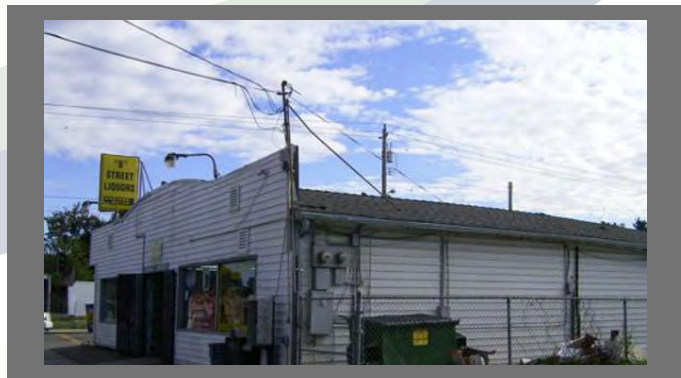
Community members who notice segregation by number of people living in a single domicile





## Further Exploration: Segregation

Residents see discrimination as a personal act. Why do they not see segregation as personal?



Liquor Store on B St.

WHY, in fact, is Hayward segregated? What answers--if any--do residents have for this question? How does the city answer this question?

What tools, strategies, programs can the city employ to limit Segregation in Hayward?

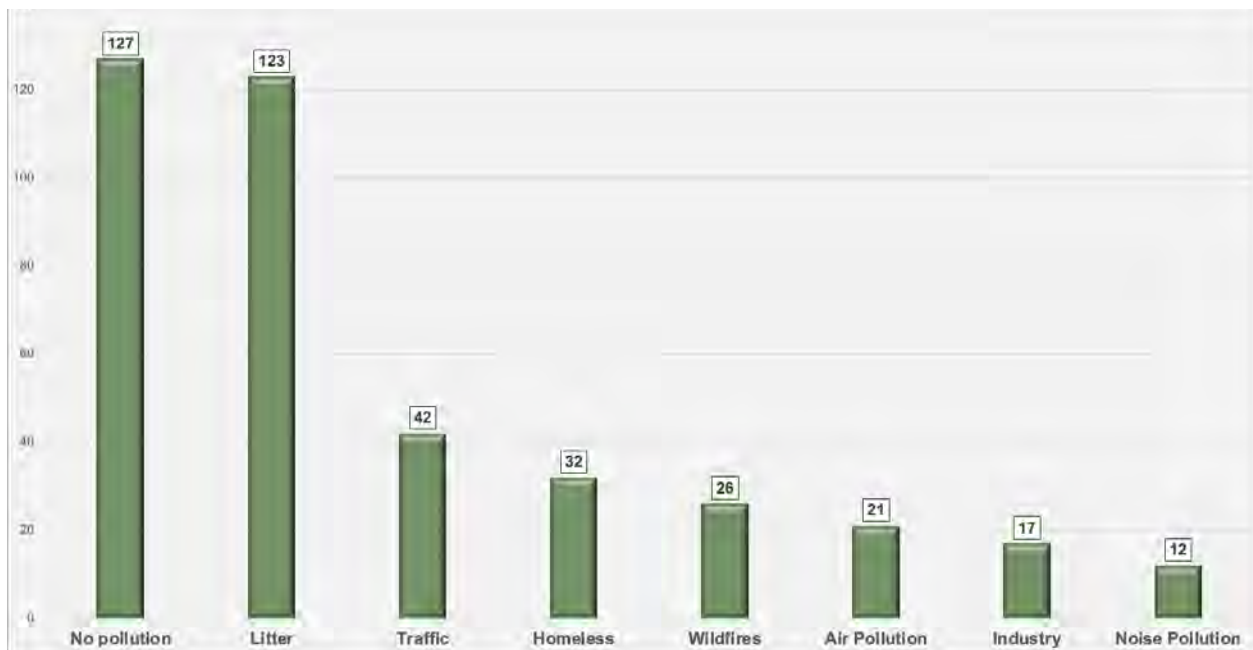
## Interview Question #8

What environmental or pollution issues do you face where you live? What is preventing you from solving these issues? What support do you need to change these issues?

## Observations: Environmental Pollution

- Of all the different issues that the 400 interviews uncovered, the one that surprised us the most was Trash and Litter. The topic of trash and litter was mentioned 123 times, and we were surprised how often it was discussed, especially considering that there is no specific reference to the topic in the question. We were also surprised how ANGRY and frustrated the topic made people feel. The community's frustration came predominately from how "ugly" it made their neighborhoods look and how unsanitary it is to have near one's home.
- 16 Community members were concerned about trash and litter contaminating creeks, hiking trails, and water systems in Hayward.
- While this sentiment wasn't expressly stated in response to this question, in question #7 about segregation and question #4 about homelessness, many residents are aware that those with more Privilege and economic status are far less likely to be impacted by pollution, and especially by Trash and Litter.
- 30 community members blamed the homeless for the litter around Hayward.
- There's a difference in how the 127 interviewees who responded that they "don't notice environmental pollution" responded to the question. 109 of the 127 interviewees do not notice pollution at all (19 of whom believe Hayward effectively manages environmental pollution) and 28 of the 127 interviewees claimed that they don't experience pollution in their neighborhoods but recognize it in other areas of Hayward.

Top identified sources of pollution







## Observations: Environmental Pollution

- Community members were mixed in whether they felt like they had any agency to end or prevent environmental pollution. 34 interviewees said preventing environmental pollution was out their control and they wanted the city to do more and the community to work together to clean up litter and environmental pollution. 17 interviewees suggested that there should be more education around recycling and waste. 11 interviewees felt they could make a difference to end environmental pollution and they shared what they were doing personally to reduce waste or to work with city council members around pollution. But even these 11 interviewees acknowledged they alone cannot end environmental pollution without broader support from the government and the community.
- Although the phrases "climate change" and "global warming" were mentioned only 3 times, 61 community members discussed their concerns about the impacts of climate change including wildfires (26), air pollution (21), droughts (4), hotter temperatures (4), carbon emissions (2), sea level rise (1), etc.
- 39 community members described their living situations to be on the frontlines of environmental pollution. They were frustrated by and concerned about the proximity of their homes to what they perceived as sources of pollution including freeways, BART stations, construction sites, the Hayward airport, industry sites, the power plant, etc. They described a noticeable difference in the sounds (12 of 39) and the smells (10 of 39) near their neighborhoods compared to neighborhoods in Hayward that are further away from these sources of pollution. The environmental justice implications of this are significant. 10 of these 39 interviewees' concerns were amplified when they stated that the pollution they experience is out of their control and that they do not have the means to move to a new home away from any source of environmental pollution. One community member attributed her twins' asthma to living near the BART station.
- 29 community members suggested ways to reduce litter such as increasing education and awareness around the impacts of litter, adding more trash cans throughout the city, increasing the frequency of street cleaning, and organizing community clean ups.

## Residents Speak: Environmental Pollution

"The people don't worry or they don't care about the amount of trash they leave on the streets in their daily life. All of that matters and sometimes emotionally."

Bertha/36-45/SFH

"There's a lot of homelessness in my area. They leave a lot of trash and waste laying around in the streets. I guess if it was cleaner, I would feel safer. But I haven't really thought about seeking help to clean the streets in my area."

Stephanie/26-35/Apt

"We have power plants and I see how they are portrayed in movies. They can malfunction, blow up and it will be a chaotic mess if something happened at the power plant here in Hayward. But what will I change?"

Juan/46-55/SFH

"I don't think I have environmental or pollution issues. If it's global for the earth, I feel like plastic will be a big problem because there's nowhere you cannot see plastic. It is everywhere and it's harmful for our environment overall."

Zhe/26-35/Condo

"A lot of people have anxiety in terms of how destructive climate change is. It's hard because climate change is something that people need to take more seriously or if they don't believe in it to find a way to take it seriously and learn about it. Our world is basically dying and we're living in it."

Stacy/26-35/Apt

"I don't have many problems but my last child had autism and I think the main problem was ambient because the fertilizer or chemicals that the people use on the garden affected my pregnancy."

Reina/46-55/SFH

"The reason why I think we live in a bad environment is due to the garbage that we see a lot in the streets."

Bertha/36-45/SFH

## Residents Speak: Environmental Pollution

"My twins both have asthma. We live by the train tracks and also Bart, so I feel like that has correlation to their asthma. We barely got signed on this house that's big enough to comfortably house us all. But it's the best we can do with all of the money that we make. We can't move and you can't move Bart and you can't move the train tracks. So I don't think there's anything that I can do." Alysa/26-35/SFH

"Well, the complex that we live in is right next to the freeway. Something that does concern us is air quality." Juan/36-45/Apt

"The fact that natural habitats are being removed and developed, and so it affects the wildlife. That's one of my passions. The water and the Bay are so polluted." Elizabeth/56+ /SFH

"It's starting to feel overcrowded. The destruction of the beautiful Hayward hills for housing developments is also heartbreaking. I wish they would stop destroying what little natural beauty we have." Norma/26-35/SFH

"I need help from both the people and the government. You need more safe public transportation. So that's from the government. There is public transportation, but people try to avoid it because they are scared. Are they accessible? Are they reliable? So I think for both ways, it should be the government, provided services, and the people need to utilize it." Sharon/46-55/SFH

"Some of the smaller streets are neglected from being cleaned up or getting things working, fixing the streetlights, those types of things." Mindy/36-45/Apt

"We live in a nice, gated community. We never really had problems with pollution." Kristian/26-35/SFH



<http://tiny.cc/ud7suz>

*Scan the QR code or click the link to watch From Earth to Chabot College. In this movie, Chabot students share their concerns about the climate crisis and what they'd like Chabot and the city of Hayward to do in response.*

## Excerpts: Student Essays



### Trash and Litter

Trash and littering on Hayward streets is a growing concern. littering along streets and highways is an issue that a lot of cities face and Hayward is no exception. Many reasons go into why people can feel the need to litter or why it occurs. Public trash cans are not disposed of regularly, trash can easily spill from garbage trucks, and there is not enough enforcement or education on the importance of not littering.

The City of Hayward is not exempt from these problems; environmental pollution affects society, and the communities are sometimes responsible for environmental pollution. Kathleen, who lives in the Cherryland area, says, "There is garbage everywhere. People just dump their old mattresses, furniture, garbage, everything on the streets! I noticed the dumping of things is mostly around the freeway, and apartment complexes near the Cherryland neighborhood."

Kathleen lives in a gated condominium complex, and when she goes to work, she notices the garbage that accumulates in the streets. The problem with garbage in the streets is that a percentage of it disappears into drains that end up in the sea or underground water currents. Garbage that goes down the drain ends up in the ocean and causes damage to the marine ecosystem.

Residents like Sebastian and Alicia are rightfully upset to see so much litter in their city; it can make the overall environment dirty and unappealing, something nobody wants for their city. So the question is, what can Hayward do to combat this ongoing littering issue? As stated previously, you can't really control people when it comes to littering, but is there a solution? According to Grist.org, they suggest involving the community to solve littering. For example, "Community trash pick-ups are a really simple way to bring together newcomers and longtime residents of a neighborhood." Many cities across the country make community trash pick-ups a crucial part of their communities, such as in Pittsburg, where they have the "Garbage Olympics," where neighborhoods compete who can pick up the most litter. This event not only brings the community together but helps reduce litter, so it is a win-win. Hayward could easily incorporate something similar, combating the ongoing litter and bringing the city closer.





## Excerpts: Student Essays



### Privilege and Pollution

The more affluent neighborhoods in Hayward tend to also be a lot cleaner and clearly have more upkeep than the lower income neighborhoods in Hayward and this isn't something that is distinctive to only Hayward, but is present in almost all cities all over the United States and maybe even some parts of the world.

According to Rahul, a Hayward college student, he notices a striking difference between the more affluent areas of Hayward and others. He says, "Definitely cleanliness, like the roads... you can tell Hayward doesn't fund certain areas, for sure. Like streets are completely wrecked, or there's a lot of litter that is definitely not taken care of." He believes that there is a difference in the amount of upkeep depending on the area, which probably has a lot to do with money.

### Climate issues

In an article from Thinking Sustainably, How Does Littering Affect Climate Change?, Greenorb states, "Littering affects climate change because most materials like plastic will not break down over time or take hundreds of years to break down. This causes greenhouse gasses as well that leak into our atmosphere and causes our planet to become hotter." When trash does eventually break down over time, carbon dioxide and methane are released, causing greenhouse gasses. The greenhouse gas in the earth's atmosphere will cause the planet to become hotter, worsening climate change. Hayward is not the only place with this issue, it's worldwide.

To see trash on the streets is a constant reminder of what humanity is doing to the planet. As a concerned resident, Stacy mentions, "I think climate change is really something that people need to take more seriously". Climate change is a serious issue that affects everyone. Something as simple as throwing away trash and recycling can make a difference. Along with enforcing no littering, encouraging people to be conscious about the environment, and the use of environmentally friendly products, not only will it create a cleaner and more beautiful environment, but it can help prevent climate change.



## Excerpts: Student Essays

### Health Impacts of Pollution

Nurse Allysa, who is also a mother of three, has experienced personally the harmful effects of living close to a high pollution area. She shares, "Two weeks ago, I just got back from the doctor's with my twins. they're both five, and my youngest is three. So the twins both have asthma. We live by the train, the train tracks that's frequently used and also by Bart, and I feel like that has correlation to their asthma." She has researched that there are harmful health effects from living close to high traffic areas, especially for children. Of course, that is not the only possible root of the situation, but it does serve as a possible reasoning. Pollution is a growing issue all over the world. We're in an era that has to deal with the harmful effects of climate change. Pollution, especially in places near our homes, can be harsh especially for those who are immunocompromised.

### Noise Pollution

Another issue affecting specific communities in Hayward is air and noise pollution. Lila, who lives next to the highway, suffers from this problem; she states, "My residence is behind the freeway which seems to have endless traffic noise. I don't think I have any way to address this issue, except to bring some changes in the acoustics of my dwelling." The constant noise caused by the traffic on the highway and the smog that the vehicles produce create an uncomfortable situation not only for Lila, but this problem also affects her neighbors. Lila cannot open the windows of her house or enjoy the backyard of her house without the discomfort of noise and smog that affects her health. She confronts a difficult situation, and it seems that she can not find a solution.



Construction in Hayward

## Excerpts: Student Essays

Some residents don't think pollution is that bad

Not only does wealth buy cleanliness, but wealth also buys homes away from high traffic and highly polluted areas. Some may even say that wealth buys health. In Hayward, there's two Bart stations, a ton of bus stops, and, of course, a ton of busy main roads. Unfortunately, this doesn't stop homes from being placed around these busy, high traffic areas but the catch is that homes in these areas tend to be more affordable which brings more environmental and pollution issues for those residents. But for residents living in more affluent areas, they simply do not see or hear any pollution.

Unexpectedly, a great number of Hayward residents consider that there are no pollution problems, at least around their neighborhoods. All of them are pretty satisfied with how the authorities keep the city clean, and they cannot complain. As a matter of fact, Miguel, a 42 year old hispanic father, commented that he does not find any problems related to contamination.

In Paul's case, he thinks that pollution is almost nonexistent in Hayward. He cannot complain about the situation in his neighborhood or sound pollution in Hayward, because "in this area I do not see things like that--the area is kind of clean, kind of organized, it is not really noisy for the noise pollution, the area is kind of good. Basically, I do not notice any kind of pollution around here."



Chabot students tabling at Weekes Park Clean Up



## Further Exploration: Environmental Pollution

What is the day-to-day reality for residents who live on the frontlines of pollution in Hayward?



Hayward Shoreline

How can the city and residents work together to shape a concerted response to the Climate Crisis?

How can residents be invited and supported to become more involved in grass roots responses to the Climate Crisis?



### Interview Question #9

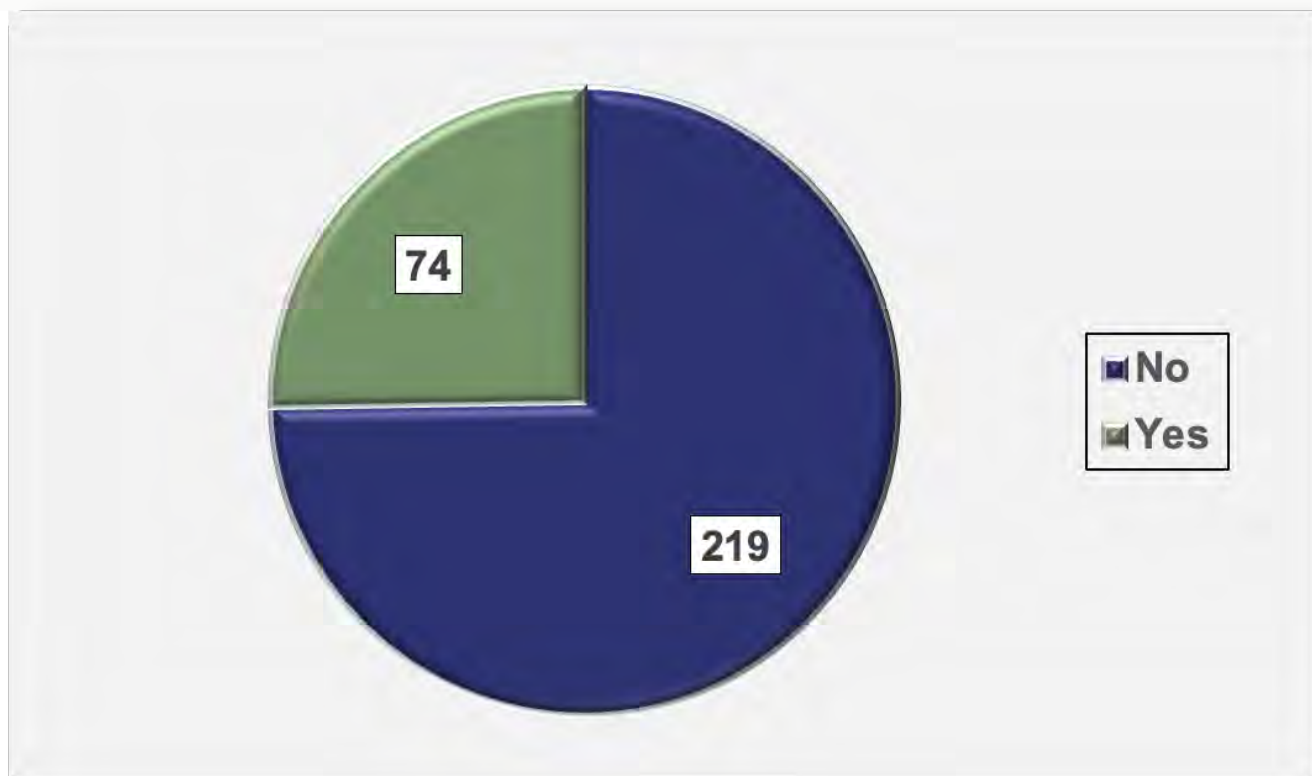
When it comes to high quality jobs, is Hayward a place you would look? Why or why not?

Wastewater Treatment Plant, Hayward

## Observations: Jobs

- 47 interviewees equated high-quality jobs with tech jobs. They said Hayward doesn't offer high-quality jobs in tech, and you need to seek tech jobs in other cities.
- 54 community members acknowledged that Hayward offers high-quality jobs in city government, education, biotech, industry, as well as opportunities for small family businesses and warehouse work.
- 28 interviewees described Hayward as a commuter town, implying that Hayward serves as a hub from which to commute to jobs in other cities; it does not necessarily offer high-quality jobs in its own right. This sentiment was expressed numerous times throughout all of the interviews.

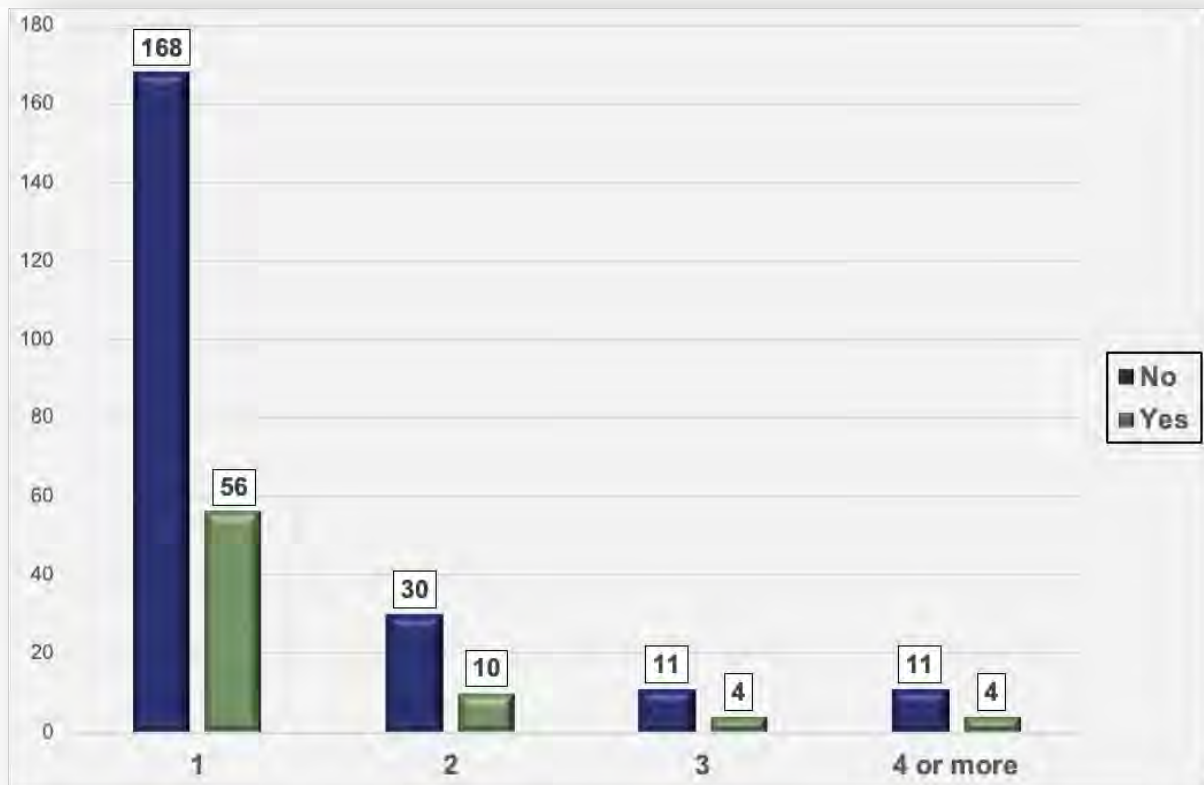
Community members who believe Hayward offers high-quality jobs



## Observations: Jobs

- Community members are mixed in their opinion on whether the jobs in Hayward could support living in Hayward. 17 community members believed that jobs in industry, healthcare, or education enable residents to afford the cost of living in Hayward. However, over 27 interviewees were adamant that jobs in Hayward do not cover the cost of living in Hayward.
- While only 27 community members stated the jobs available in Hayward do not support the cost of living in Hayward, this sentiment was implied in many responses to many of the community members who commute to other cities for work. These community members used words like "suburb," "blue collar," "lower class," "poor," and "minimum wage" to describe jobs in Hayward.
- 8 interviewees broadened their responses about job quality to the entire Bay Area rather than focusing specifically on Hayward.

Interviewees who believe Hayward offers high-quality jobs  
by number of families living in a single domicile



## Residents Speak: Jobs

"If you're a mechanic, it's a blue collar city so, when we say a high quality job here, it's a high quality blue collar job."  
Gabriel/36-45/SFH

"Finding a high-quality job in Hayward is like finding a needle in a haystack. I think it's very difficult unless you have already had a career before and have been able to be successful."  
Paige/-25/Apt

"It depends on what someone considers a high quality job. Being a resident my whole life, I've had jobs in Hayward and close by Hayward and you know it's a city that's definitely undergoing some development."  
Cedy/36-45/SFH

"No. Hayward is more of an area that you live in and commute from to your job. And I don't really see good quality jobs coming into Hayward. It's more like the low and small jobs or normal ones."  
Abdul/56+/SFH

"Someone can't make something of themselves such as owning a house; they wouldn't be able to achieve that by working here because here salaries are low. Secondly, the prices of houses here are very high."  
Marcelino/56+/SFH

"No, because there is no higher paying jobs in hayward. It's a pretty much a suburb trying to be a small city."  
Melanie/46-55/SFH

"I guess it's really just manufacturing. There's a lot of good work here in that area. There's also a wastewater plant. And so that's good. Those are great jobs if you're interested in that kind of thing. But these kinds of jobs are not like Google or anything like that."

Gabriel/36-45/SFH



## Residents Speak: Jobs

"I don't think Hayward is the right place to find high level employment. You can find jobs here, but it's not going to take you far. You will just pay your rent and bills. If you have bigger plans, you have to look somewhere else." Cesar/36-45/SFH

"No, because I'm having trouble paying my rent because of high rent and not enough high paying jobs. There's not a lot here." Nate/-25/Apt.

"I don't know anyone who wants to live in Hayward and wants to work in Hayward due to the payment." Maria/36-45/SFH

"It can be very difficult to find a single job in Hayward that will help you afford rent food and other utilities." Elvira/46-55/SFH

"This place had a lot of great industrial jobs for a guy like me but not anymore. Hayward is not what it used to be." John/56+/Apt.

"Hayward is a good place because there seems to be a lot of companies and warehouses." Damariz/46-55/SFH

"There's no job here that can pay for living here."

Martha/36-45/SFH

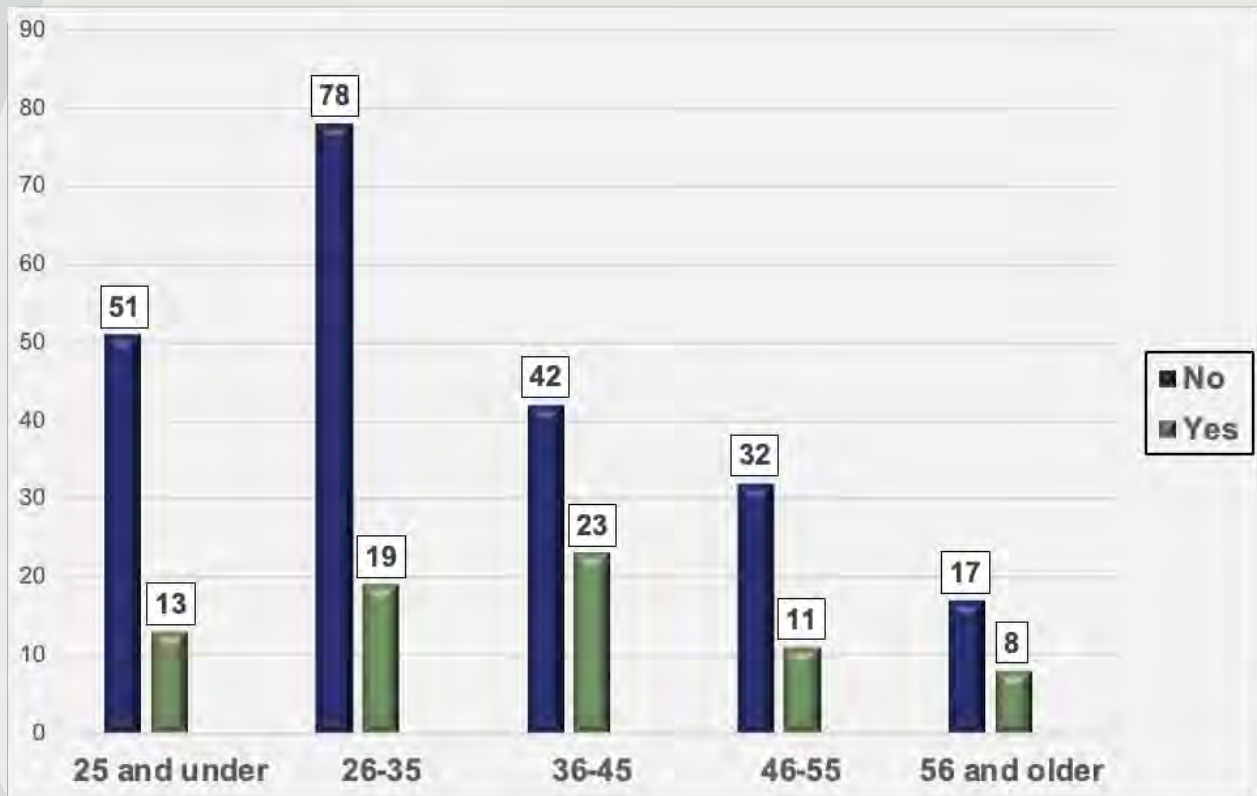
# Excerpts: Student Essays

## Jobs

Hayward should be working to help their residents afford housing as it would be beneficial to both them and their residents. Jenny, age 31, has stated that she would like to have quality and competitive paying jobs in Hayward, but it really doesn't exist. Despite this, Jenny feels "confident about me and my husband's job security to continue being able to afford a home." But overall, people living in Hayward aren't given the opportunity to sustain themselves in their own city.

Ernest, a business owner, doesn't think that there are many good job opportunities in Hayward. He compares Hayward to Silicon valley saying that "Hayward is mostly mom and pop stores, they're mainly like blue collar jobs." As you head towards Fremont and the south bay you'll start to notice more tech companies. Generally those are where the high quality jobs would be. But the issue with that is accessibility. People struggling financially are less likely to be able to find quality jobs in Hayward. They'll scour the city and realize all the good opportunities are outside the city. If these higher quality jobs were made more local it would incentivise people to not only move to Hayward but start to help the pre existing population sustain themselves.

Community members who believe Hayward offers high-quality jobs by age



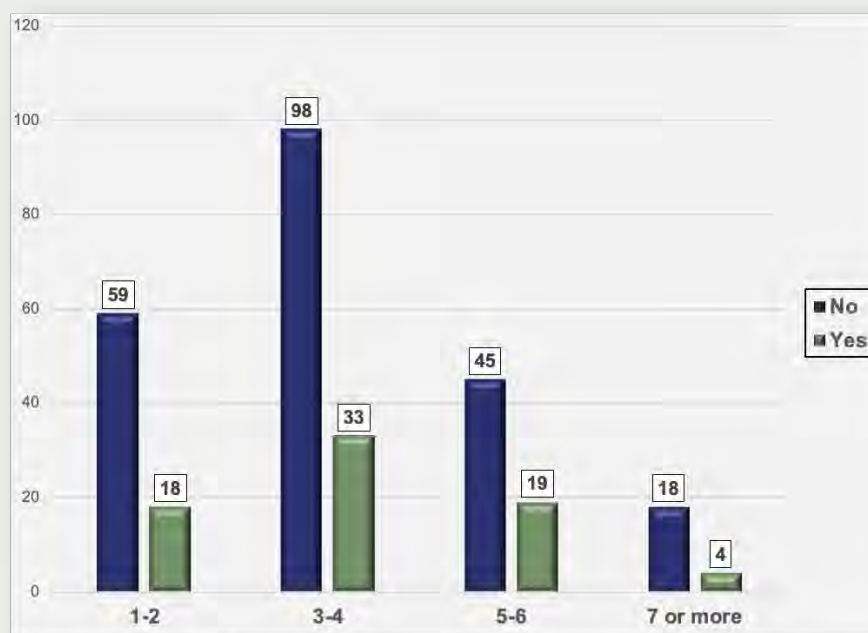
## Excerpts: Student Essays

### Jobs

Several people mentioned Hayward as a good place to live because its centrally located between many major job hubs, but no one identified Hayward as a place where they could find “high quality” jobs. There's a lot of industrial areas. But many people that live in Hayward commute to larger employment areas like the Peninsula, Silicon Valley, San Francisco, and Oakland. I think it's extremely rare for a person from my generation to even think about Hayward as a place that offers high quality jobs. I think back to when I was younger, there was the Mervyns Corporate Office, Hunts Cannery and Kaiser but all have since been shut down or moved out of Hayward.

In the case of jobs, citizens of Hayward often do not look to their own city when they are in the search of high quality opportunities. They tend to opt for places like Silicon Valley or San Francisco, where they know they can find a job which helps them to improve in their research and as a person. Hayward is known for having a hard-working community; unfortunately, if they want to progress in their career, they will need to look beyond their city. Patrick, a 42 year old caucasian hispanic citizen of Hayward, thinks that, as a technological worker, if he really wants to build his career, he will need to look into the big cities like San Francisco, Oakland or Fremont, because “I would look for companies that are based outside or across the bay... because I do not know and I do not think that the quality jobs that I would be looking for I could find them in Hayward.” Patrick feels Hayward is not an option when it comes to high quality job searching. His reason is that compared to the bigger and more technological cities, Hayward cannot compete with them.

Interviewees who believe Hayward offers high-quality jobs  
by number of people living in a home





## Further Exploration: Jobs

How can the city get the word out about the quality and quantity of jobs in Hayward?



Downtown Hayward

What can the city do to attract more "career" or high tech jobs to Hayward?

Where do Hayward residents get their information about jobs? How accurate--in fact--are their opinions?



## Interview Question #10

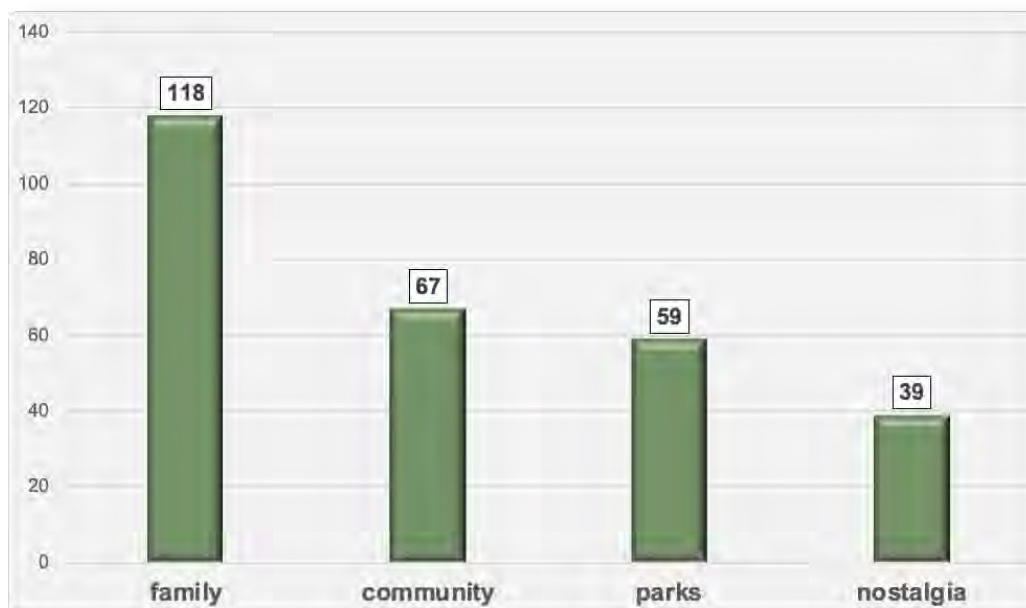
Please describe some good memories you have of where you live.



## Observations: Positive Memories

- A point of pride for 84 community members was the duration they've lived in Hayward. Many community members grew up in Hayward and raised a family in the same house they grew up in.
- 37 memories were centered around downtown Hayward. Community members shared stories about dining with friends and family at local restaurants and taking advantage of resources like the movie theater and the library.
- 39 community members expressed a lot of nostalgia of their time growing up in Hayward. They recalled riding bicycles around the neighborhood as kids and playing with their neighbors. These community members also reflected upon how close they used to be with their neighbors.
- As interviewees reflected on their memories, 29 of them talked about the desire to have close relationships with their neighbors. Some interviewees have such relationships. Others do not.
- The city's and the community's response to COVID-19 elicited a lot of positive feelings for at least 4 community members. Community members are grateful to the city of Hayward for supporting them through the pandemic with resources like the food distribution. Many community members also expressed a lot of gratitude towards their neighbors for supporting them during the lock down.
- The shoreline, parks, Sulphur Creek, and other local green spaces and nature trails were sites of 96 interviewees' positive memories.

Most common sources of positive memories



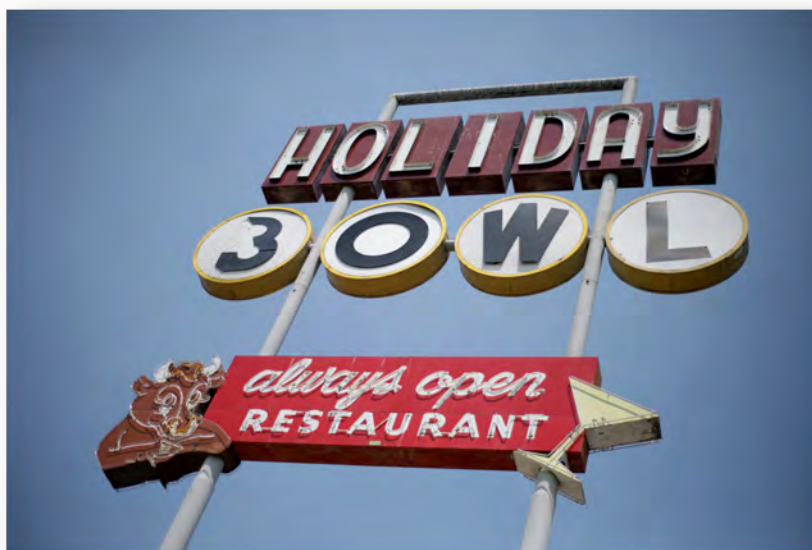
## Residents Speak: Positive Memories

“There's so many good things. So I love the fact that there is so much to do for free. There's a lot of events that we do. We have a great library. I work for the historical society and we have a lot of free events that we offer. So as many challenges as there are in Hayward, there are so many advantages to living here in terms of accessibility in terms of Parks and Recreation.”  
Caroline/36-45/Apt.

“I've lived in other places and this is the easiest place to be poor, as ridiculous as it sounds. But, you know, I've always said I would rather economically struggle in Hayward than anywhere else just because of resources and accessibility and parks and swimming pools.”  
Caroline/36-45/Apt.

“Some of my best memories are from my elementary school days. Taking day trips on BART from downtown to places all over the Bay Area definitely made me happy. Living near downtown, always being walking distance to try new restaurants and catch a movie, and the summer street fairs is always something I've done since I was in high school. The movie theater was my first job, and it was a great place to work and make friends.”  
Norma/26-35/SFH

“With the entire pandemic, I feel that there was a lot of help that Hayward provided. Looking back I got a lot of help from things like the food bank and getting weekly food boxes at different locations; so that is one good memory I have recently that people are willing to help each other.”  
Elvira/46-55/SFH



Holiday Bowl

## Residents Speak: Positive Memories

"Some good memories are bringing home my two children from the hospital to our small, cozy Hayward home. Playing with them in our big backyard and taking walks around the block, stopping to see the chickens on the front yard of a nearby house."

Julieta/36-45/SFH

"I have one neighbor, whom I truly love and respect. We walk together. We go to lunch, we go to each other's homes. She helps me out and I help her out. It's also just a really nice little area to live in because it's peaceful--it has really nice parks. I am close with my family, they're friendly people."

Najia/46-55/Duplex

"With living in Hayward for about 15 years, I would say the best memories I've had are with my family. Recently, my daughter got married and since it was in the middle of quarantine we did it at home. All of my family was there to see this beautiful moment of my daughter."

Lilly/46-55/SFH

"I grew up here, so I have built a lot of relationships throughout the years. I remember going to the park with friends and family, playing games, playing football, playing sports and having a good time. Even with my kids and our friends' kids that we can even help our kids grow, and be able to make relationships last like the ones we've had."

Juan/46-55/SFH

"I have a lot of good memories growing up in Hayward and going to the Mount Eden swim center and the community center at South Gate. There was a lot more things for kids to do back in the day. Riding our bikes to get ice cream at Dairy Belle after a long day of swimming at Mount Eden. It's sad to see that those places aren't utilized as much as before. Mount Eden Swim Center is no longer there. It's very sad to me that that's not available for the this generation."

Reina/26-35/Apt.

"It's really rewarding living here."

Caleb/26-35/SFH

"Every aspect of living in Hayward has been good because I planted my roots here."

Catherine/36-45/SFH



## Excerpts: Student Essays

### Memories

The Vice President of Marketing asked me what I wanted to do when I grew up and I quickly answered, “I want to be the CEO of Mervyns”. Obviously, those dreams would never come to fruition because in 2008, Mervyns filed bankruptcy and its building stayed vacant on Foothill Blvd for over 10 years. Now, the spot with lots of childhood memories for myself and nostalgia for so many others will now be the location for 476 apartments and 80,500 square feet of retail space. “Lincoln Landing is poised to become the cornerstone in the revitalization of the Foothill-Mission Boulevard corridor and the transformation of downtown Hayward,” said City Manager Kelly McAdoo. Many Hayward residents look forward to its opening but with slight skepticism around what it will do for traffic and the homeless population.

Jibrail says, “I played on the local Little League baseball team when I was a youngster. Hayward is where I graduated high school. It’s where my older siblings graduated from school. It’s where I graduated from, Cal State East Bay University. So a lot of good memories. You know, a lot of my best friends that I’ve met in life live in this area.” Even with the pollution and rise of housing prices, the people still are moving forward with their lives to maintain strength and to not dwell on the hardships of life, as patience is the key to success. Memories are made from experiences of life that have emotional or physical impacts that are stored in a human’s brain for a lifetime. Memories are not to be identical, but are unique because every person has a life of their own that is changing with time day by day. Lilly shares, “With living in Hayward for about 15 years, I would say the best memories I’ve had are with my family. Recently, my daughter got married and since it was in the middle of quarantine we did the ceremony at home. This would be a great memory because all my family was there to see this beautiful moment of my daughter.”



Hayward Little League Team

# Excerpts: Student Essays



## Memories

Chris, a young resident of Hayward, shared which are his good memories in Hayward. One of his happiest memories in Hayward involves a Japanese tea garden that was located near his house that he enjoyed with his wife. He deeply enjoyed it because "it is a nice place to go for walks, and on the whole, our apartment complex is pretty nice, meets our needs, and it is also the first time living with my spouse, for our first apartment, it really helped to make good memories". He really enjoyed getting his first apartment with his wife in a nice apartment complex, and near a garden that relates with his culture. Not many people could have afforded to live in such a nice place and to have such nice opportunities, so definitely it helped that Chris had an above-average income. Some people would say that he only had happy memories in Hayward because he had the money. Nevertheless, money does not buy happiness, and I am sure that if Chris would have lived in poorer situations with his wife, he would have still made some good memories with her in his place.

Mark and Cynthia lived in Hayward for the majority of their children's lives; spending time and effort raising their two kids for nearly 20 years. Both Mark and Cynthia resonate about the good memories they've had living in Hayward: "Basically, this is really where our kids kind of grew up. I mean, if anything else, all of those years, I can't imagine looking at Hayward and not thinking about, you know, the kids. Because raising a family, that was like a good part of it." I think Mark makes an excellent thought on the idea of understanding how his association with raising his kids and the town of Hayward have been intertwined as that's where everything took place. Hayward in itself is filled with a majority adult population and has comparatively more affordable housing prices when compared to other major cities within the Bay Area, which means that there must be a lot of families also raising their children within the city as well.



Hayward Japanese Gardens



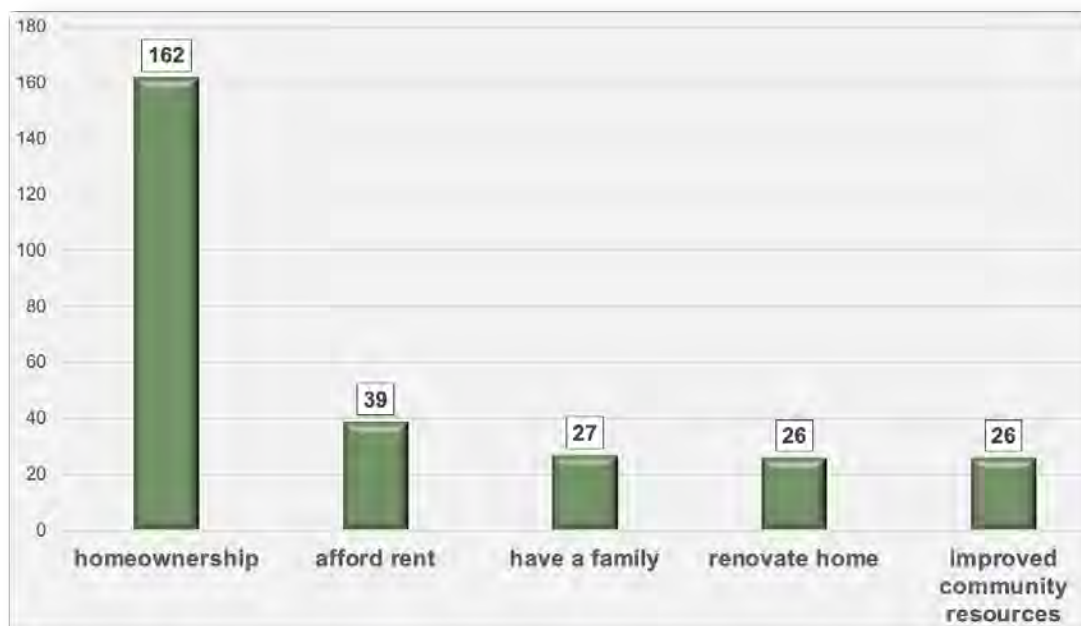
## Interview Question #11

What is your biggest hope or dream when it comes to your living situation? What's preventing you from achieving your hope or dream? What support would you need to make it happen?

## Observations: Hopes & Dreams

- No one said their dream is to headline Coachella or to win a million dollars. The residents of Hayward are thoughtful and practical. Their dreams really are the American dream. The pathos in this is that residents are well aware that the dream of a house and kids and a good job is not guaranteed, especially in the Bay Area.
- 25 interviewees expressed their intent to stay in Hayward for the following reasons: it's where they grew up, they have deep family roots here, their nostalgia of growing up in Hayward, they believe Hayward has a good environment, and the diversity of the city.
- For 27 community members, it's their dream to raise a family in the same city and house in which they grew up.
- 3 community members responded to this question by describing their frustration with the increase in development in Hayward. They were concerned about Hayward becoming overpopulated and crowded. This sentiment was expressed 46 times among all responses to the interview questions, especially in questions 1, 2, and 8.
- For 24 interviewees, their dream is to leave Hayward in order to secure more affordable housing.
- 26 residents stated their dream is to have improved community resources such as cleaner parks, improved schools, support for the homeless, reliable public transportation, etc. Many of these residents also expressed a desire for more connected communities.

Most commonly identified dreams





## Residents Speak: Hopes & Dreams

"My biggest hope is that I don't have to wait for my parents to die in order to buy a house here--I don't think that's a unreasonable dream. I would like to stay in Hayward. It's where I grew up. I've lived in other states and I've lived in other places, and this is where I prefer to be. But at this point in my life, it will have to be my parents passing away in order for me to be able to afford to own a home in Hayward. I would inherit their home. But if I'm dreaming really big, it would be really great if I, as a three times college educated adult with a full time job, would be able to afford to buy a house in my hometown."

Caroline/36-45/Apt.

"I hope the area improves, like we get nicer parks and schools are funded and better equipped."

Liz/36-45/SFH

"My biggest dream would be to have a nice, safe, clean, charming city. What is preventing is probably a lot of renters, homelessness, and just the craziness that the world is today."

Kathleen/36-45/Condo

"My dream would be to make my home a comfortable place for our kids and grandkids and the neighborhood. Where kids can feel free and they don't feel discriminated against, they feel just love and friendship as they come in through the door."

Celeste/46-55/SFH

"Having the income to fix up the home and leave it to our children and be able to build it up and make modifications so the house will last a lot longer. I don't want to leave them a home that is going to be broken down."

Celeste/46-55/SFH

"My dream is to buy a home in Hayward. What's preventing that is my financial situation. Being single, living pay check to pay check, not being able to save."

Kevin/26-35/Condo

## Residents Speak: Hopes & Dreams

"My biggest hope in our living situation in Hayward is to someday see less crime in Hayward. To be able to freely walk without fear, or being able to leave your garage door open."  
Sharon/46-55/SFH

"I think the main thing would be a stellar school district."  
April/26-35/SFH

"One thing I think would be cool for Hayward is if we just had better bus routes for people. Safer buses that are a little bit nicer."  
Sarah/26-35/Apt.

"The population is getting crowded and crowded but I don't think that's gonna be solved in the next 5 years if anything. The only one thing it's gonna get worse because the population is growing. So, I don't think my dream will come true because I really miss the day when I moved in, it was so quiet."  
Eian/56+/SFH

"I don't want to live in Hayward. It's not the most ideal place to live. There's still a lot of issues."  
Kristi/26-35/Duplex

"I hope to afford a decent living situation that won't cause me to move so far away from a place that I've always called home. Just because the Bay Area is very expensive, so to stay and live here. Like of course, I would want to stay and live here but if I can't afford it, obviously I'm not going to."  
Mia/-25/SFH

"I hope to be more connected to the community. I haven't had enough time to connect with organizations to improve my ability to serve my community at a higher level."

Jen/36-45/Apt.

# WARD/RUSSELL CITY BLUES FESTIVAL

## the Tradition Continues

### Interview Question #12

What song encapsulates  
living in Hayward?



Posters for City of Hayward Music Festivals

# Hayward Residents' Playlist

## **“Just the Way You Are” by Bruno Mars**

~Jedrick: “The song encapsulates life in Hayward because even though there are many things to be done, the city is fine the way it is.”

## **“Don’t Stop Believin’” by Journey**

~Joanne: “Because I know our city will continue to improve.”

## **“Dear Mama” by Tupac**

~Claudia: “Because he talks about growing up with her support and he couldn't imagine a life without his mom to help him grow up. She brings more stability to the environment.”

## **“California Gurls” by Katy Perry**

~Naomi: “Because we're all from Cali. I'm a California girl and I love my city.”

## **“What's Goin' On” by Marvin Gaye,**

~Jamal: “Since he kind of encapsulates and brings up environmental pollution issues going on.”

Tiff: “There's a lot of older parts of Hayward, and there's like, newer parts too. So, Yeah.”

## **“Icy GRL” by Saweetie**

~Jenn: “Because she is from Hayward.”



## **“I'm from Hayward” by Russell City**

~Celeste: “I am from Hayward. I grew up in Hayward. That's all I've known from all the different parts of Hayward. So I know the area. The song talks about the areas that as a teenager I hung out in.”

## **“My Shit Bang” by E40**

~Elizabeth: “Okay, the lyrics and his song that says ‘sometimes I dress uppity, sometimes I dress scummy. Sometimes I just dress high class. Sometimes I dress bummy.’ I feel like this summarizes the people that live in Hayward. And you know, like when this song plays everybody dances.”

## **“I get Around” by Tupac**

~Adi: “Because that's Hayward and between Hayward and the neighboring cities, like ‘I get around.’ It's just a positive song.”

## **“Tell Me When To Go” by E-40**

~Wendy: “It's the Bay Area. That's how I look at it. More just like the vibe.”

~Sidhant: “Hayward is the heart of the bay. It's like physically, centrally located. it's literally the doughnut hole of the Bay Area. So, the culture of Hayward is a good mix of all the surrounding areas.”

~Demonica: “Because I want someone to tell me when to go and leave the Bay Area.”

~Jessica: “I was more with the Hyphy movement so I heard it everywhere and I loved it.”

“It's Hard to be Humble” by Willie Nelson.

~ Cesar: “I chose this song because when you try to be nice with everybody everyday but people don't help. I mean you get to the point where you are tired but you can't give up.”





# Hayward Residents' Playlist

## **"It's Hard to be Humble" by Willie Nelson.**

~ Cesar: "I chose this song because when you try to be nice with everybody everyday but people don't help...you get to the point where you are tired but you can't give up."

## **"We are Family" by Sister Sledge**

~ Elizabeth: "We are in the middle of everything. Hayward is my family home."  
~ Maria: "Growing up in Hayward it's songs like this I listened to in high school or elementary school."

## **"Love Will Lead You Back" by Taylor Dayne**

~Melanie: "Because this is where your family is where you all grew up. Obviously if you ever leave one day, love will lead you back eventually to Hayward."

## **"The Bay" by Zion I**

~Stephanie: "The song is just culturally what represents Hayward I think and the type of music a lot of people here listen to."

## **"Happy" by Pharrell**

~Nancy: "I'm happy in my little casita and happy in my neighborhood."

## **"Movin' on Up" Jeffersons' Theme Song**

~Kathleen: "Because I am moving on up my way out of here."

## **"De Colores" by Joan Baez**

~Jen: "It is a song that includes lots of different backgrounds and people coming together."

## **"Mi querido Viejo" by Oscar Ovidio**

~Gloria: "It means my lovely old man, it reminds me of my mother, because she always played it."



<http://tiny.cc/2e7suz>

*Scan the QR code or click the link to be taken to a Spotify playlist of the interviewees' selected songs that encapsulate living in Hayward .*



# Towards Recommendations

The TEA team was on pace to submit this Final Report two week or three week ago. It was all done—all except for this last section that you're reading now. Why did we agonize so much over this Recommendations section?

One reason is that we were stymied by the fact that the problems the interviewees discuss—fear of eviction, out of control housing costs, segregation, crime, litter, etc.--all seem so intractable and widespread. These issues are not just happening in Hayward. So, no doubt thousands of city staff from around the nation have tackled these issues for years. If there WERE easy answers and obvious solutions, the city of Hayward would have given them a go—long ago. So how likely is it that TEA can offer an off-the-shelf recommendation for solving this or that issue and have the city reply, “Well, we didn't think of *that*. Thank you so much!” Not likely.

Not likely, because as we have seen in our 5 years of working with city staff, they are really smart, wise, and engaged. So it seems a bit presumptuous for a couple of English teachers to think they have the answers. We are not hoarding some monopoly on solutions that we are only just now deciding to share.

A second reason we struggled with this section is that any solutions that might exist are very easy to offer—but a whole lot harder to implement. It is not hard to suggest to someone that the way to win the race is to “just run faster.” Or the way to solve crime is to “lower the crime rate.” Putting any solution into practice is where the Devil's details emerge. So we were reticent to recommend anything that would add to the work load and stress of Hayward staff.

All that said, later in this section we *will* be offering recommendations to address the different issues raised in this report. We well understand that to bring many of these recommendations to life will take copious brainstorming and detailed planning. With that in mind, we see each recommendation as being more of a conversation starter, a seed to grow. They are intended to spark interest and TEA would welcome engaging with the city to explore any recommendation that the city believes we can contribute to.



The reason we call this section “*Towards* Recommendations” is because before we offer any recommendations, we first want to share some principles that have not only guided our work with Tennyson Thrives, but which we have road tested and are confident enough about to think they can also be value-added to the city and city staff.

To be perfectly honest, many of these principles we gleaned *from* Hayward staff, especially in the early years of Tennyson Thrives. We are in a sense offering them back to staff, to perhaps remind and inspire you about what you already know.

# Towards Recommendations

The **first principle**, and the one from which all the others flow: *grow change from the ground up*. To echo that hoary real estate dictum about “location, location, location”--for us it is “grassroots, grassroots, grassroots.” We are under no illusion that this approach to improving communities is easy. On the contrary, it is exceedingly hard. But as Churchill famously said about Democracy: “It is the worst form of government, except for all the others.” We feel the same way about grassroots organizing: it is the worst way to create positive change, except for all the others. We are beholden to Hayward staff member Mary Thomas for her early guidance in helping us to develop this approach to change making in communities. And we are especially thrilled to see the current grassroots and participatory budget initiative--The People’s Budget-- that she and other staff members are implementing in Hayward.

The **second principle**: *Activate and Leverage the Core Strengths of Residents*. In the executive analysis, we detailed 4 Core strengths that contribute to Hayward residents’ resilience. Accessing these strengths in support of initiatives, and in order to solve civic problems, is a win-win for both residents and the city.

The first core strength is Diversity. Developing initiatives, events, or ongoing projects through the lens of Diversity releases a huge amount of civic potential energy. Residents are grateful when this strategy is implemented, and you can feel the synergy between people percolate and grow. One example of this: for one of our community events, we invited residents to bring and share foods from their respective cultures. This was a huge success--residents ended up trading recipes, and sharing stories about the cultural and familial history of the dish they brought. Chabot students seized on this, and came up with the idea of creating a cross-cultural cookbook--complete with recipes from all over the world, and with pictures of the residents and their families preparing the dish in their home kitchens. Residents who never even knew who their neighbors were, were now side by side with them in the book, helping to create local community.

The second core strength is residents’ commitment to family. To leverage this, we make sure at all of our events that we have games for kids, art for kids, food for kids, music for kids, and more. This attracts so many more families to the event, and then while the kids are getting their faces painted or smacking a pinata, the parents are freed up to engage with us about whatever issue we want to address.

The third core strength is how hard residents work and how skilled they are at their jobs. We found repeatedly that if we can find ways to leverage these job skills, by inviting residents to apply them to this or that project, it makes the project so much more successful. For example, our garden at Chabot College was immeasurably improved over the years by all of the Hayward parents of students who would come help out. Woodworkers, welders, gardeners, pond builders, carpenters all offered their time and skills in service of this community project. In addition, you can just tell how proud and *needed* it makes residents feel to be of such assistance.



# Towards Recommendations

The fourth core strength is residents' remarkable stoicism. We believe, however, this trait is a hindrance to improving community. Chabot student Carlo implies that this stoicism is a badge of honor. And indeed it is, but not only *do* squeaky wheels get the grease, but maybe they *should* get the grease. But Hayward residents do not speak up nearly enough about the many issues that hinder them. Or perhaps they just do not have a platform from which to speak.

How do we break through this stoicism? We believe the most effective way is to embrace and engage with the full humanity of residents. One way to do this is to supply residents with a platform for communication and interaction. The results of doing this are powerful. For example, in reading through the 400 interviews with Hayward residents, it is striking—and humbling—how truly *intimate* this experience is. Residents are so vulnerable, thoughtful, and open. Listening to the audio files, we can feel how *epic* their challenges are, and how rich their lives are. And because we cannot talk back to the files, it feels like we are finally being good listeners. Sometimes communities are described as being underserved. It may be that, rather, they are *underheard*.

The **third principle**: *Unleash Students*. Students are the absolute key to all of our community outreach efforts. So much so, that it is odd to recall that 5 years ago we had no idea if student-driven community outreach would even work. We asked the director of the think tank at Pepperdine who funded our first efforts if she had any research or case studies that we could draw on as we began our work, and she replied, “Why do you think you *got* the grant? No one has ever tried to do what you are attempting.”

Happily it worked. And we can talk all day about how and why this is the case. Indeed, we have an entire website devoted to how to implement student-driven local initiatives. This is the work of TEA. We are “franchising” this idea by training teachers at other colleges, who in turn are then poised to collaborate with *their* city and other nonprofit organizations.

We are very proud of the thousands of Chabot students who have engaged in this work. And we would like to think Tennyson Thrives and subsequent initiatives have made a positive difference to Hayward. That said, it is shocking to consider that, yes, thousands of students have done this work, but only 2 to 3 *teachers* have been involved. What does this mean to the city of Hayward? It means there is room for *massive* growth in this space. On any given school day—from kindergarten to college—thousands of students and hundreds of teachers are ensconced in classrooms all over the city of Hayward. Imagine dozens of teachers and all their hundreds of students being invited (and trained) to create curriculum that serves the needs of community members. Imagine the city putting together a contest or sponsoring an initiative that invites teachers to engage in Project Based Learning that addresses community issues. We have seen repeatedly that students are eager and LOVE engaging in this kind of learning. Within its boundaries, the city of Hayward sits on top of a great untapped resource hiding in plain sight—students.

To unleash students, the city can: create internships; hire students; offer grants; host contests; serve as a matchmaker to bring classrooms and communities together. And even much more can be done.

# Towards Recommendations

A final point must be made about why it is so value added for a city to nurture students in doing community based learning. When students complete their degree at a 4 year college, most of the time they leave the town the college is located in. This is decidedly not the case when it comes to community college students. They stay in their neighborhoods and hold on tightly to their family ties. What this means for the city is that sprinkled throughout the neighborhood are fledgling community organizers, who have enjoyed success in making a difference to their community. They are eager to engage in such endeavors again. The city needs only to illuminate the "Bat Signal" and these students will appear.



*In the executive analysis, we devoted a lot of ink to writing about problems that residents say they contend with. It is a heavy and even depressing list, and we don't want to leave it just lying there. So, In this next section we offer recommendations that respond to the different problems posed.*

## **Eviction / High Housing Costs & Homelessness**

One of the most eye opening trends this project uncovered was just how many residents are actively concerned about eviction or who otherwise struggle with high housing costs, We know that the *city* knows how dire this problem is because on the Housing Resources landing page of Hayward's website, we find no less than 32 possible links that a visitor can choose from. And many of those links hold more links inside of them when opened—like Russian nesting dolls. This huge amount of content is an indication of how robust the city's support is of housing issues; however, it surely cannot be simple or smooth for most residents to navigate all these Housing tools, resources, and information. And how often are residents even visiting the Housing part of the website?

With Homelessness and Hayward, it is a similar situation to that of Housing/Eviction: there is a disconnect between what the city is doing, and residents' awareness of what the city is doing, coupled with residents' misconceptions about the issue itself.

The city is highly involved in addressing the many facets of the issue. A keyword search of the city's website reveals over 40 current meetings, studies, or proposals related to homelessness. However, in reading through the 400 interviews—and in our experience as teachers—it's clear the average resident or average student is not very aware of nuances of the issue, nor are they aware of what the city is doing. That said, residents and students display a free-floating empathy for those struggling with homelessness. They just are at a loss to know how to *channel* it.

### *Recommendations:*

- Conduct research and focus groups to determine how many residents are aware of these web resources. How often do they access these resources? What has been their experience with the site? These findings could no doubt be applied to other areas of the city's website.

# Towards Recommendations

- Create a social media campaign to tout the fact that all this great content exists.
- Create short “How to Navigate” videos that walk through the Housing and Homeless web pages.
- Host Zoom Classes where residents can be walked through the content and learn how to access the resources that most apply to their situation.
- Advertise and Host classes out in the community that walk residents through the content and teach them how to access the resources that most apply to their situation. The TEA team was very impressed when City Hall (pre-Covid) took the show on the road, so to speak, by hosting council meetings at places like Matt Jimenez Center. We think that this strategy can work for many other aspects of city business.

## **Segregation**

Hayward is segregated. That being said, many residents talked about feeling more at ease being around people who are like them. We think that this comfort provides an opportunity for the city to bring neighbors together in the service of building community. Of course this is easier said than done and that leads us to another issue that we discussed in the executive analysis—Neighborhoods lacking community. We will offer recommendations in the section that follows that also can be applied to this issue of segregation.

## **Neighborhoods lacking community**

A great many interviewees shared how well they get along with their neighbors. But for many residents, a cordial relationship was the extent of the interaction. We don’t point this out to be judgmental, and in fact for many neighborhoods around the nation this is the norm. And especially in affluent neighborhoods, residents have many ways to get their needs met without relying on a neighborhood community; Mere cordiality is probably enough—they don’t need their neighbor. However, we do not believe this is the case for many neighborhoods in Hayward, especially the segregated ones.

To ensure a healthy future for these stressed communities, we need to find ways to engage neighbor with neighbor—to bring them together for modern day barn raisings.

### *Recommendations:*

- That the city provide residents ongoing opportunities to work together on community projects, and provide events where they can gather together. In our Tennyson Thrives collaboration with the city, we have worked with staff to host block parties, put on community events in parks, host family movie nights, develop community art projects, organize focus groups to garner opinions about community issues, and much more. We have learned—to quote from Field of Dreams—“if you build it, they will come.” And indeed residents do. And further, it does not take them long to take ownership of the event. By the second time we put on the Palma Fest, area residents were using possessive pronouns to talk about “their” event.
- That the city reaches out to those residents who have lived in the city for decades. When we met with such residents during our Smoothie Sunday community gatherings, it was noticeable how hungry they were to share their insights about living in the neighborhood—insights that felt like wisdom. Many of these residents are homeowners and have no intention of ever leaving Hayward.

# Towards Recommendations

They possess a deep well of community knowledge and city history. We recommend that Hayward access, honor, and leverage this longevity. We are reminded how some indigenous communities make a point of honoring and giving community space to the elders of the community. These long standing residents really are Hayward Elders. (That could even be the branding for this initiative.) It behooves us to engage them, ask them questions, hear their stories, and listen to their advice. For example, one data point that emerges from the interviews is that homeowners who have lived in the city for more than 20 years enjoy markedly more positive relationships with their neighbors. It would be instructive to find out why this is the case.

## **Tale of Two Cities**

As was pointed out in the executive analysis, many interviewees cite the sometimes stark differences in affluence found in different areas of the city. Our Chabot students, too, have noted this over the years. What is intriguing, however, is that our affluent students—those who actually live up in the hills of Hayward—have often said that they would like to bring the affluent and the underserved together. They mean this literally. They talk about creating events or collaborations that bring these different demographics together in a fun, cross-cultural way. We recall one student saying he wanted such events to “level the playing field.” We never pushed students to flesh out what such an event might look like or what it might hope to accomplish, but we have always been intrigued by it. And it speaks to the desire for economic fairness and social justice that students—even our more affluent students—possess.

Our *recommendation* for this issue would be to explore this idea, flesh it out, and see if putting on such events might help to meld these two cities more into one single Hayward .

## **Parks / Gender**

In 2021 TEA collaborated with Hayward to investigate residents’ attitudes about the city’s parks. Similar to this housing project, students interviewed area residents around a series of questions. One finding was so unexpected and jarring that it threatened to derail the entire project. This was the fear and concern that women have about going to parks—at all. It was laughable to female interviewees to be asked “how often do you go to the park” when the answer was almost always NEVER. And it sure made it pointless for students to ask the next 10 questions that inquired about things like “What do you like to do at the park?”

When we say this finding was “unexpected,” that is not entirely true. It was unexpected for men. For many female students and female Hayward staff, this was woefully obvious. One Hayward male staff member spoke for all of the other men in a meeting when he apologized for not having any awareness of something that is so harshly obvious for half the population. It is a disgrace that so much of public space is controlled by men, and thus off limits to women. How can any city—or parks department—take pride in a service or asset if half of the area’s residents are unable to use the asset?



# Towards Recommendations

## *Recommendations:*

- HARD needs to be brought into serious conversation with the city and female residents about this issue.
- Organizations with expertise in gender equity issues should be also invited to the table.
- Students and residents generated numerous ideas for dealing with this issue, including practical strategies like more lighting. These ideas need to be considered and implemented.
- Students also conducted research into cities—including Vienna—that filter all urban planning decisions through a gender lens. We think that a wider conversation should be entered into around this problem--this cultural blindspot--that most public space is designed for, and controlled by, men.

## **Climate / Pollution / Environment**

When we first introduce students at Chabot to the Climate Crisis, they invariably have two questions:

1. Why didn't anyone tell me about this?
2. What can I do about this?

Among the 400 interviews, many residents posed these same questions about their environment. Residents are stymied. They do not know how to get involved though they often desperately want to.

## *Recommendations:*

- Create a platform for local environmental groups to share their work. (We have been doing this for several years at Chabot.)
- Create Project Based Learning collaborations between the city and Chabot College. Expand this to other local schools.
- Highlight and tout the measures residents are taking: installing solar panels, building gardens, saving water, etc.
- Create neighborhood challenges and contests to boost resident engagement.

## **Trash and Litter**

According to many, many interviewees, the trash and illegal dumping problem in some sectors of the city is overwhelming. Clearly this is debilitating to residents' spirits because it is a tangible sign of a *broken* neighborhood. This problem is one case where TEA is going to retreat from our principle that grassroots responses are best. We think this issue is beyond the ability of local residents to fix. Local efforts are haphazard at best. This "finger in the dyke" approach does not work. And it is unfair to expect residents to solve a problem that they did not create. As Hayward resident Marleni says, "I have school and homework. I can't clean up everything."

As for recommendations, TEA will resist the urge here to say simply "Clean it Up." It is a daunting challenge even for a city that is truly committed to fixing the problem as is Hayward. We learned from our students who investigated this topic that the city does have a number of strategies and programs in place. TEA recognizes that when it comes to this topic, as the Dude, in *The Big Lebowski*, says, "There are a lot of Ins and Outs." But like Donny in the movie, we are "out of our element." Our value-added to this issue, if any, is to make it *abidingly* clear that for many residents, when it comes to trash, "This aggression will not stand."

# Towards Recommendations



*These final three recommendations are more global in nature, and as such can be brought to bear on most all of the issues we have been talking about in this final report.*

## **Creative Communication**

Last week we were orienting a new climate intern at Chabot. She has been passionate about the environment since she was child and is highly informed about the issues. She is also a Hayward resident, so we told her about some of the great things the city is doing in this arena. She was truly flabbergasted; she had no idea about any of it. And she seemed genuinely mad about not knowing.

This scene repeats itself over and over in our classrooms. Pick any topic that the city is involved in — we tell the students what the city is doing —and students say they didn't have a clue. And this is also overwhelmingly the case with Hayward residents that we engage.

When we shared this phenomenon with Hayward staff, they indicated that the city has known about this disconnect for a long while. And we agreed obvious negative consequences result from this disconnect between the city and the residents:

- Community involvement is attenuated because residents aren't aware of the options
- Problems go unsolved because residents don't know city has solutions at the ready
- City's loses a chance to burnish its reputation

Since we first started working with Hayward we have been continually impressed and amazed by the robust responses the city makes to so many pressing issues. We know this when we are looking at the website for example. But speaking of the website, we wonder—and Hayward staff have also said as much— how much of this 'good news' is getting to the 158,000 residents of Hayward. Whom the website serves is those residents who *visit* the website. We realize the website is not the only way that the city communicates with its residents. These recommendations offer additional potential approaches for sharing the vital work of the city, and for inviting residents to become more engaged.

## *Recommendations:*

- Designate ambassadors on the Next Door website. These residents work with the city to share pertinent information about whatever pressing issue residents are talking about on the site.
- Encourage community organizations and stakeholders to promote The Stack Newsletter, Access Hayward, and Hayward's social media accounts to their constituents. Post QR codes to these resources around the city.
- Deploy digital road signs in high traffic areas that inform community about important events, meetings, policy changes, etc. that are occurring in the city.

# Towards Recommendations

- Collaborate with HUSD, Chabot, and Cal State East Bay to develop Hayward specific curricula that showcases and informs students about their local area. An environmental science class could incorporate the Hayward Shoreline or feature Hayward's climate action plan and the steps the city has taken to reduce greenhouse gas emissions.
- Develop projects with stakeholders across the city that promote events, achievements, and other important matters occurring in the city. For example, in 2020, city staff collaborated with HUSD and Chabot to facilitate an art contest that reminded community members to complete the census. K-12 students submitted artwork, which was then printed, laminated, and then displayed throughout the entire city.
- Bring information to the community by creating Hubs or Satellite offices for city staff to work at and continue to host "City Hall to You" meetings in neighborhoods throughout the city. (We will expand on this recommendation in the next section.)
- Host contests and create simple quizzes that can be shared with stakeholders aimed at informing community members about Hayward's history, culture, and policies.
- Work with community members to create neighborhood specific newspapers. While working on the Tennyson Thrives initiative, many community members were excited about creating a "Tennyson Times" newspaper focused on stories in the Tennyson area.

## TEA Time

Although there are many irons in the fire even right at this moment, we would love to see even more links forged between the city of Hayward and Chabot College with TEA serving as intermediary. We can imagine:

- City Staff directing students in doing research into issues like Climate, Pollution, Crime, etc.
- An institute where Hayward staff convene with Chabot students and community members to hash out issues and opportunities, and Project Based Learning is called upon to address these issues
- Students teaming up with non-profit organizations and the city
- An internship program that pairs students with staff members across a host of areas: GIS map building, engineering, grounds and gardening, waste treatment

It has been such a thrilling ride for our students and for us in working with the city, that we would love to punch more tickets and climb back on. And indeed, we are. We are very excited to be starting a new initiative with the city that has students engaging with residents to gauge their perspectives and concerns about environmental issues. This work will contribute to the city's efforts to revise and update the Climate Action Plan.

# Towards Recommendations

## A Modest Proposal

We wrote in the executive analysis that a city is only its people. We believe that this also holds true for City Hall. What is City Hall other than its people? Yet most of these people are ensconced in their cubicles (at least this was true pre-Covid.) Hayward has over 800 employees, and most of them spend their days far from residents. Of course this is by design because each of these 800 folks has important work to do.

But, the central insight TEA had over the last 5 years in working with the city is that 100 students is a substantial resource. It is a LOT of people power. They can get so much accomplished. Well, the city has at its disposal 8 times that! 800 people represents a *massive* resource that can make a huge impact out in the community if it is brought to bear **out in the community**.

### *The proposal:*

If each of these 800 Hayward employees devoted just 2 hours per week to direct community contact, involvement and support, this represents 1600 hours per week. This is equal to 40 full-time positions dedicated to community outreach and community building.

TEA recognizes that this proposal involves a major culture shift on the part of the city and its employees. And that there are all sorts of reasons why "it could never work." But we think it is worth a try. Desperate times call for desperate measures. And for many Hayward residents things are indeed desperate; their living situation, their community, their future—all of this is under siege.

We hear about PAL's all the time: Police Activities League. Why can't we have SAL's? Staff Activities League. We hear about police posting up in kiosk type satellite offices out in the community. Why can't we have the same for city staff? Hayward staff members have a thousand skills and interests. Why can't these be shared with the community to enrich lives and bring neighbors together?

There's that famous phrase from the late 1800's: "You can't fight City Hall" Well, who wants to fight City Hall anyway? That sounds like a drag. Instead, Let's play with City Hall, let's collaborate with City Hall, create with City Hall, cook with City Hall, paint with City Hall, dance with City Hall—literally dance.

To quote ourselves, a few pages ago we argued that to really improve residents' lives, we need to "embrace and engage with the full humanity of residents." This is exactly what would happen if Hayward staff had more direct contact with the community. And staff would benefit from this too. We need to touch each other's hearts. After all, this is the Heart of the Bay.







Hayward City Hall rotunda



Hayward City Hall rotunda during Needles in the Haystack Art Show





## Housing Survey Results

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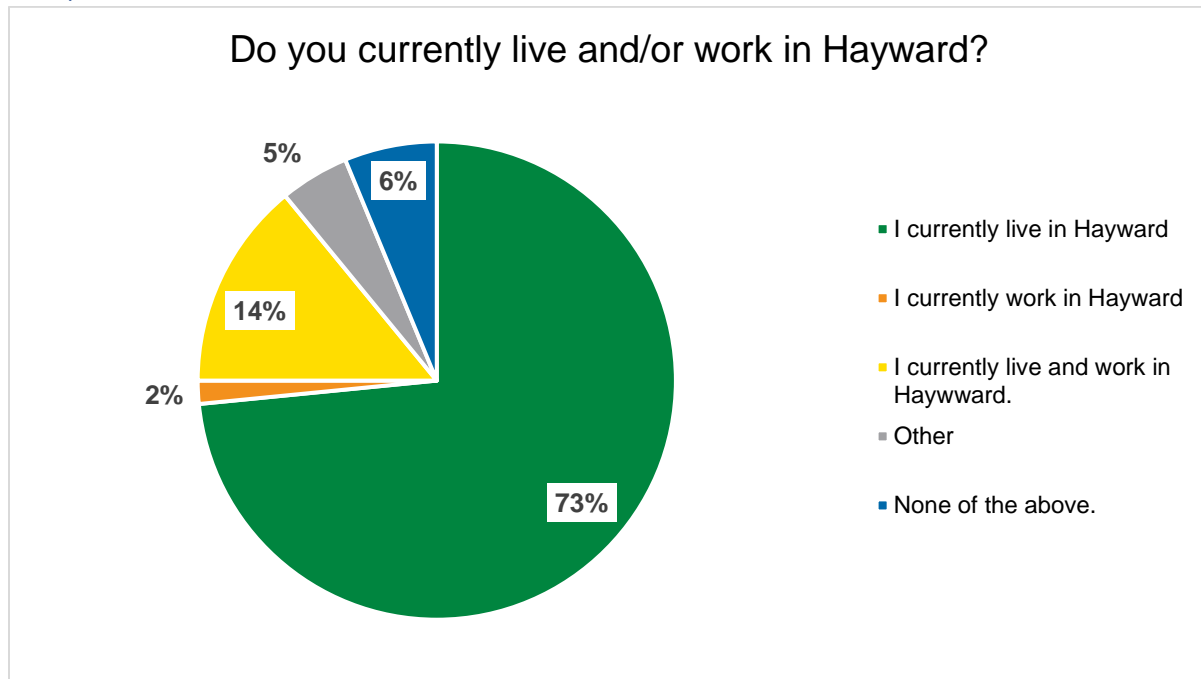
# Hayward Housing Element Survey

## Summary

The City prepared and distributed Surveys inquiring about housing, access to resources, and experiences with discrimination to all individuals in the City of Hayward. The project website hosted an online housing survey for 60 days (from January 10 to March 10, 2022). The surveys were translated into Spanish and Chinese. To encourage participation, the City advertised a drawing for five \$50 Hayward business gift cards for individuals who completed the survey. There were 64 survey participants (60 surveys completed in English, 3 surveys completed in Spanish, and 1 survey completed in Chinese). The input provided by the participants included the following major themes:

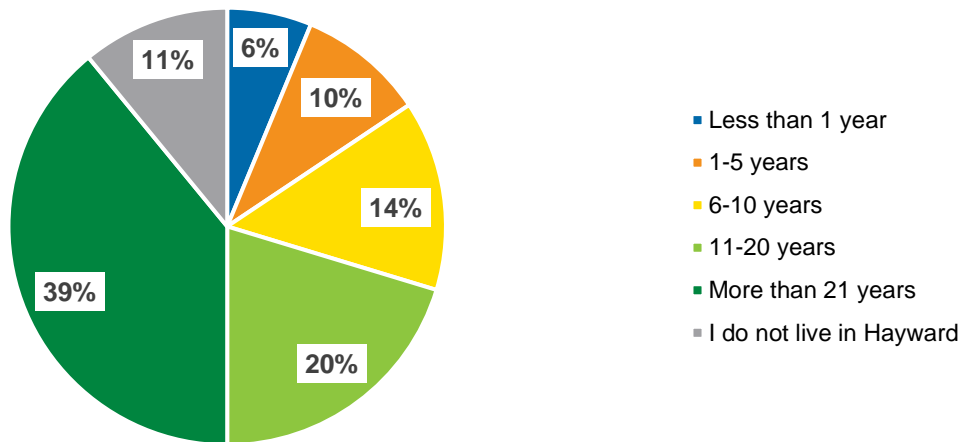
- **High Cost:** Difficulty finding affordable housing, paying the deposit for rental housing, and monthly rental housing costs were identified as housing challenges personally experienced by survey participants.
- **Housing Accessibility:** Affordability, homeownership, and availability of housing were identified the most urgent housing issues in Hayward.
- **Need More Homes:** Entry level or starter homes, co-living housing, apartments, and condominiums were identified as housing types needed in Hayward.
- **Housing Types:** Mixed support of diversifying housing types and increasing housing overall in Hayward.

### Survey Results

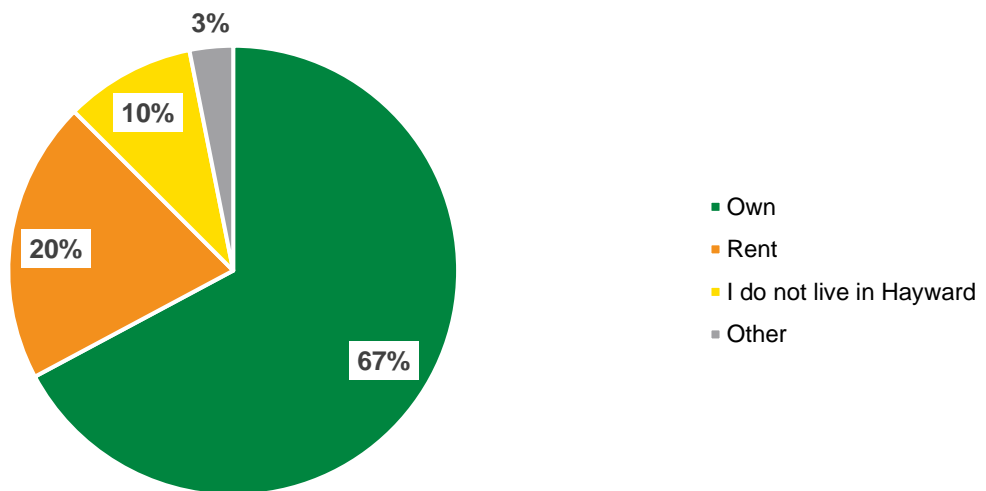


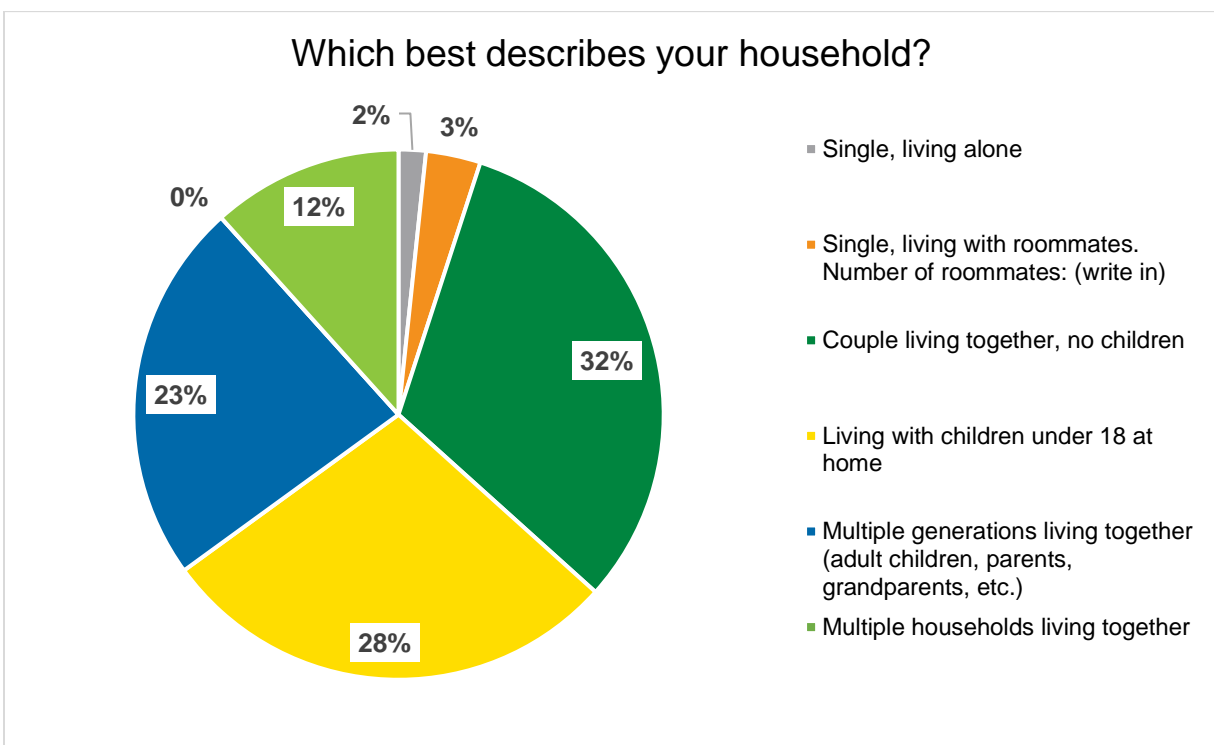
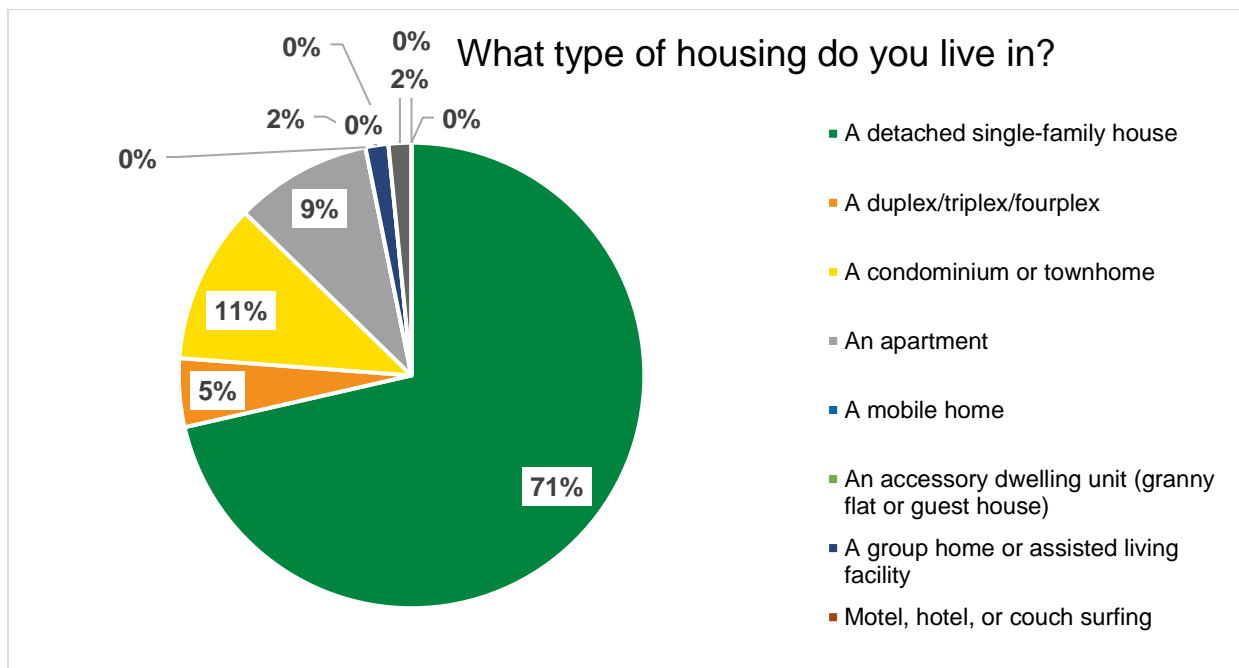


If you live in Hayward, how long have you lived here?

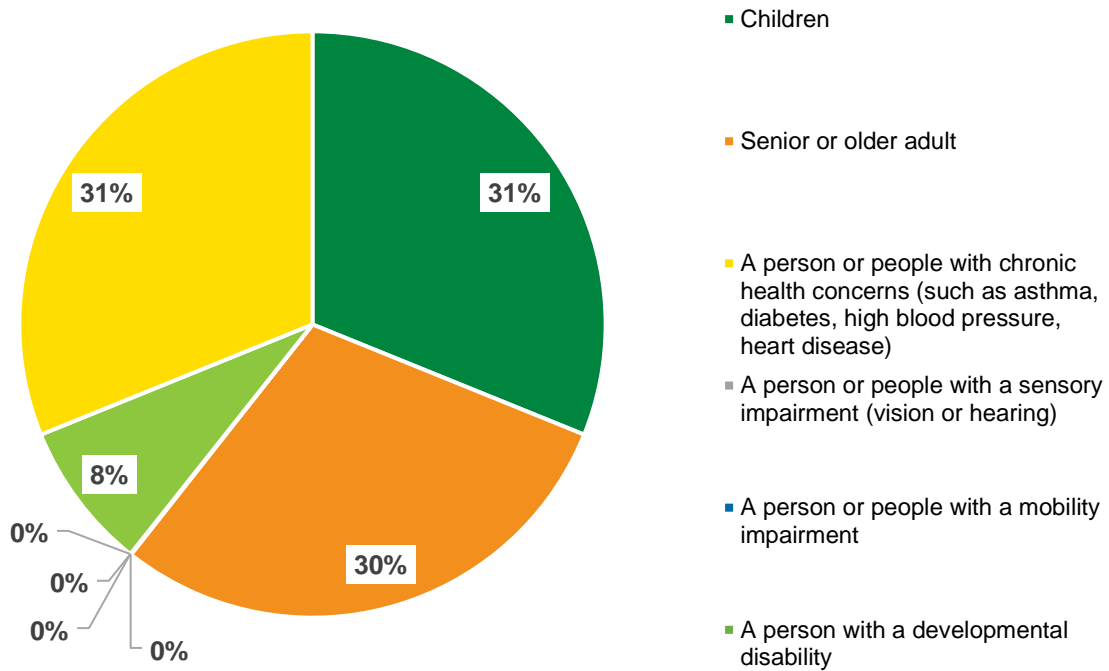


If you live in Hayward, do you rent or own your home?

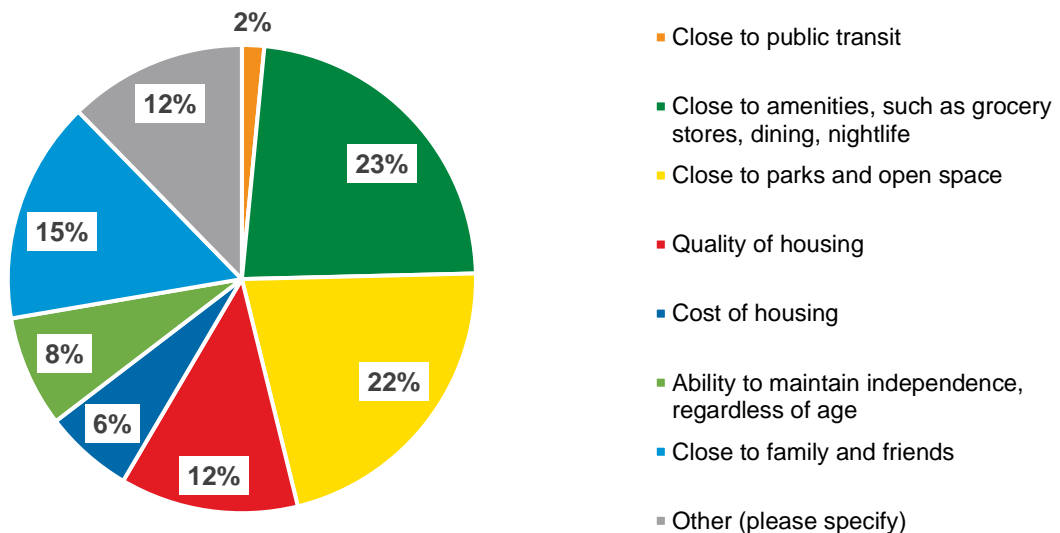




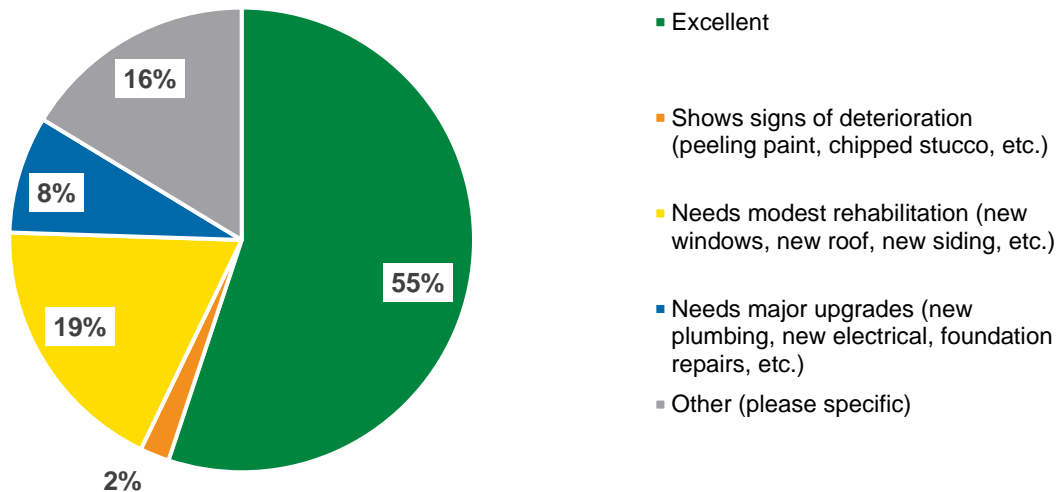
## Does your household include any of the following people?



## What do you like most about your residence and its location?



### How would you rate the overall condition of your residence?



8. How would you rate the overall condition of your residence?

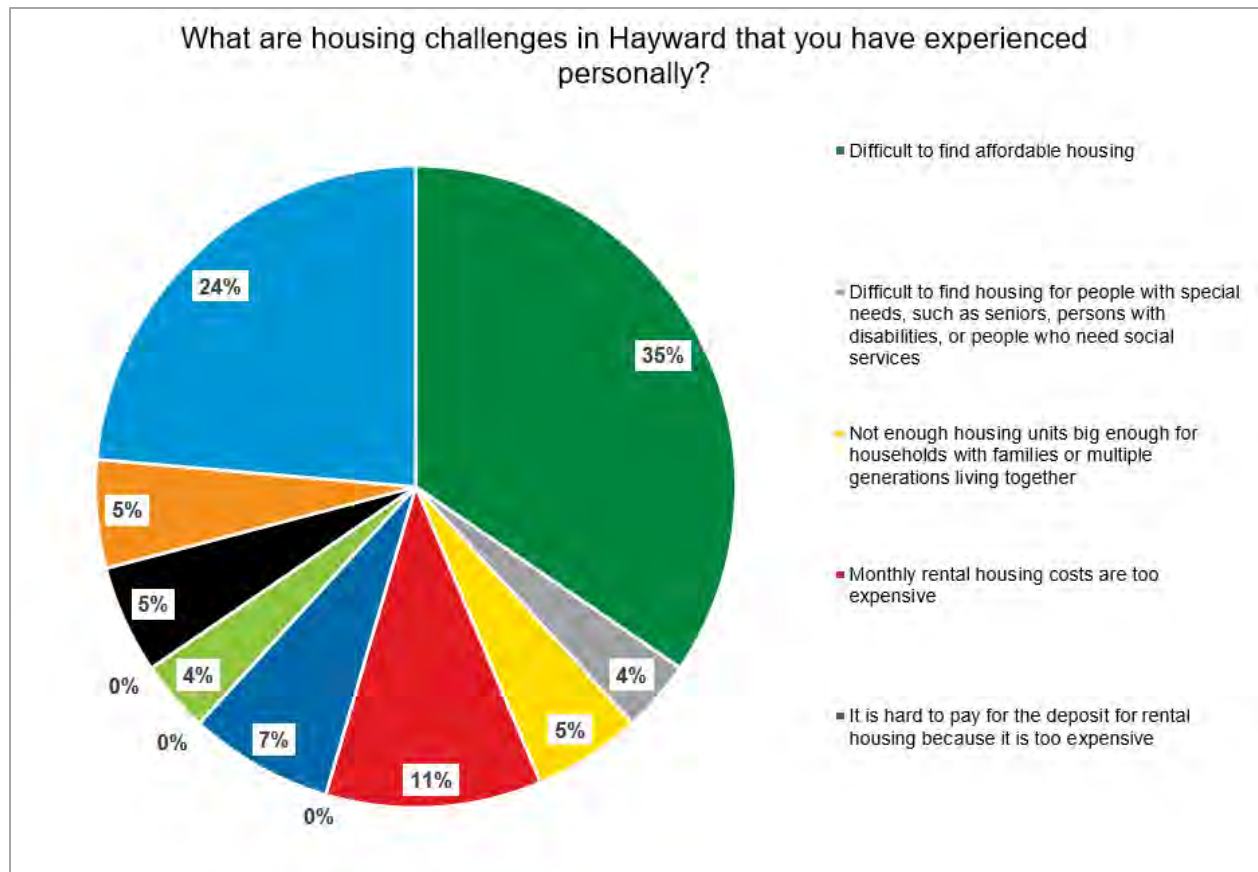
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9. What are your housing needs?

- My current housing is great. It is just very, very expensive to afford.
- Low-income housing availability
- As rental property increases in monthly payment need to prepare for affordable housing in retirement
- parking, green space, near nature
- Roof, electrical, plumbing and rats
- We're ok, some days a little more room would be nice
- Too many cars, boats and trailer.
- Larger land lots, conduits underground instead of burred cables
- Would like a SFR
- Cheaper everything
- Safe place to live without crime in my neighborhood
- Better security camera, ADU for adult child
- Studio apartment
- Insulation
- Sidewalk maintenance, new paint, new driveway
- No more housing! There is already too much congestion in Hayward.
- Need to look at electrical and plumbing since the home was built in the 50's.
- Landscaping needs to be updated. Three large windows need shutters to provide privacy and help with temperature control.



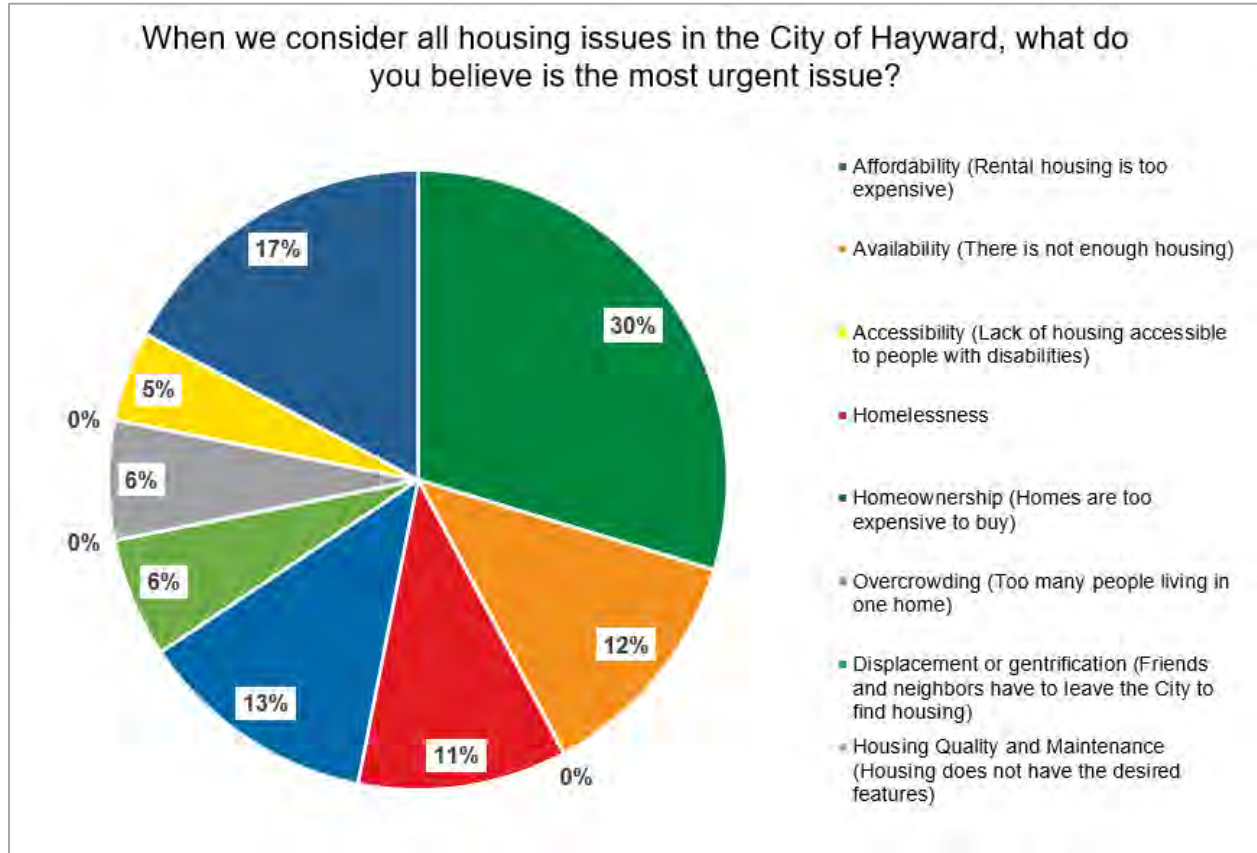
- Solar and insulation
- Small
- I am looking for 2 bedrooms now on behalf of my brother and caregiver. He is registered at Cril
- Tobacco smoking regulation. Our children are exposed to second hand smoke daily
- Need for people to stop bitching about how expensive it is. We CHOOSE to live here. If people don't like it, they can leave.
- City of Hayward has been notified that due to changes related to new residential projects surrounding our street, the street is now unsafe and deteriorating due to speeding, disobedience and lack of traffic enforcement, unacceptable noise levels, littering, lack of physical traffic calming installations, no crosswalks or parking around homes and no restriction of the influx of new residents flooding our street
- More affordable housing options
- Cheap rent
- affordable housing
- HVAC update, stucco repair
- Not sure I understand this question. We need a house for shelter that is a reasonable distance from our jobs and close to family and friends.
- Ability to maintain and expand freely.
- Support to upgrade home for safety as it is older
- 3-bedroom, 2 bathroom home, in an area that is safe to walk outside, with enough parking and outdoor space.
- My duplex needs some paint, new flooring, may need remodel
- Home
- The duplex is in good condition but could use some updates like a new carpet and paint.
- senior low-income housing
- sell house & move to smaller one/condo in coming years
- Renovation
- Lower utilities
- New electrical
- I need affordable housing that is maintained.
- Currently, I would like more affordable housing options in Hayward.
- Need more options nearby in case of displacement
- I wish the neighborhoods would take into consideration the existing feel. Allowing new residences to break neighborhood plans is a major slap in the face and creates distrust of the city, county and state, not to mention being forced to live near these overcrowded compounds and McMansions that ruin the long-standing aesthetic.
- We chose this area to build our home because of its rural quality, the views and the proximity to open space.
- Windows
- I need more space, a big patio (backyard or front yard), the apartment is too small.
- Quiet and peaceful (neighbors)



10. What are housing challenges in Hayward that you have experienced personally?

- Other - Government helping foreigners instead of Americans.
- Other - Inherited home with a mortgage balance
- Other - high taxes
- Other - Worked to buy my own house 40 yrs ago
- Other - Too much low income housing
- Other - Sick of people not taking care of their homes.
- Other - The City of Hayward's reluctance to truly listen, prioritize and respond to resident's proposals to eliminate hazards in their neighborhood and devalue residents' desires to retain the historical characteristics of their neighborhood that motivated residents to move to Hayward in the first place. The City of Hayward is on a monolithic path to transform Hayward into an ugly, lackluster city with same-same box style high density housing; eliminating the natural habitats of all the wildlife and gorgeous natural greenspaces that was the original attraction. This 'new journey' is quickly resulting in Hayward morphing into the typical pattern of urban decline - congested roads, increase in crime and residents displaying predictable behaviors of rats crammed together in little boxes. Unfortunately, a lot of longtime residents are 'stuck' here - due to having our families here as the pulse in our care and the inaccessible price of relocating
- Other - I have not personally experienced housing challenges

- Other - My comfort and safety in my own home have been negatively impacted by homeless people who steal things from my front yard, take fruit from my trees, leave their trash on my street, park their cars blocking my driveway, and exhibiting menacing behavior to me and my neighbors.
- Other - I may need to remodel, not sure where to get funds.
- Other - value of home is lower than neighboring cities partly due to poor public school ratings
- Other - City regulation changes to the neighborhood against the agreements we've lived under for decades



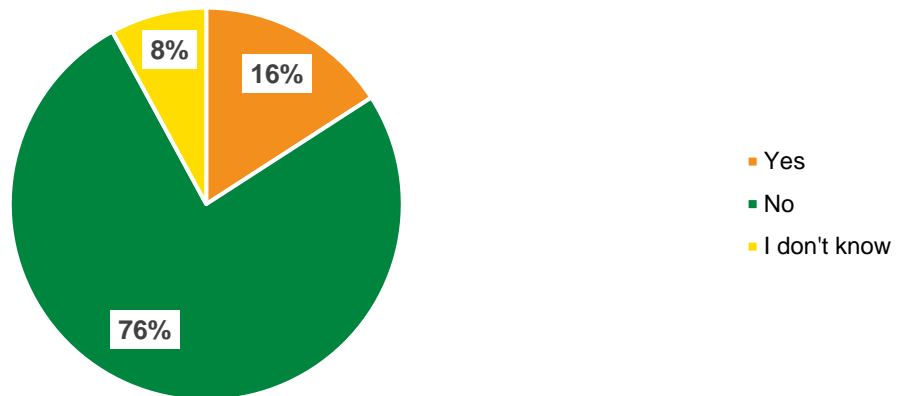
11. When we consider all housing issues in the City of Hayward, what do you believe is the most current issue?

- Other - All the above.
- Other - having an adequate fund for housing relocation costs out of Hayward
- Other - Too many low income housing
- Other - Start building micro-units so folks who can't afford larger units have somewhere they can afford.
- Other - The City of Hayward not prioritizing the well-being of residents and indigenous plant and wildlife FIRST. The uncreative march to follow the boring and insensitive template engaged by most municipalities of eliminating the unique geographical characteristics of their town by eradicating them to build more, more, more box like homes and destroying the natural beauty and habitats of wildlife and vegetation. A more creative solution to providing more affordable

housing would be incorporating the desired trend of working remotely and repurposing all of the existing, vacant and soon to be vacated structures, due to remote working trends, into affordable housing solutions.

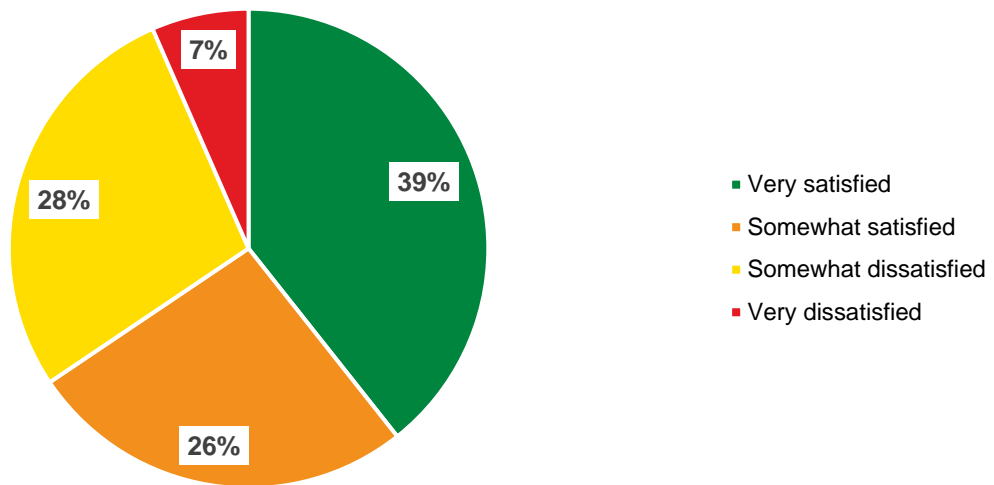
- Other - The infrastructure to back all the homes that are being built right now.
- Other - Neighborhood displacement
- Other - Displacement or Gentrification, Affordability, Availability.
- Other - Overcrowding, but specifically the overflow of cars, street congestion and exhausted services
- Other - I would say that the perception of Hayward is an issue. General safety, personal security, etc. Empty stores downtown also add to this perception. It would be helpful to have a downtown that is inviting to visit, shop in, and therefore live near-by.

Are you now or have you ever been at risk of losing your housing?

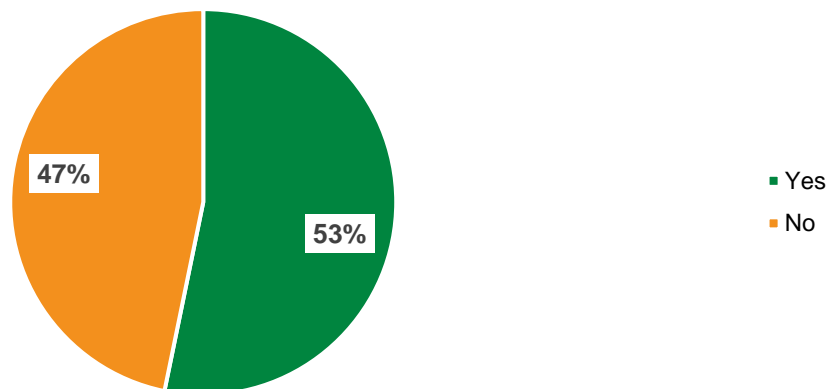




How satisfied are you with your housing choices?



Does Hayward's current variety of housing types meet your needs?



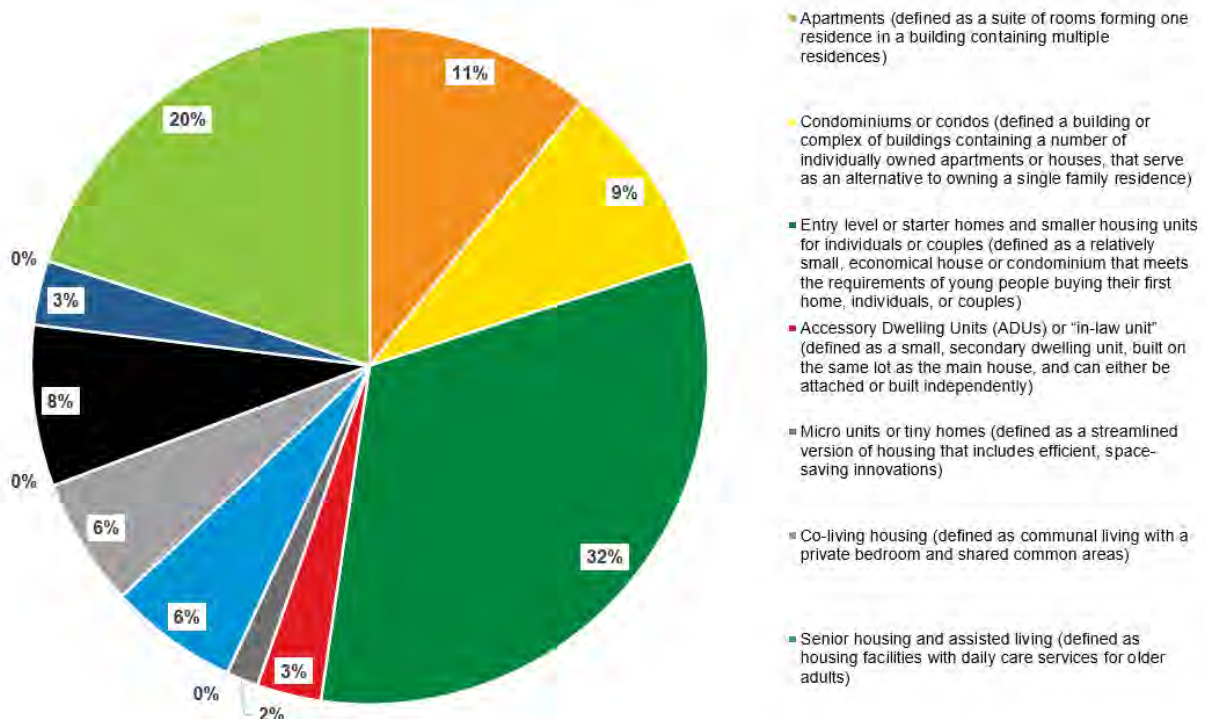
15. If current housing types in Hayward do not meet your needs, please explain.

- I really wish I lived in housing that is close to public transit, except my neighborhood is super car dependent. I wish there were more parks around my home. I wish there is a stronger sense of community and more open public places for building social infrastructure.
- Hard for a homeless person to rent if they don't have rental history.
- I'm a single woman professional who cannot afford most housing options in Hayward despite being internationally known for my work and fairly well paid for it.
- Larger lots, updated layout and infrastructure
- Need cheaper everything

- No housing for independent developmentally disabled such as Sunflower Hill Livermore
- Hayward needs denser and transit oriented housing.
- Too many low income housing
- More single family house
- We have plenty of good stuff in Hayward.
- Explained already in other answers above - I LOVE my house, I LOVE my neighborhood, I STRONGLY DISLIKE the City of Hayward's slavish adherence to the typical, uncreative thinking of other Cities that morphs a great 'human' City into a dangerous, crowded, traffic congested, ugly box housing, litter strewn City, that drives natural wildlife out and sacrifices its natural and unique beauty for the same same greenbelts that Developers praise as being falsely equivalent to the one they razed. BORING, INHUMANE, DOESN'T PUT PEOPLE OR THE PLANET 1ST. Repurpose the tons of vacated parcels with dilapidated building 1st - then move on to vacated retail and commercial buildings, then move on to soon to be vacated office buildings, then move on to empty parcels that owners no longer want or can't develop. AFTER doing all of that doubtless the Housing target will remain unsatisfied, but if it is - THEN TALK AND LISTEN TO THE EXISTING RESIDENTS AS A PRIORITY, to see what would be amenable to them to retain the characteristics of their neighborhood that they most likely are locked into for LIFE- due to the cost of living in the Bay Area. But please - STOP DESTROYING OUR NEIGHBORHOODS AS A GO TO PRIORITY STEP
- Few options, options that exist too expensive
- Need to have cheap rent
- not enough affordable housing
- Need more Mid to High end housing, no more "affordable" high density units.
- Wish the school district was higher rating like neighboring cities like Castro Valley and Union City. Because of the HUSD ratings/quality, we are seeking to leave Hayward.
- There are too many homes in Hayward with too few bedrooms for our family. Also there are many homes built too close to multifamily homes or on flag lots---too crowded. Many newer homes have no private outdoor space.
- I wanted to buy or rent a 2-bedroom house, but couldn't find one. We ended up getting something bigger than we needed (3 bedroom townhouse) instead. I would also have liked to buy a house with an ADU so my mother-in-law could live with us while still being independent. During our search we didn't find anything like that in our price range.
- I may want to find elderly housing nearby my family there.
- Not enough senior housing in Hayward
- space and pricing
- Need more single story homes that have enough parking space. Too much congestion on street with current street parking situation for residents
- The apartments are mostly old, and even those are expensive. Newer buildings are expensive even with a healthy salary. And it is impossible to save to buy.
- There needs to be more higher density housing options in Hayward. As it currently stands, there isn't enough affordable housing or housing in general for residents who wish to maintain an affordable way of living in the city. There needs to be more affordable higher density housing options to make room for demand for those who wish to relocate without having to leave the Bay Area and for those who wish to remain in the Bay Area.

- There simply needs to be more of all types. The cost for housing needs to decrease
- Needs more volume, more density
- Too much affordable housing, luring in low income.
- Starting to look like China
- The cost of living in Hayward is too high.
- Single family homes are too expensive. I hope there will be more townhomes. We don't need luxury homes.

In your opinion, what types of housing is most needed in Hayward?

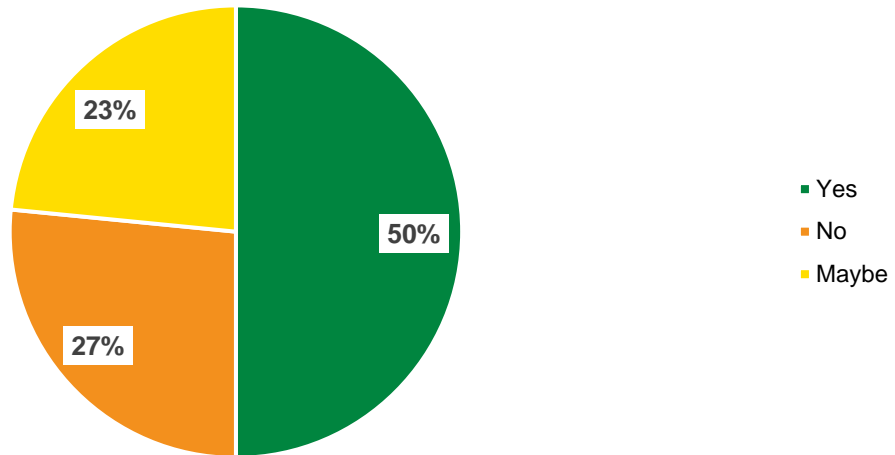


16. In your opinion, what types of housing is most needed in Hayward?

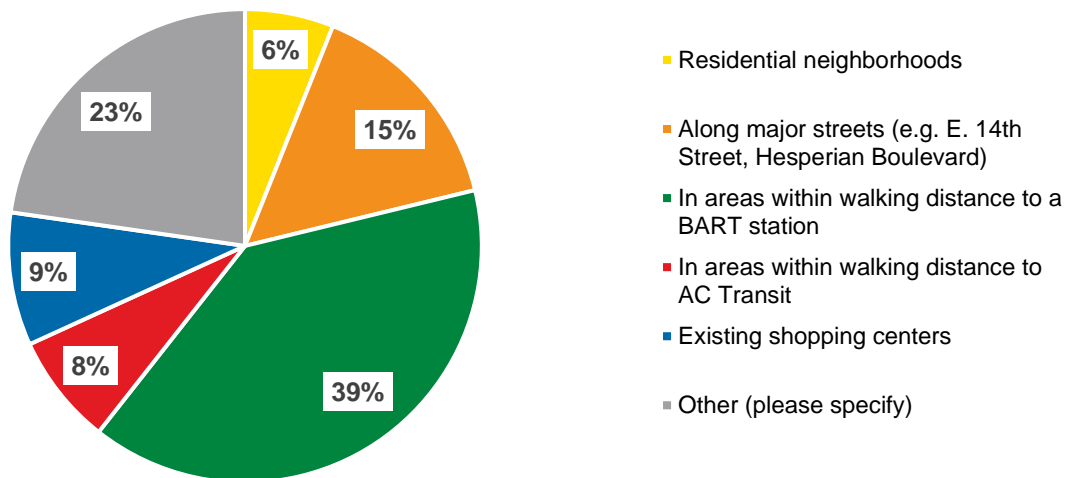
- Other - NO MORE BUILDING !!
- Other - communal housing in which residents' "rent" is actually the mortgage payment
- Other - Standard single family homes
- Other - Regular houses with larger lots and better roads.
- Other - No more housing. Focus on noise, crime, cleaning up the streets, responding to 911 calls promptly.
- Other - Non-luxury single family homes on their own lot (not condominiums), 3+ bedrooms, 2+ bathrooms, with private outdoor space.
- Other - No more housing until the infrastructure is addressed.
- Other - No more housing until the infrastructure is addressed.
- Other - All types
- Other - Single family neighborhoods. No slums in waitingting

- No more housing, the city is overpopulated.
- Affordable townhouse

Would you support new types of housing built in your neighborhood?



Which areas of the City do you think would be better suited for multifamily apartments and/or condominiums?



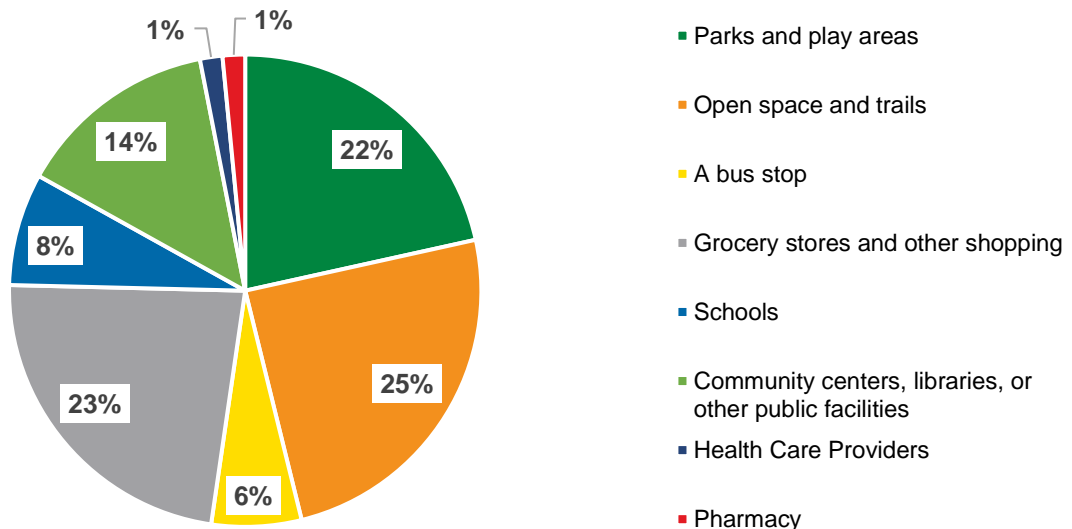
18. Which areas of the City do you think would be better suited for multi-family apartments and/or condominiums?

- Other - None. We do not need

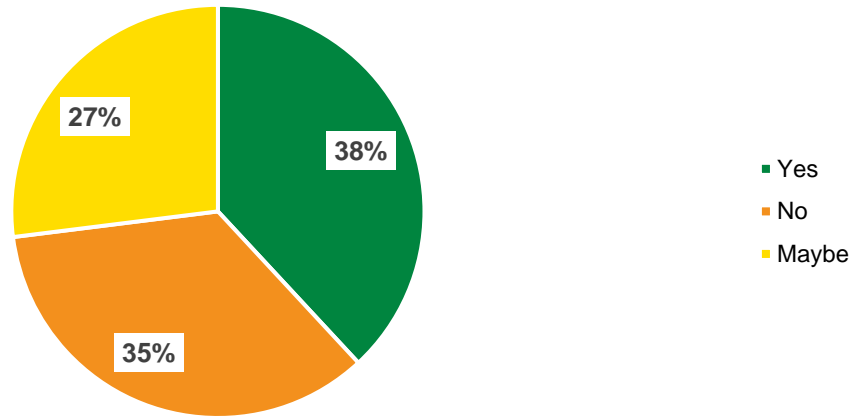


- Other - None.
- Other - Maybe Industrial area where some parts are so vacant. Hayward is starting to be very crowded.
- Other - Why do you only allow 1 box to be checked? Very time-consuming to keep having to text answers in other - discourages folks from doing this survey and will yield inaccurate results when you force folks to make 1 selection only which will skew the tallies and the intent of the respondent.
- Other - Areas within walking distance of public transportation (BART or AC Transit). Survey did not allow me to choose both options above.
- Other - In areas within walking distance of a BART station and/or AC transit
- Other - Primarily near BART, but also residential and near AC transit. Would be nice to be able to rank this question instead of just picking one option.
- Other - I would urge building more apartments in traditional single-family-home zoned upscale areas, especially in the hills, to avoid more stratified housing (i.e. apartments in the flatlands, large houses in the hills) as has been done in Hayward in the past, leading to many of the current inequities
- Other - access to public transportation and shopping
- Other - None. They are everywhere already stay out of established neighborhoods
- No more housing, green spaces are being destroyed.

What amenities would you like to see near high density residential development?



Would you be open to new types of housing in your neighborhood as a way to address the housing shortage?



21. Do you have any additional ideas to improve the quality of existing housing in Hayward?

- Build affordable apartments with very efficient management
- Safe, clean
- Intentional communities, cohousing?
- Do not allow investment money buy the property and single family homes in Hayward
- Stop allowing contractors to bribe the city and not allow more affordable housing units to be built
- Think about how much more traffic will make driving difficult
- Rezoning of commercial zones to residential zones to build more houses
- Decrease crime
- More houses with yard space
- Building denser and upwards rather than sprawled out.
- Remove all low income housing
- Take care of the residents currently living here so that they don't leave!
- How about some tiny homes, like the ones in Castro Valley next to Trader Joe's??
- Tobacco smoking ban in condominium. Please follow many cities in Alameda county to prevent children from exposed to second hand smoking
- Get rid of rental property restrictions. ALL you're doing is pissing of property owners who are taking their rentals off the market and investing elsewhere. Also, with such restrictions, these rental property owners can't afford to improve their properties because you don't make it easy for them to afford to do so!
- LISTEN TO THE EXISTING RESIDENTS WHO PAY YOUR SALARIES VIA TAXES, FEES ETC AND INCORPORATE WHAT THE RESIDENTS WANT IN THEIR NEIGHBORHOODS.
- More resources and support for tenants living in low quality housing

- Adequate parking for the different types of housing offered. For example, creating a condominium or apartment complex where each unit gets one parking space is not realistic. It is likely that a unit would have 2 drivers and therefore 2 cars. 2 parking spaces need to be factored in for each unit. AND flex parking for those who live in the complex to have guests visit
- We need quality, not quantity.
- Provide grants or subsidies to renovate/upgrade older homes
- Require new housing to have at least a small amount of private outdoor space, even in planned developments.
- Give owners of older homes an allowance for the landscaping and exterior of their homes
- More green space in lower income neighborhoods.
- Higher storied buildings ok, if near BART & A/C buses
- Provide subsidies to allow owners to make improvements to both owner-occupied homes and apartments, with stipulation that tenants are not hit with huge rent increases. And the subsidies should be geared toward lower middle income, not just low income, as has been the practice in the past
- Applicants receiving help from the government should have mandated drug test.
- Be respectful of existing neighborhoods
- As listed above, more affordable higher density housing options in the city. Think San Francisco and New York and how housing is handled there. The City of Hayward needs high-rise apartment buildings to meet demand while remaining affordable. We have the space and the empty lots to do it.
- More of everything
- Stop pushing multiple unit homes all over the city
- Continue to follow the agreed upon terms made between the neighborhoods and the city, and hopefully we'll continue to want to have people live here rather than the continued mass-exodus that occurs every 10-20 years robbing our schools of full spectrum diversity and shorting our income dedicated to schools
- There is so much construction of new housing taking place along Mission Blvd. and at Lincoln Landing, I think this evaluation should wait until completion to access the market.
- Upzone and remove any restrictions around the BART stations
- Stop the building. Stop cramming people in here as a way of money grabbing. GET RID OF DEMOCRATIC LEADERSHIP.
- The city should consider that with overpopulation there are more problems like the ones we are experiencing now such as the city being full of garbage on the streets and highways, and the elimination of mountains and green spaces. If the city can't handle this, I don't know why it should build more.
- Stop raising the cost of rent.
- The condo was purchased by off-site investors and rented out. The tenants upstairs are very noisy in the evenings. It is problematic that investors do not live in Hayward, nor do they care. The letter from the HOA was too long and not helpful. Investors should not be allowed to purchase and rent out the condos.

22. Which properties or sites would you like to see developed or redeveloped with residential uses?

- Properties that are dilapidated, empty lots on busy corridors
- Southland mall is a huge plot of land that mainly serve as parking places. There is possibility for midrise higher density development. Maybe can add in more facilities so people in this neighborhood don't feel compelled to drive to downtown but can walk over to Southland mall area. The current layout of the mall discourages walking even if I am within walking distance. Considering adding shade through trees could also make the area more walking friendly during hot summer months.
- greenspaces near parks
- Hesperian Blvd area
- My plan for the past four years is to develop the back of the old Sears lot. This will also rejuvenate our Southland mall and bring new businesses to the area.
- We already have a lot being built. Think of the traffic mess.
- Russell city, west of Hesperian Blvd.
- Sites close to downtown
- Properties along Mission Blvd
- The former Holiday Bowl site.
- South land mall
- I would like to see some new developed near southland mall where the Burlington coat factory used to be. It's a big space and close to many amenities. Single family homes will be good for first time home buyers and it will hopefully bring in more revenue to the City. I understand affordable housing is a hot topic but bringing in families who can afford to buy will hopefully bring in more revenue if they shop around their area as well.
- The empty lot on A Street, near BART
- As I stated earlier, toward the industrial areas.
- Hayward hill
- See above. if you get rid of the restrictions, existing property owners will be happy to improve existing housing stock.
- see previous answers - incorporate and repurpose existing unused buildings/parcels and do not destroy the existing neighborhood characteristics and profiles
- Hayward
- empty lot at corner of B & Fourth Streets
- I believe we have enough locations throughout the City of Hayward currently approved for residential housing. I do not see a need to add new housing developments at this time.
- 22196 Main St
- The old Kaiser site on Hesperian. Any lot that has been sitting and just collecting trash. Also the lot across the street from Lorin Eden elementary. Transform it into something useful.
- Vacant sites such as A St. & Fourth St., vacant infill sites along B St., D St., E St. up the hill, that matches adjacent density
- Any properties older than 30 years old that do not meet certain standards on the exterior should be fixed in order to improve the aesthetic of our city. Hayward really wants to be proud of every street
- None, there are already too many.



- Any empty space you can see through the city with too much trash.
- The empty shopping center

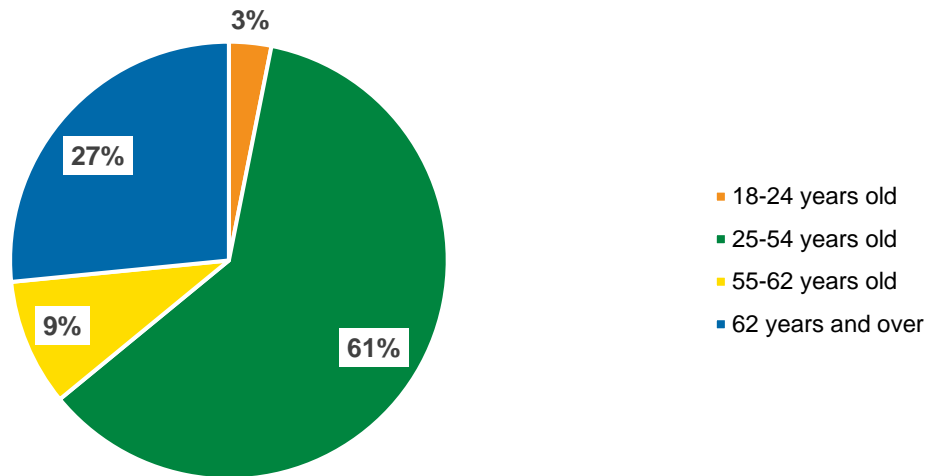
23. Are there any additional comments you would like to submit to the City of Hayward regarding the Housing Element update?

- Don't build near the bay nor near fault lines
- more communities and land available?
- people who can't afford Hayward simply need to move and commute in OR move to another state. A relocation fund is important.
- For the past couple of decades, the city has concentrated its efforts on high-density condos and townhomes throughout Hayward. This has caused families to move schools to close and our unhoused population to rise. We need to focus on our businesses and residents again and make affordable housing our number one goal. I would also direct staff to eliminate the city in-lieu fees for housing contractors. Just doing those two things would make an enormous positive change for Hayward.
- Garbage dumping
- More development of single family homes to fund new schools and improvements to existing schools
- Keep housing for homeless out of residential areas
- Need to work on reducing crime and homelessness to make Hayward a desirable place to live
- Raise FAR and dwellings per acre.
- Please stop low income housing. It only brings in a lot of issues which will cause a dominos effect.
- Use existing housing and stop building. Some people have million dollar homes paying a lot to live here. Clean up your dirty streets, the loud car noise and stop building because it's already too congested.
- In my opinion, I see ALLOT of development going on and I mean allot, yet there are more and more homeless people. Something is wrong with this picture. My family lived in Russell City and I am native to Hayward. I've never seen this. It's awful and sad.
- Please ban smoking in condominium
- No. Just stop acting like we owe housing to people who aren't working for it.
- Let Residents be at the table - not just as a placating gesture, but ACTUALLY LISTEN TO RESIDENTS so we are not just placeholders on the Strategic Roadmap that always puts us as #1, but we can ACTUALLY see our input INCORPORATED in the City planning and implementation actions that follow
- More affordable housing
- As we consider housing, I believe it's important to ensure any new housing can be supported by existing infrastructure and availability of natural resources, specifically water. We have been through several years of drought and added housing units put additional strain on finite resources. Sometimes, "no" or "not now" is the right answer to development. Also, it may be beneficial to work with some of the larger companies based in the bay area to subsidize affordable housing as janitorial staff, maintenance staff, food service workers, etc. who create a desirable community for the workers of those large corporations need a place to live too. If

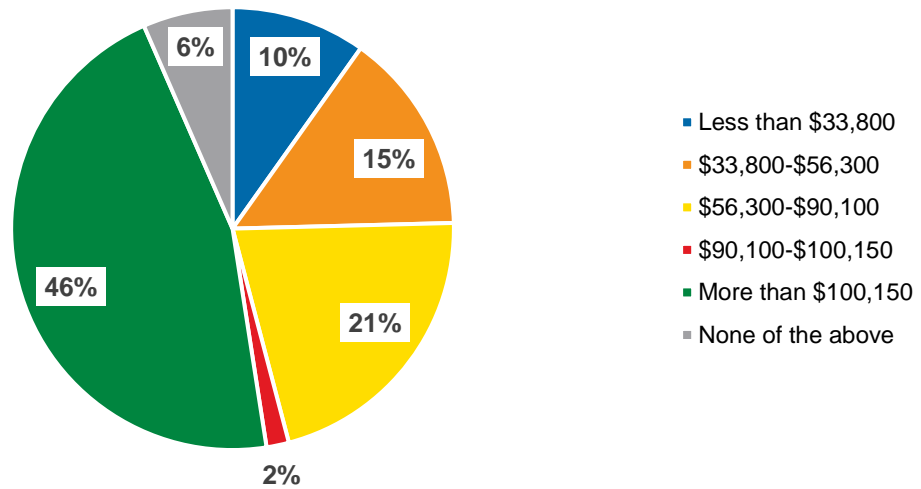
companies want to attract primary workers, they have a responsibility to contribute to the larger community where the company resides.

- Provide safety upgrades. I.e. Earthquake, Fire. Especially to the homes near the PGE land where the grass grows so tall in the summer and catches on fire EVERY summer.
- Please make it more clear how we can keep up to date with this process. Thank you.
- Would it be difficult to get permit to add second story to my duplex?
- Please a lot more funds into cleaning of the streets. We do not need any more housing. There are tons of buildings currently building built and those should be low rent for all the people you see on the street, especially on Tennyson Road
- Just cost and quality need to improve
- Everything possible should be done to house homeless people: parking lots for RVs & tents, tiny homes, more space at Navigation Center, shelters, co-housing, churches for overnight sleeping, & all other ideas
- It would have been nice to have multiple answers to some of the questions on this survey
- Planning department should be instructed to be open to new types of housing, such as tiny homes, micro-apartments, and others that may be proposed, and work with developers rather than be rigid about rules. Also be open to greener technology in building, including more elaborate greywater systems, compostable toilets, etc. Look to Europe for inspiration. Also require more connected green space and trails, rather than a hodge-podge of disconnected smaller areas, as is done now. Allow more amenities closer to homes and provide better transportation options to reduce need to rely solely on cars
- Take into consideration nature and capacity of existing neighborhoods when developing plans
- Allow the building of multi-story, high-rise, high-density apartments. Make Hayward into a walkable, pedestrian friendly city like New York or San Francisco.
- I'm ticked off that we've been forced to abide by rules that are arbitrarily tossed out when the city/county/state is done with them. Keep our neighborhoods consistent with what we bought into.
- Upzone A street and the entire loop around the foothill and mission
- Stop worrying about populating Hayward even more, instead they should be concerned about recuperating the City to how it used to be, with the high taxes that we pay we deserve a clean and safe city. They should also think about the poor and middle class people too.
- Being able to prevent too many people living on the street.

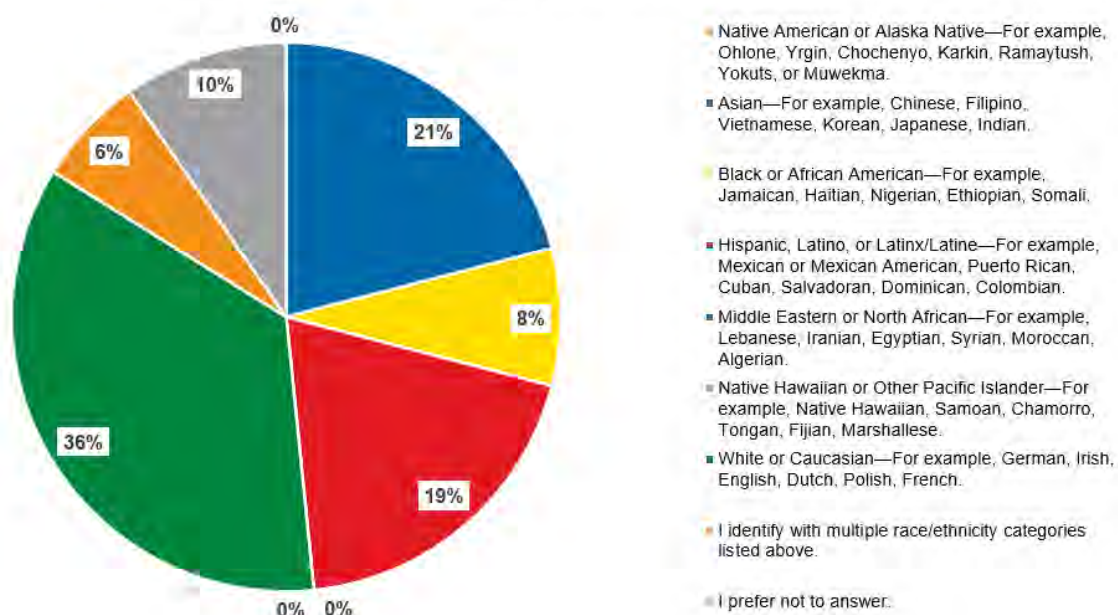
### What is your age?



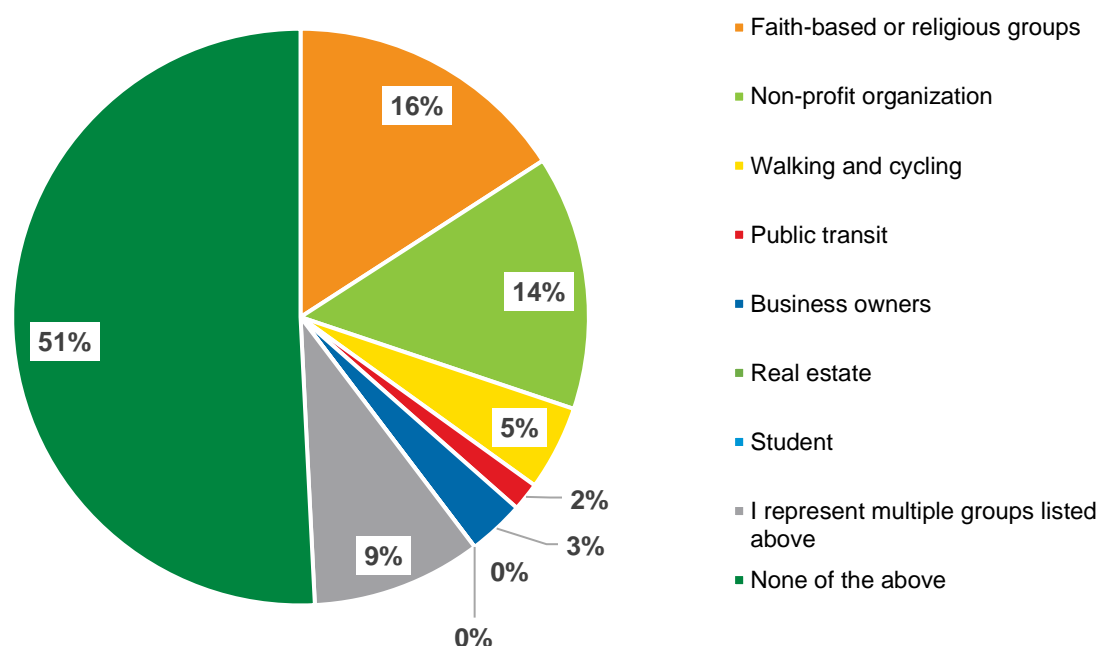
### What is your annual income?



### Which race/ethnicity category best describes you?

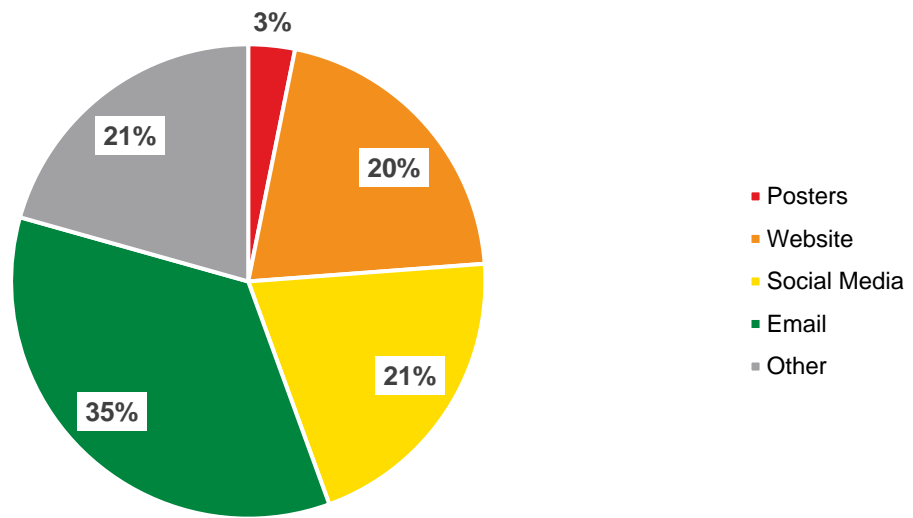


### Do you represent or are you associated with any of the following community organizations or groups?





### Where did you find this survey?



## Community Resources for Independent Living (CRIL) Housing Meeting Discussion

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## CRIL Focus Group Discussion

June 10, 2022

Zoom

### **Attendees:**

Warren Cushman, CRIL Consumer, Advocate

Shay Roberson, Community Organizer

Rose Davis, CRIL Consumer

Alejandra Hacker, CRIL employee

### **1. Which best describes your household?**

- Shay - Work in Hayward, notice the problem that the consumers have is related to accessibility for people who use mobility devices and cost of living. Living independently is incredibly difficult. As an advocate would like to see more available affordable housing that is accessible to individuals with disabilities (universal design).
- Warren – lives with partner. Echoes issues with affordability. Total personal income is \$1100/month. Affordability is a huge issue, needs to be addressed at all levels of government. Lives in an apartment and the elevator doesn't work which is problematic because he has issues with stairs, plus his unit is not accessible to friends in wheelchairs. Fire in building disabled elevator and it hasn't worked for months – landlord hasn't fixed the issue. Affordability & accessibility and housing problems.
- Rose – live in an apartment. Lives with her dad. When it comes to accessibility in Hayward, it is difficult to take paratransit because has to be accompanied by someone or her or boyfriend who does IHSS for her. Is pretty much landlocked unless someone helps her out. Does believe that there is elevator and wheelchair ramp but the pavement in parking lot is uneven and dangerous for her to traverse alone. It is a hazard. Feels that residence is safe because it is gated. Lives at the top of a hill, so even if she wanted to go to the grocery store at the bottom of the hill, couldn't go by herself because of the steep slope. There is a bus stop and she uses paratransit. Others with disabilities that live in the complex are blind and with wheelchair (mobility). Always some kind of noise in an apartment. Lives in a rent controlled apartment but experiencing increases in other costs (i.e. food) which is difficult.
- Alejandra – live in Contra Costa County, work in Hayward. Live in a house with her husband. Has a neighbor that helps them out because they have a steep driveway and both have physical disability. Hear most from consumers: people want to be closer to services, transportation not adequate to get people where they need to go. Public transportation and paratransit not adequate. Need more affordable house.

### **Transportation:**

- Paratransit is not reliable, late, forget to pick people up. Need to think about how to use Uber or Lyft because people need to be able to get around.

- Experiences with BART, bus, Uber. Uber only has 4 wheelchair accessible vehicles so limited availability. Has tried calling Uber several times but often not available to get to work or to get home. Isn't sure who to contact at Uber – tried calling but no one picks up the phone. With paratransit: has to call Dial-a-ride (local company) to schedule it and then wait for EB paratransit to get back to Dial-a-ride about a time of day that they will pick her up and then she has to call to verify time. Working from home helps. Traveling an hour and a half a day to get to and from work.
- Has to go far for neurologists and other care – so have to travel far to get to medical care. Is given a window for when paratransit will come and will stand outside to wait for the ride.
- Paratransit inefficient. Cannot have same day paratransit service which is a huge inconvenience. AC transit tends to be more reliable than paratransit – need to call out stops, sometimes bus drives by, if miss stop need to walk back. BART more reliable in terms of time. However the bus and BART connections could be better, should “talk to each other.”
- Housing and transportation should be more connected. Should be better planned.

### **Sidewalks and Access**

- Need to think about sidewalks, public right-of-way, being able to cross street, chirps to cross the street. Need to connect first mile, last mile piece.
- Specific areas: Downtown is easier to travel on sidewalks and path of travel but have noticed that sidewalks becoming more crowded i.e. scooters. Cannot hear scooters coming if you are blind so people can be injured. Area around Southland is also easy to navigate. Area along A Street near CRIL, unable to go on the sidewalk because something blocking like branches or no curb cuts or road block. Have to go into bike lane in wheelchair. When you go to Mia's Dream Playground, there is a sidewalk that is very narrow so not space for wheelchair and person is single file. Doesn't feel like it is actually useable even if it just meets ADA access. Very uncomfortable and dangerous.

### **Community Services, Parks, Recreation:**

- Need to have access from bus stop to park or public facility. You can use Mia's Dream but it is hard to get to the park.
- COH and HARD need to make sure CRIL or others that can offer insight into lived experiences of sites are involved throughout project from vision, design to final construction. Contacting too early and then not executing.
- Maybe hire CRIL to provide design and insights.
- HARD looking into forming ADA Advisory Body. Warren is working with them.
- Good example, Fremont Elizabeth Lake is a good example of an accessible trail.
- Would like to see more accessible trails for people with ambulatory issues.

## **2. Types of housing/locations.**

- Affordability has to be a major part of this conversation. Need to prioritize housing affordable to the lowest incomes possible.
- Need to have higher density housing at commercial areas and near transit but also want to talk about a continuum of housing. “Choice is important as well.”



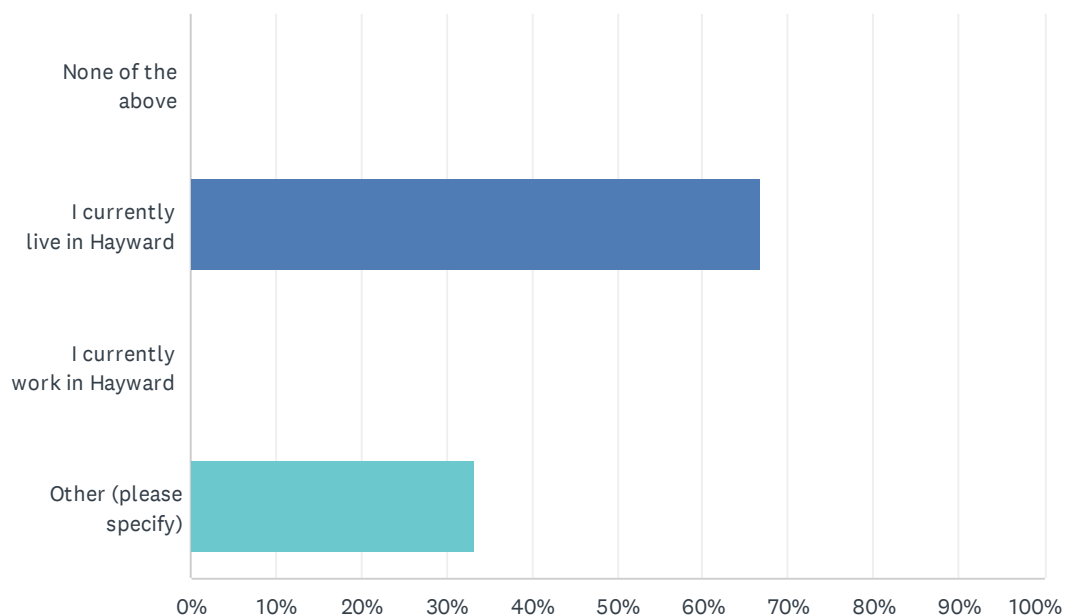
- “Want people with disabilities to have options in terms of affordability and accessibility.” - Warren
- “First and foremost, it has to be affordable to people who do not have the income and luxury to pay thousands of dollars for housing and they need to be around services, transportation.” - Shay
- Within buildings, if there are housing problems or an emergency, there needs to be alternatives to getting out of building if elevator fails, such as a stair chair, right by the elevator inside the building.” – Shay
- Landlords need to be educated in these issues: Once requested to live downstairs because of limitations but heard that only living downstairs is discriminatory from landlords. People should be able to live on whatever floor they want and not face an issue.
- Prioritize development of housing near public services such as transit, grocery stores.
- Concerns about safety – wanting to feel safe, both on roadways and in housing.
- From BART to CRIL – train tracks and it doesn’t feel safe. Is there any way to help people get over the tracks.

## Community Resources for Independent Living (CRIL) Housing Survey Results

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## Q1 Do you currently live and/or work in Hayward? Select all that apply.

Answered: 3   Skipped: 0

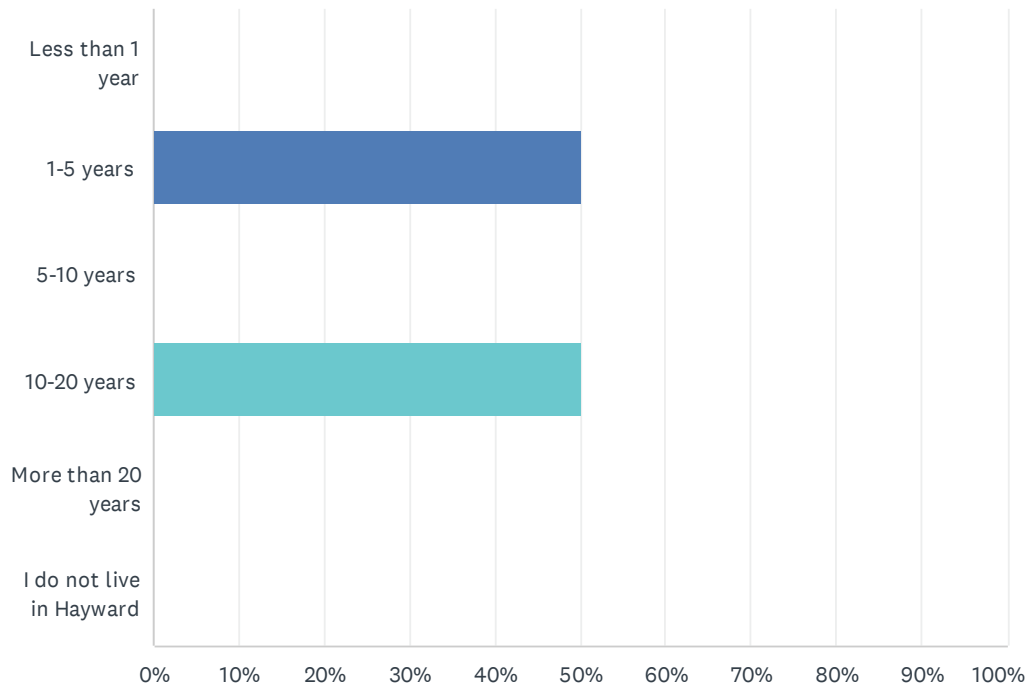


ANSWER CHOICES		RESPONSES	
None of the above		0.00%	0
I currently live in Hayward		66.67%	2
I currently work in Hayward		0.00%	0
Other (please specify)		33.33%	1
TOTAL			3

#	OTHER (PLEASE SPECIFY)	DATE
1	I do business in Hayward	6/8/2022 8:28 AM

## Q2 If you live in Hayward, how long have you lived here?

Answered: 2 Skipped: 1

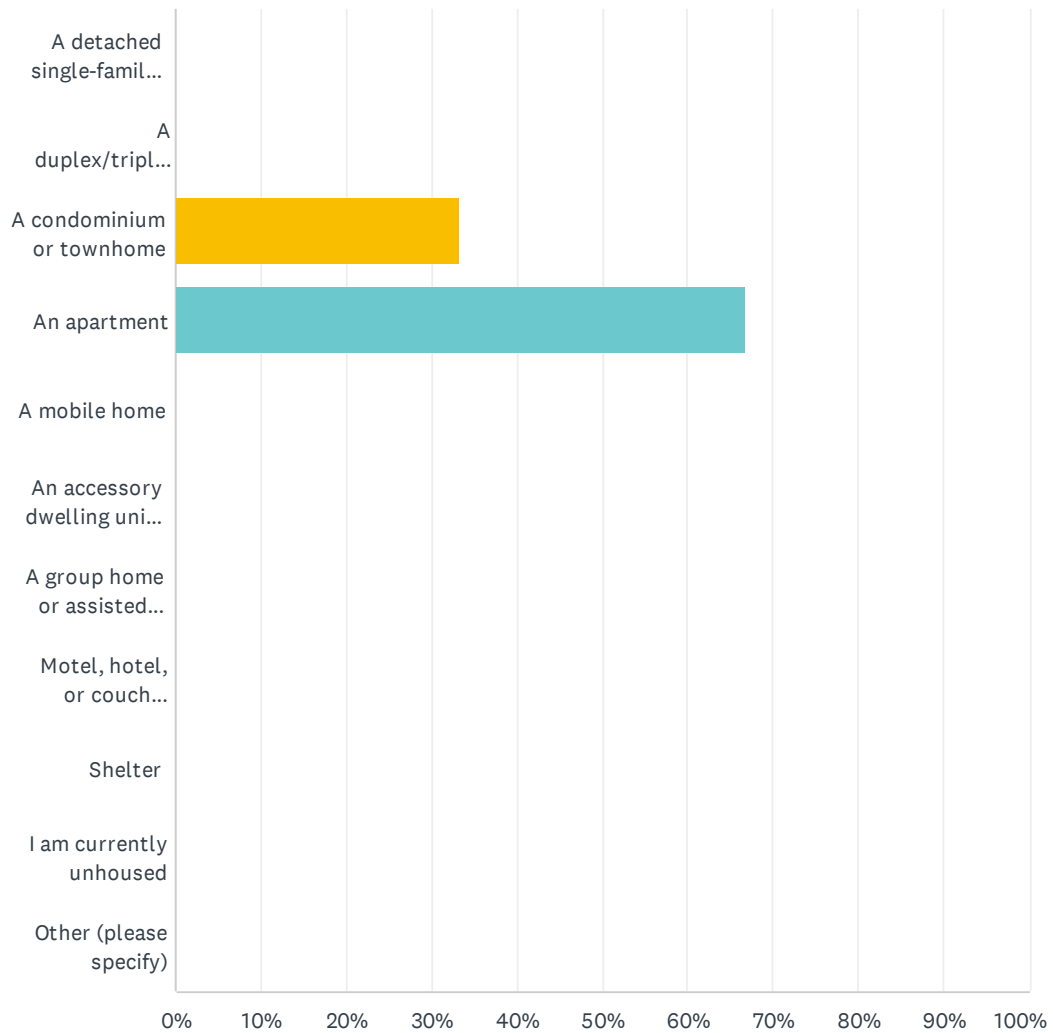


ANSWER CHOICES	RESPONSES	
Less than 1 year	0.00%	0
1-5 years	50.00%	1
5-10 years	0.00%	0
10-20 years	50.00%	1
More than 20 years	0.00%	0
I do not live in Hayward	0.00%	0
<b>TOTAL</b>		<b>2</b>



### Q3 What type of housing do you live in?

Answered: 3 Skipped: 0



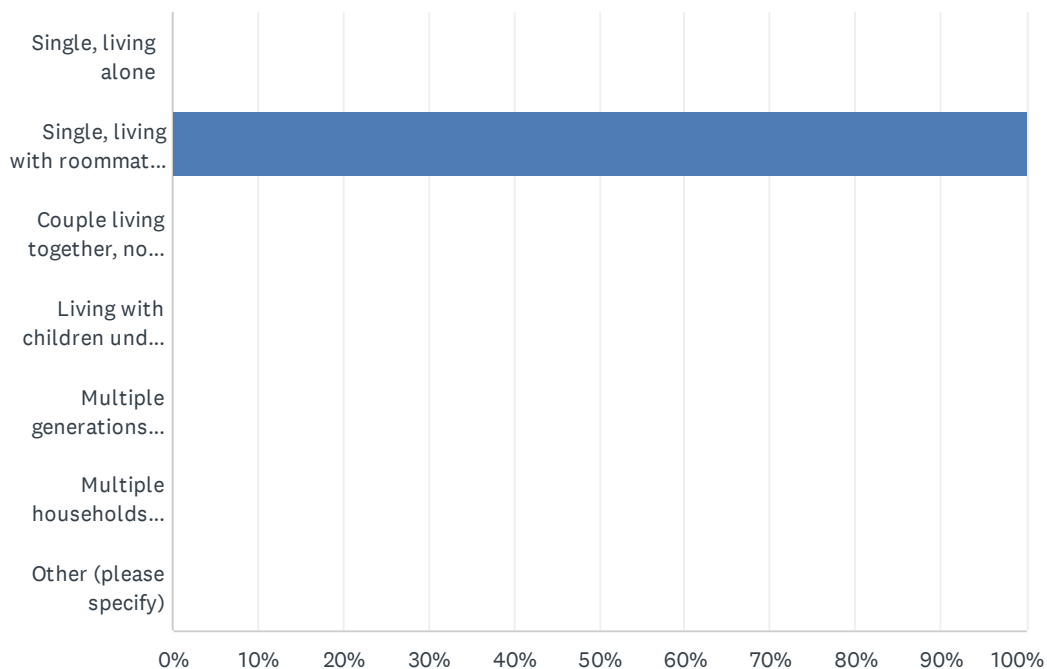
# Hayward Housing Survey for Community Resources for Independent Living

ANSWER CHOICES	RESPONSES	
A detached single-family house	0.00%	0
A duplex/triplex/fourplex	0.00%	0
A condominium or townhome	33.33%	1
An apartment	66.67%	2
A mobile home	0.00%	0
An accessory dwelling unit, such as a granny flat or guest house	0.00%	0
A group home or assisted living facility	0.00%	0
Motel, hotel, or couch surfing	0.00%	0
Shelter	0.00%	0
I am currently unhoused	0.00%	0
Other (please specify)	0.00%	0
TOTAL		3

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q4 Which best describes your household?

Answered: 3   Skipped: 0

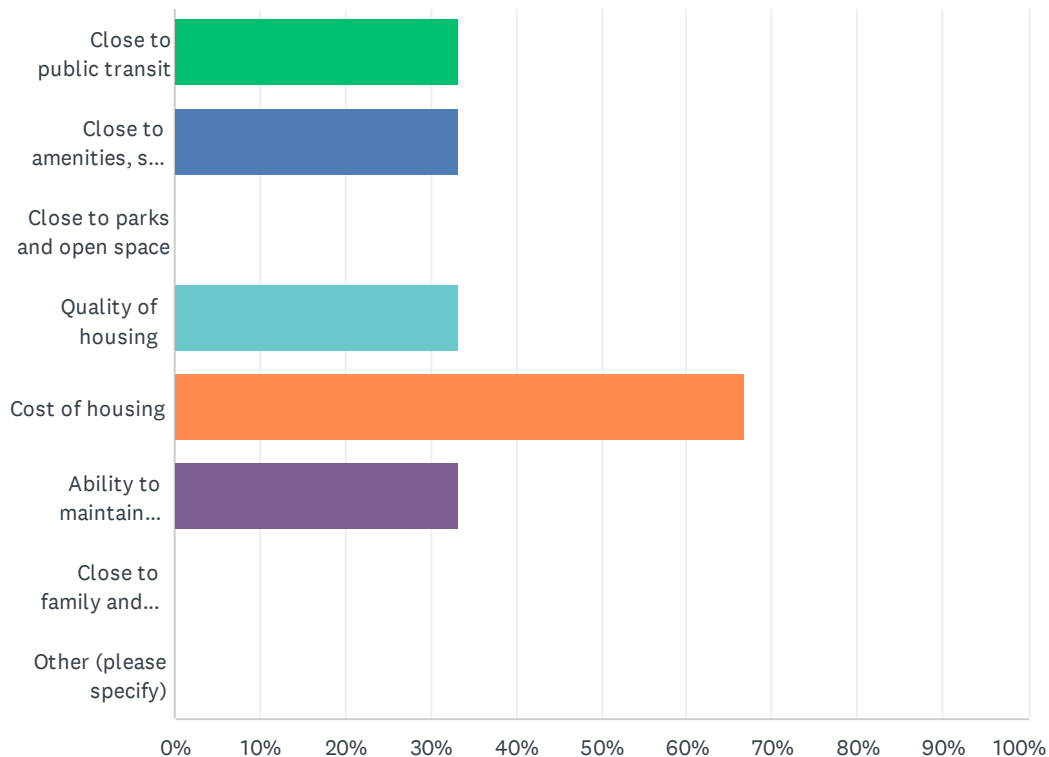


ANSWER CHOICES	RESPONSES	
Single, living alone	0.00%	0
Single, living with roommates.	100.00%	3
Couple living together, no children	0.00%	0
Living with children under 18 at home	0.00%	0
Multiple generations living together (adult children, parents, grandparents, etc.)	0.00%	0
Multiple households living together	0.00%	0
Other (please specify)	0.00%	0
TOTAL		3

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q5 What do you like about your residence and its location? Select all that apply.

Answered: 3 Skipped: 0



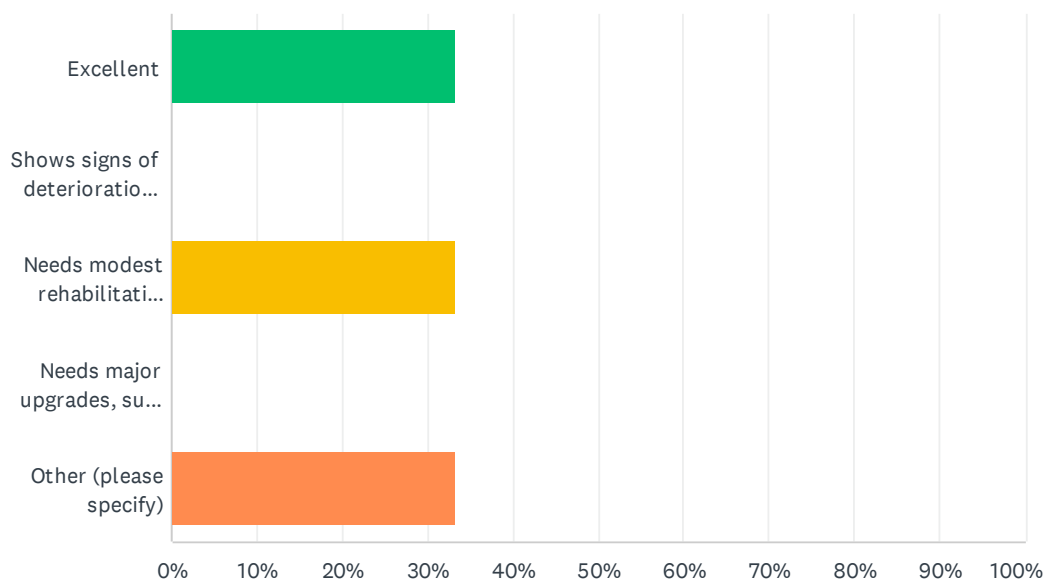
ANSWER CHOICES	RESPONSES	
Close to public transit	33.33%	1
Close to amenities, such as grocery stores, dining, nightlife	33.33%	1
Close to parks and open space	0.00%	0
Quality of housing	33.33%	1
Cost of housing	66.67%	2
Ability to maintain independence, regardless of age, disability status, or other functional limitations	33.33%	1
Close to family and friends	0.00%	0
Other (please specify)	0.00%	0
Total Respondents: 3		

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	



## Q6 How would you describe the overall condition of your residence?

Answered: 3 Skipped: 0



ANSWER CHOICES		RESPONSES	
Excellent		33.33%	1
Shows signs of deterioration, such as peeling paint, chipped stucco, etc.		0.00%	0
Needs modest rehabilitation, such as new windows, new roof, new siding, etc.		33.33%	1
Needs major upgrades, such as new plumbing, new electrical, foundation repairs, etc.		0.00%	0
Other (please specify)		33.33%	1
TOTAL			3

#	OTHER (PLEASE SPECIFY)	DATE
1	all right	6/8/2022 8:28 AM

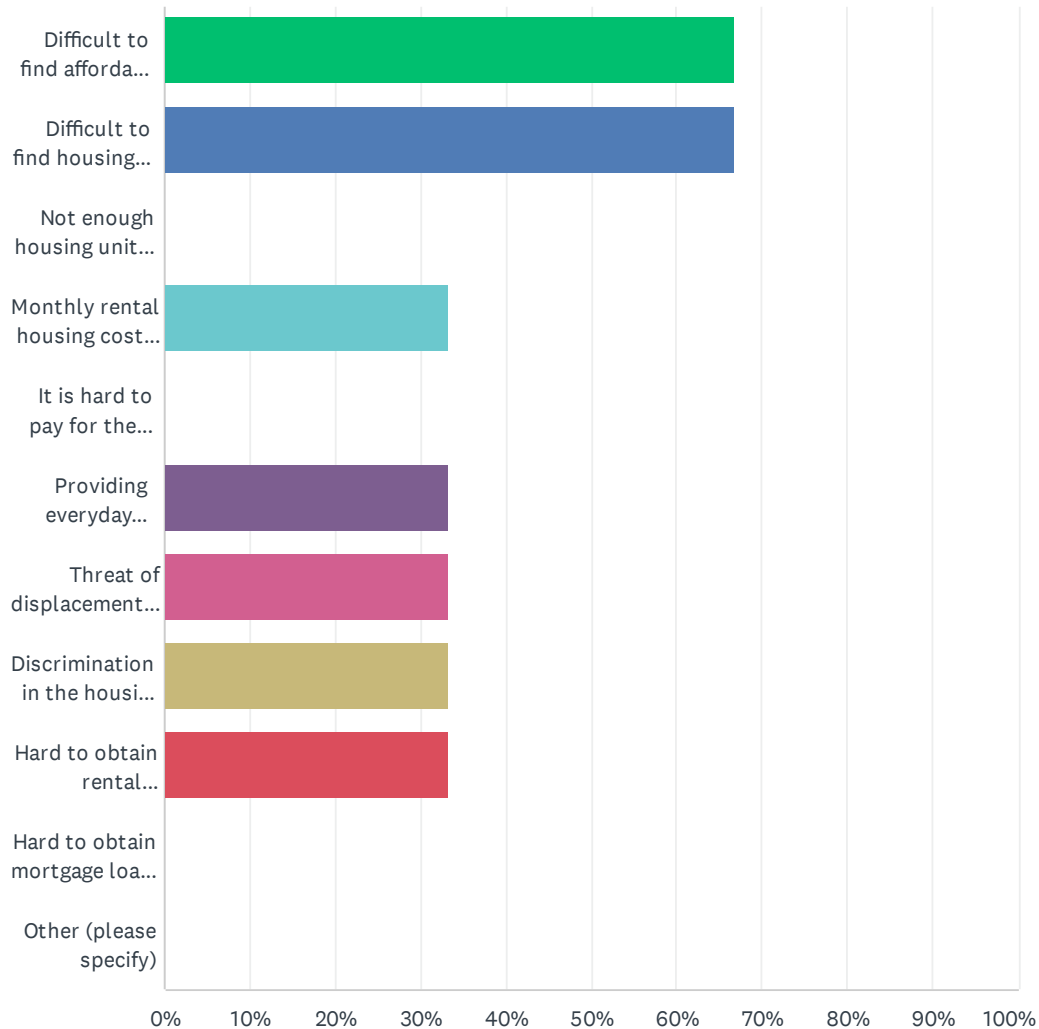
## Q7 Please explain your housing needs.

Answered: 3   Skipped: 0

#	RESPONSES	DATE
1	There are minor repairs in the bathrooms.	6/10/2022 9:38 AM
2	N/A	6/9/2022 4:03 PM
3	My biggest need is housing affordability	6/8/2022 8:28 AM

## Q8 What are housing challenges in Hayward that you have experienced personally? Select all that apply.

Answered: 3 Skipped: 0



## Hayward Housing Survey for Community Resources for Independent Living

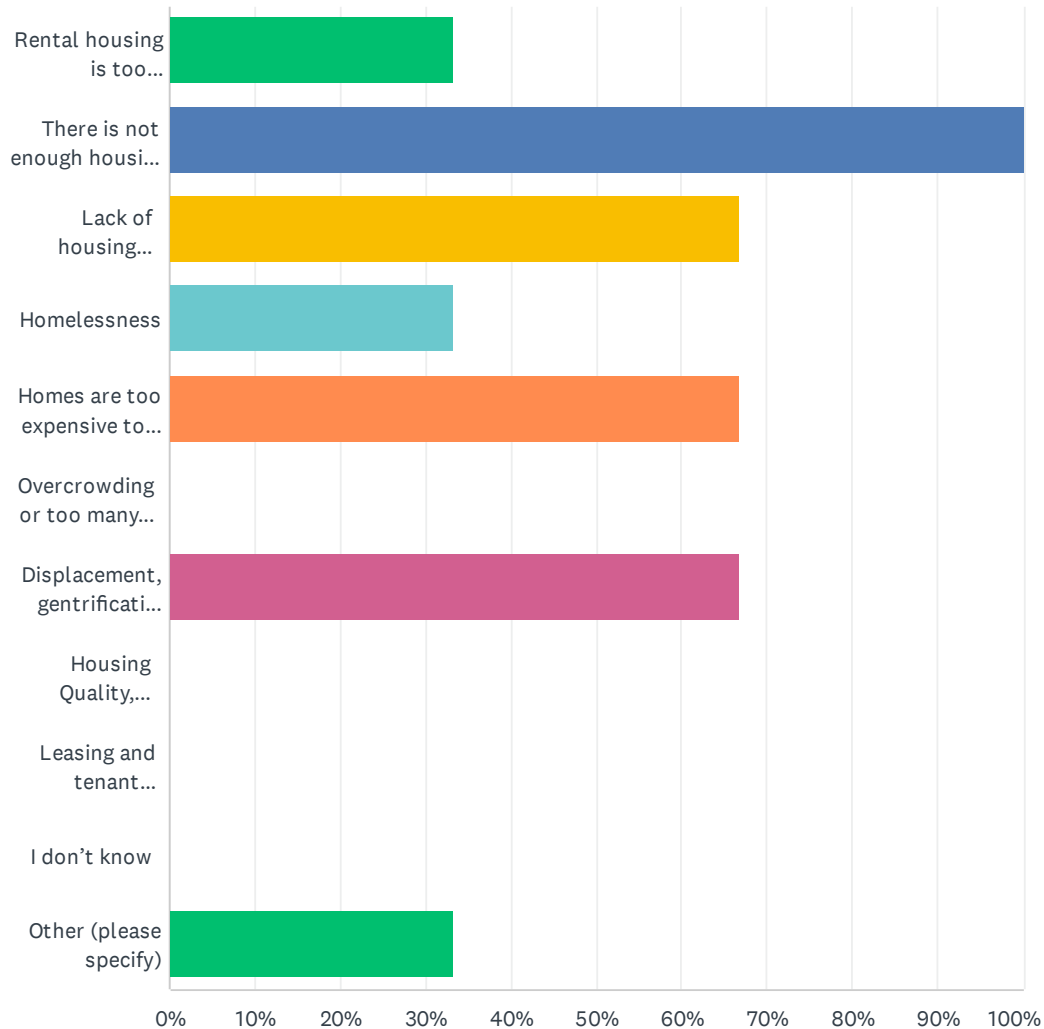
ANSWER CHOICES	RESPONSES	
Difficult to find affordable housing.	66.67%	2
Difficult to find housing for people with special needs, such as seniors, persons with disabilities or functional limitations	66.67%	2
Not enough housing units big enough for households with families or multiple generations living together.	0.00%	0
Monthly rental housing costs are too expensive	33.33%	1
It is hard to pay for the deposit for rental housing because it is too expensive.	0.00%	0
Providing everyday services to people experiencing homelessness, including showers, bathrooms, food, medical care, temporary shelter, and opportunities for permanent housing.	33.33%	1
Threat of displacement including eviction, foreclosure, etc.	33.33%	1
Discrimination in the housing market based on race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, age, sexual orientation, gender identity, or veteran or military status.	33.33%	1
Hard to obtain rental assistance to sustain rental housing.	33.33%	1
Hard to obtain mortgage loan large enough to buy a home.	0.00%	0
Other (please specify)	0.00%	0
Total Respondents: 3		

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	



## Q9 When we consider all housing issues in the City of Hayward, what do you believe are the most urgent issues? Select three.

Answered: 3 Skipped: 0



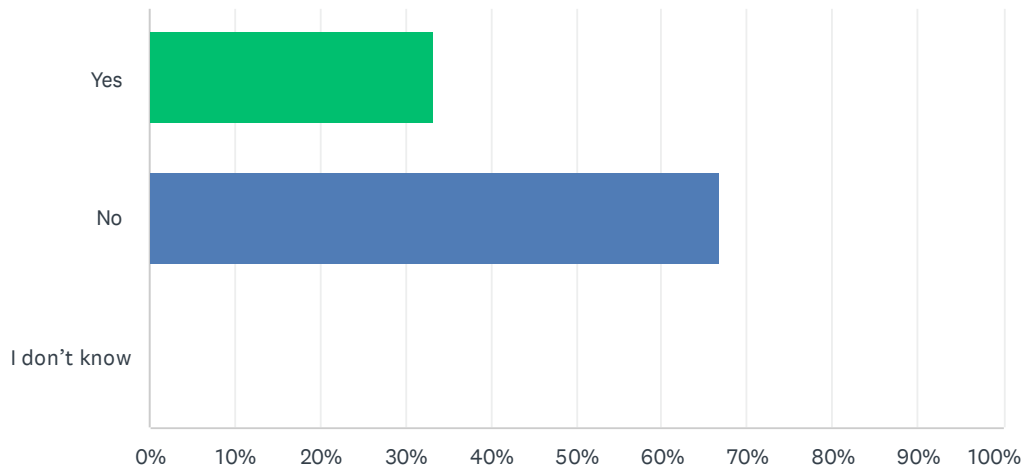
# Hayward Housing Survey for Community Resources for Independent Living

ANSWER CHOICES	RESPONSES	
Rental housing is too expensive	33.33%	1
There is not enough housing available to rent or buy	100.00%	3
Lack of housing accessible to people with disabilities	66.67%	2
Homelessness	33.33%	1
Homes are too expensive to buy	66.67%	2
Overcrowding or too many people living in one home	0.00%	0
Displacement, gentrification, or friends/neighbors have to leave the City to find housing	66.67%	2
Housing Quality, maintenance, or housing does not have desired features	0.00%	0
Leasing and tenant screening process is too difficult	0.00%	0
I don't know	0.00%	0
Other (please specify)	33.33%	1
Total Respondents: 3		

#	OTHER (PLEASE SPECIFY)	DATE
1	new housing will not allow for people to age-in-place	6/9/2022 4:03 PM

## Q10 Are you now or have you ever been at risk of losing your housing?

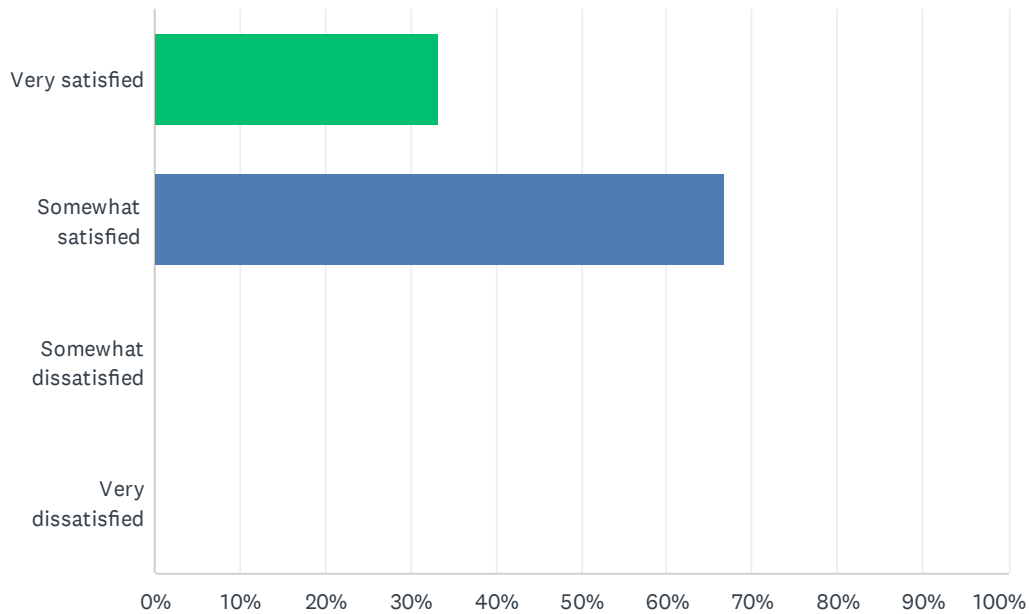
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	33.33%	1
No	66.67%	2
I don't know	0.00%	0
TOTAL		3

## Q11 How satisfied are you with your housing choices?

Answered: 3 Skipped: 0

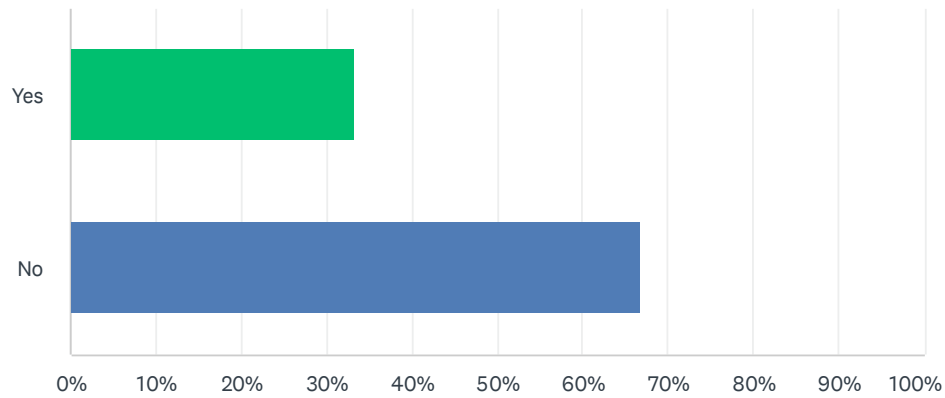


ANSWER CHOICES	RESPONSES	
Very satisfied	33.33%	1
Somewhat satisfied	66.67%	2
Somewhat dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		3



## Q12 Does Hayward's current housing types meet your needs?

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	33.33%	1
No	66.67%	2
TOTAL		3

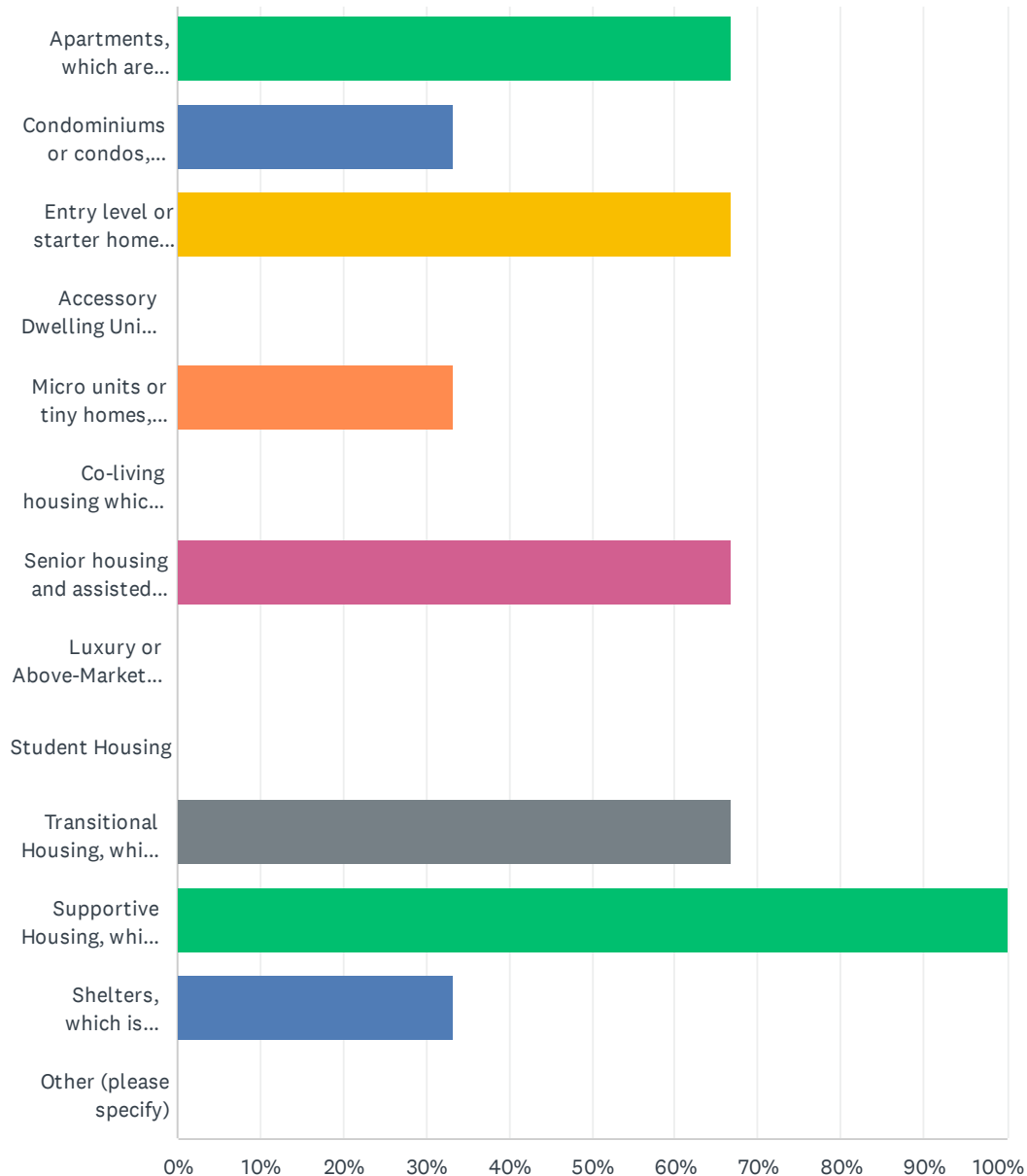
## Q13 If current housing types in Hayward do not meet your needs, please explain.

Answered: 2   Skipped: 1

#	RESPONSES	DATE
1	I have to be accompanied by someone and can't go out by myself.yself	6/10/2022 9:38 AM
2	Costs are way to high for my income	6/8/2022 8:28 AM

## Q14 In your opinion, what types of housing are needed in Hayward? Select all that apply.

Answered: 3 Skipped: 0



## Hayward Housing Survey for Community Resources for Independent Living

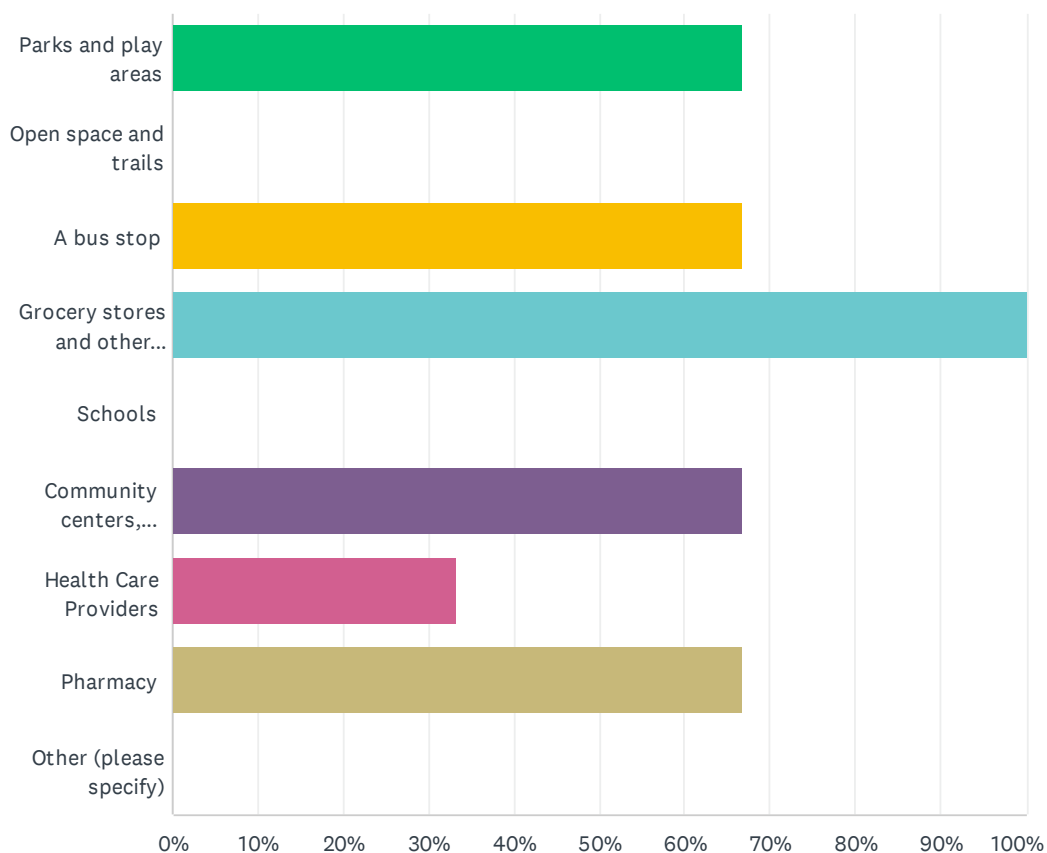
ANSWER CHOICES	RESPONSES	
Apartments, which are defined as a suite of rooms forming one residence in a building containing multiple residences.	66.67%	2
Condominiums or condos, which are defined a building or complex of buildings containing a number of individually owned apartments or houses, that serve as an alternative to owning a single family residence.	33.33%	1
Entry level or starter homes, which are defined as a relatively small, economical house or condominium.	66.67%	2
Accessory Dwelling Units (ADUs) or “in-law unit” which are defined as a small, secondary dwelling unit, built on the same lot as the main house, and can either be attached or built independently.	0.00%	0
Micro units or tiny homes, which are defined as a streamlined version of housing that includes efficient, space-saving innovations.	33.33%	1
Co-living housing which is defined as communal living with a private bedroom and shared common areas.	0.00%	0
Senior housing and assisted living which is defined as housing facilities with daily care services for older adults	66.67%	2
Luxury or Above-Market Housing which is defined as housing that is above market value due to its quality of amenities.	0.00%	0
Student Housing	0.00%	0
Transitional Housing, which is defined as temporary housing for homeless people to transition into permanent, affordable housing.	66.67%	2
Supportive Housing, which is defined as a combination of housing and services in one location.	100.00%	3
Shelters, which is defined as a temporary residence for homeless individuals that provides residents with safety and protection from exposure to the weather.	33.33%	1
Other (please specify)	0.00%	0
Total Respondents: 3		

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	



## Q15 Which amenities would you like to see near housing? Select three.

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Parks and play areas	66.67%	2
Open space and trails	0.00%	0
A bus stop	66.67%	2
Grocery stores and other shopping	100.00%	3
Schools	0.00%	0
Community centers, libraries or other public facilities	66.67%	2
Health Care Providers	33.33%	1
Pharmacy	66.67%	2
Other (please specify)	0.00%	0
Total Respondents: 3		

#	OTHER (PLEASE SPECIFY)	DATE
There are no responses.		

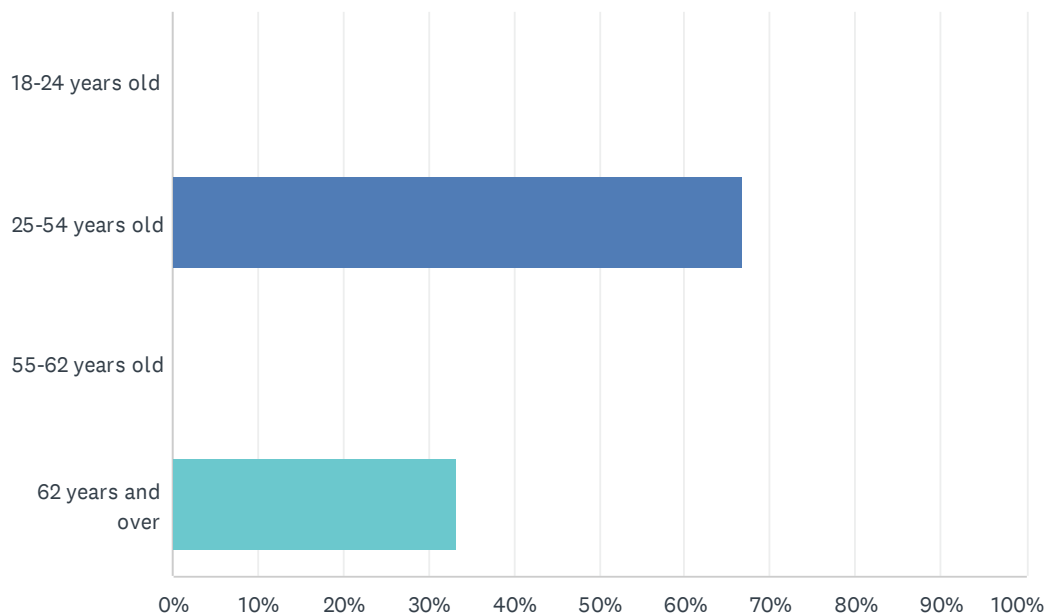
## Q16 Please describe your hopes for Hayward's future housing opportunities?

Answered: 3   Skipped: 0

#	RESPONSES	DATE
1	Flatter pavement where I can use my rolling walker outside.	6/10/2022 9:38 AM
2	Housing in which one can age in placd	6/9/2022 4:03 PM
3	I would hope that Hayward would be able to produce accessible and affordable housing for persons with disabilities!	6/8/2022 8:28 AM

## Q17 What is your age?

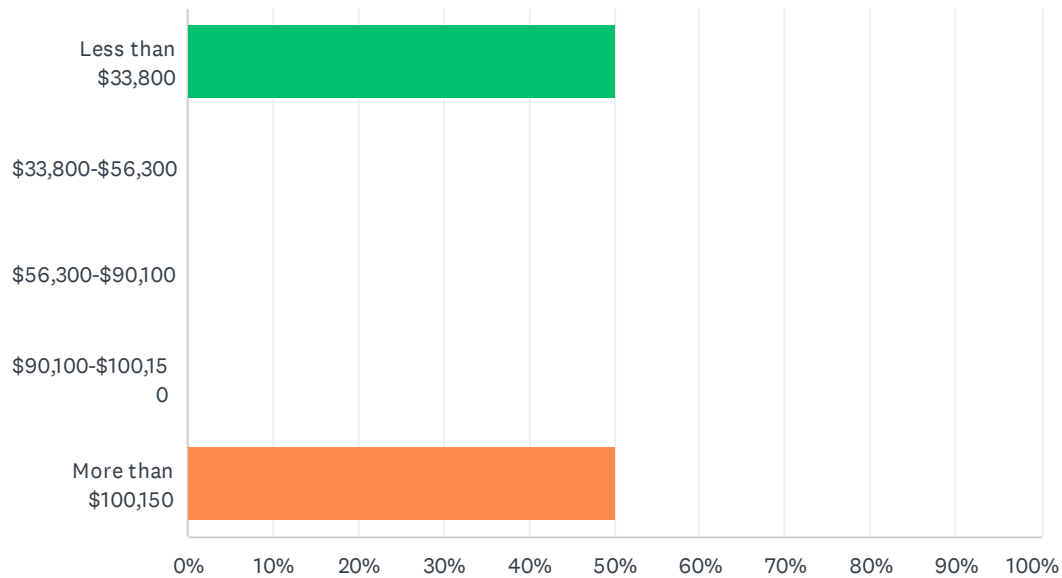
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
18-24 years old	0.00%	0
25-54 years old	66.67%	2
55-62 years old	0.00%	0
62 years and over	33.33%	1
TOTAL		3

## Q18 What is your annual income?

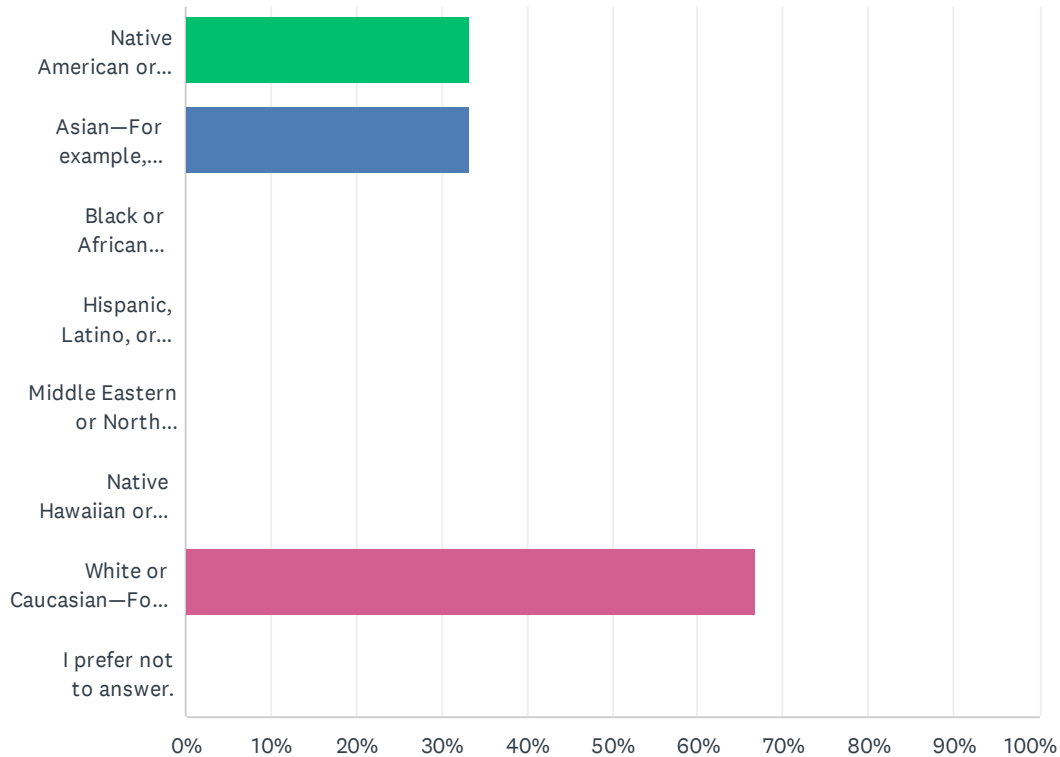
Answered: 2 Skipped: 1



ANSWER CHOICES	RESPONSES	
Less than \$33,800	50.00%	1
\$33,800-\$56,300	0.00%	0
\$56,300-\$90,100	0.00%	0
\$90,100-\$100,150	0.00%	0
More than \$100,150	50.00%	1
TOTAL		2

## Q19 Which race/ethnicity category best describes you? Select all that apply to you.

Answered: 3   Skipped: 0



ANSWER CHOICES	RESPONSES	
Native American or Alaska Native—For example, Ohlone, Yrgin, Chochenyo, Karkin, Ramaytush, Yokuts, or Muwekma.	33.33%	1
Asian—For example, Chinese, Filipino, Vietnamese, Korean, Japanese, Indian.	33.33%	1
Black or African American—For example, Jamaican, Haitian, Nigerian, Ethiopian, Somali.	0.00%	0
Hispanic, Latino, or Latinx/Latine—For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian.	0.00%	0
Middle Eastern or North African—For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian.	0.00%	0
Native Hawaiian or Other Pacific Islander—For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese.	0.00%	0
White or Caucasian—For example, German, Irish, English, Dutch, Polish, French.	66.67%	2
I prefer not to answer.	0.00%	0
Total Respondents: 3		



**Q20 Please provide your email if you would like to receive updates regarding the City of Hayward housing and climate update.**

Answered: 2   Skipped: 1

#	RESPONSES	DATE
1	fmtg816@aol.com	6/9/2022 4:03 PM
2	porpie5472@gmail.com	6/8/2022 8:28 AM

## Balancing Act Summary

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# Balancing Act: Housing Sites Simulation

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The City ran a Balancing Act simulation for 35 days (from April 8 to May 13, 2022). The sites simulation allowed the public to provide feedback on each housing site (CalTrans Corridor, Downtown, along Mission Boulevard, on publicly-owned land, and other residential and mixed-use areas) and explain where they would like to see additional development or higher density development in Hayward to accommodate the Regional Housing Need. Links were provided to the groups on the email and mailing lists described above, the City's email lists, interested parties and was advertised on social media. . There were 19 participants that provided 44 comments on 1722 potential housing sites. The input provided by the participants included the following major themes:

Recommend prioritizing residential development on empty lots first.

Public comments regarding the CalTrans Corridor included the following major themes:

- Residential units ranging from 600 units to 2000 units.
- Recommend focusing on Carlos Bee for higher density housing due to location near California State University East Bay (CSUEB) to provide quality housing for students.
- Recommend higher density housing in South Hayward near BART and mission.
- Recommend a mix of mid-rise towers or 5+1 developments.
- Agree this location is untapped and a great opportunity for high-density housing near City resources.
- Recommend creating a pedestrian-friendly, transit-oriented "Main Street" with an emphasis on mix-use and affordable housing, including commercial leasing space made available to encourage lower income entrepreneurs to get a proper store front with nearby housing. downgrade Mission Boulevard to include more walking friendly infrastructure and dedicated transit/bike lane.
- Recommend removing height allowances and affordability requirements so that volume will provide affordability.
- Recommend allowing a residential building (as big, if not bigger) than the old City Hall that was torn down, update Grove Street, and put a left turn signal so people can turn left onto Foothill onto Highway 580.
- Recommend developing more apartment units on Parcel 5 and affordable housing development on the upper portion of P7.
- Concerns with location's proximity to fault lines.
- Desire to preserve most of the land in the area for parks and open space, particularly in the hills.

Public comments regarding the Downtown Area included the following major themes:

- Recommend for high-density residential development because of its walkability to BART, Downtown amenities, and new projects around the new Lincoln Landing site and the old Chiropractor College site on Main Street, which promotes a sustainable lifestyle.
- Recommend mixture of mid- and high-rise residential towers.
- Recommend securing the underutilized BART-owned lot on B Street to the north of the BART station to establish mixed use development.
- Recommend Downtown B Street at Main and Mission should be redeveloped to include more mixed-use development and add hundreds of housing units.
- Recommend the City designate the Upper B Street neighborhood for higher density development for multifamily apartment complexes.

- Recommend removing density restrictions in this area to encourage as much residential development as possible.
- Desire to maintain dining, entertainment, and services in Downtown while also promoting new housing development, such as six-story apartments found in Redwood City.
- Recommend removing parking minimums because of walking distance to BART station, change all retail and commercial-only zoning to allow for mixed use to allow for retail on the first floor and 5-8 stories of apartments on top.

Public comments regarding the Mission Boulevard included the following major themes:

- Agree there is potential to revitalize the area and increase housing in the area due to empty and underutilized lots.
- Concern regarding limited resources and opportunities for walkability.
- Recommend mix of mid-rise towers or 5+1 developments or converting one-level commercial buildings to 4-5 story mixed use development.
- Recommend affordable housing or homeless shelter in the area.
- Recommend pairing residential development with improved investment in public transit infrastructure.

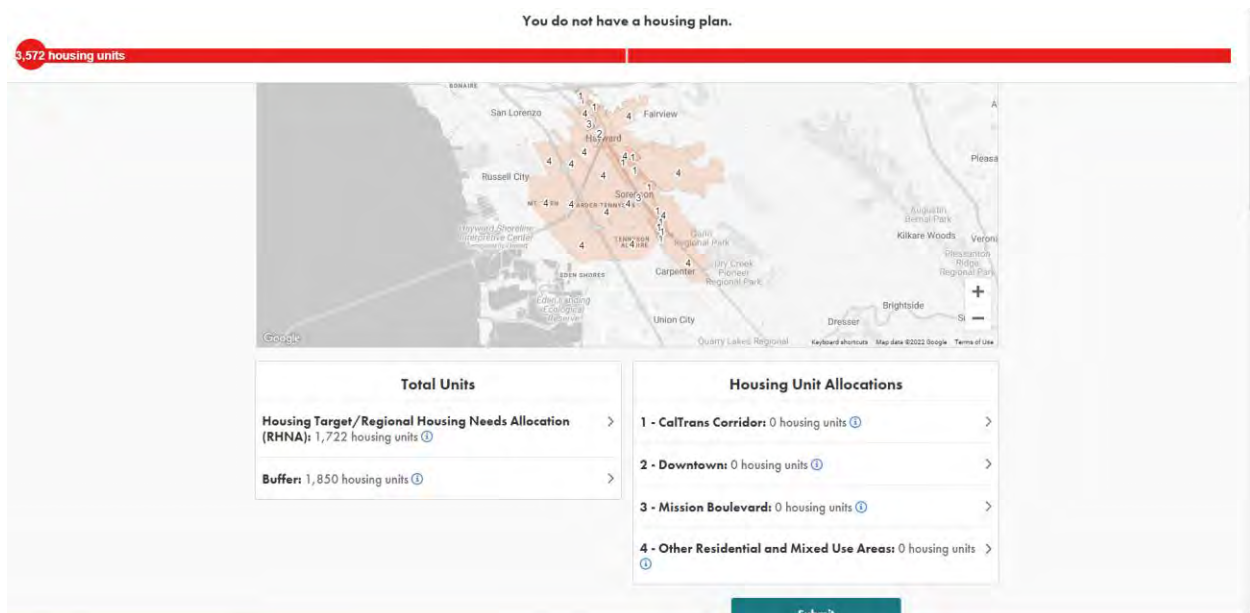
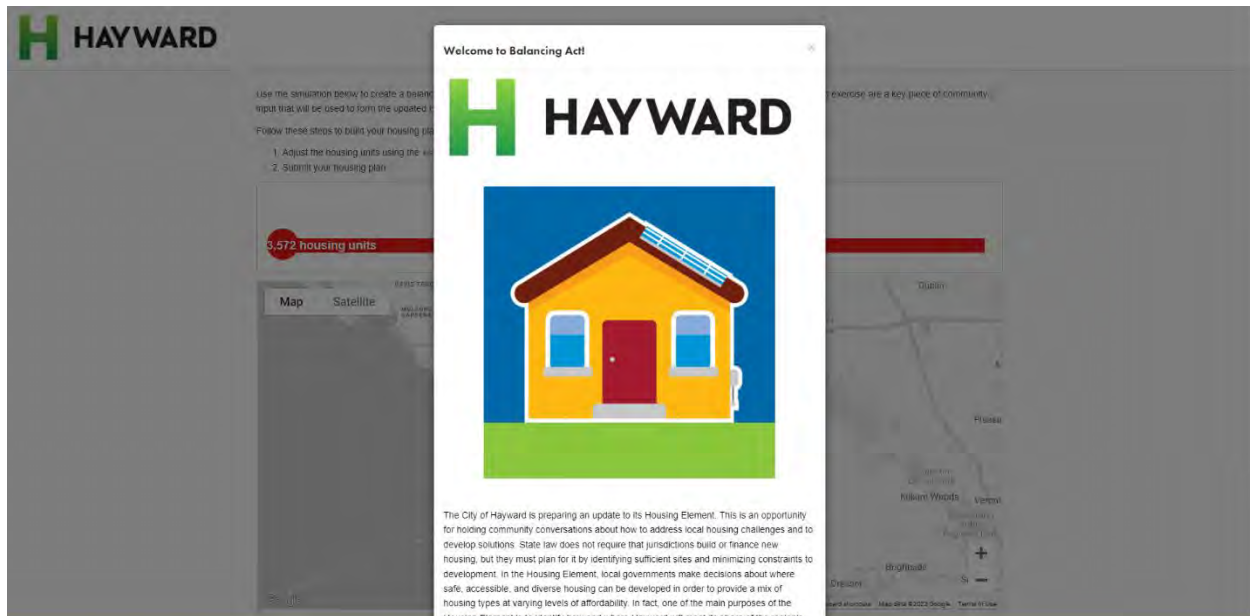
Public comments regarding the Residential and Mixed Use Area included the following major themes:

- Recommend adding more housing in North Hayward.
- Recommends graded density, through zoning, to include mid-density townhomes around commercial development and amenity hubs, since Hayward has a lot of infill sites.

Additional recommendations include:

- Demolish the billboard located on Foothill Boulevard in order to light the water tower with solar powered light, similar to the project in Campbell.
- Recommendation to include bike lanes, public transit infrastructure (e.g., bus lanes, light rail) in Downtown Area.
- Recommend adding housing on the empty lot at Clay Street, D Street, 4th Street, and B Street.
- Concern about the identified locations generally requiring cars for transportation due to limited public transit, and instead, focusing on adding new high-density residential development near public transit and splitting lots and incorporating accessory dwelling units (ADUs) in existing low-density housing areas.
- Recommend eliminating single-family zoning citywide to increase the city's capacity to build housing to meet RHNA without the risk of gentrification and runaway speculation.
- Recommend increasing density along major corridors, including Tennyson and Industrial, to incentivize further small business development and public transit use in the region.
- Recommend using empty lots located along B Street and on Templeton and Hill Avenue due to lack of development and proximity to public transit.
- Recommend upzoning and redeveloping existing low-density commercial development located at Hesperian Boulevard, A Street, and Jackson Street.
- Recommend any new construction beyond the pipeline should be the only buffer option and more toward the western "4" area. Also recommend limiting residential development near the hills because of earthquakes and landslides as well as areas located near the shore because of climate change-induced sea level rise.

- Recommend mixed-use opportunities in Jackson Triangle (Huntwood Avenue and Harder Road), Burbank (Winton Avenue and A Street), Southgate (along Hesperian Boulevard).





## Public Workshop Summary

## Polling Questions

1. How long have you lived in Hayward?
  - a. Less than 1 year
  - b. 1-5 years
  - c. 6-10 years
  - d. More than 10 years
  - e. I do not live in Hayward
2. Do you rent or own your residence?
  - a. I own my residence
  - b. I rent my residence
3. Do you see yourself in your current home in 5 years?
  - a. Yes
  - b. No
  - c. I don't know
4. Do you need help to achieve your housing goals?
  - a. Yes
  - b. No
  - c. I don't know
5. Which zip code do you live in?
  - a. 94540
  - b. 94541
  - c. 94542
  - d. 94543
  - e. 94544
  - f. 94545
  - g. 94552
  - h. 94557
  - i. Other
  - j. I don't live in Hayward

## Discussion Questions

### Session 1: Welcome and Introductions

1. What three words would you use to describe your housing situation?
  - Spacious, comforting & supportive
    - i. "Spacious" meaning NOT hemmed in!
  - too expensive! Car-dependent 😞 but beautiful 😊
  - Need affordable housing
  - garden, sanctuary, nurturing
  - comfortable, family, community
  - x

sanctuary  
spacious housing community  
nurturing comfortable  
comforting supportive  
car-dependent need  
expensive affordable  
family beautiful  
garden

## Session 2: Discussion

### 2. What is your greatest housing need?























- What is there to encourage more rental units? Current rental development compared to historic development for rental development is pitiful.
- Great presentation. 30 years ago, I graduated from Hayward, and my daughters graduated from East Bay. As a college graduate it was difficult to find affordable housing. I do not know how to help them. I would prefer to let them be independent rather than me co-sign, but students are struggling to find affordable housing. They are our future and I hope you will include them in your policies.
  - i. To add onto Celia's point, I work for a local engineering firm, and we have a hard time hiring interns because it is just so expensive to live within a reasonable distance from work.
- As a renter I'm looking for flexibility for how long I will live in an apartment. The requirements for apartment applications are a huge deterrent for housing without the guarantee of receiving housing (e.g., credit scores, background checks). I'm wondering what the City can do to remove those barriers. Also, as we build these units how do we make sure the developer will put the units on the market? Would this require support from the City Council?
  - i. Also, anecdotally to George's point, a lot of rental units require making 2.5x-3x the monthly rent in order to even be considered. Making Hayward minimum wage, this would require working 100hrs a week to just barely make that number.
- I am a resident of Hayward, born and raised along with my brother. We've lived here our whole lives. My brother has been homeless for five years. He has tried to use resources and every time he has found the facilities inadequate (e.g., requirements of the facility, not providing resources, rehabilitation program for addiction, rehabilitation program that is sustainable). In the Housing Element, does it include programs to improve these circumstances?
- Most of the units at CityView apartment which is the closest to Cal State Hayward, \$1800 per month for one bedroom, \$2600-\$2800 for two bedrooms. Ironically, students cannot afford them. I wonder if it is taken over by working professionals, rather than students.
- Celia, I lived at CityView. There are many one bedroom apartments there with more than 4 people, not just students, living there. Students tend to split the apartments and have more than 2 people per room.
  - i. Doesn't that violate the maximum allowable people per bedroom in a unit like that?
- Is there transitional housing in your housing element?
- The mayor's most recent address said the St. Regis building potentially rehabilitated into units for individuals experiencing homelessness or struggling with substance abuse. Was that included in the numbers for the Housing Element? Is it too early to be incorporated? Can we use hotels for transitional housing? Recently Hayward passed an ordinance to increase sales tax on hotel rooms. When we talk about a shallow rent

subsidy is it possible to waive sales tax for individuals experiencing homelessness and a way to use hotel rooms as transitional housing.

- I have followed the homelessness task force that meets once a month. There are more opportunities for the task force to get money to buy and lease hotels in the city for transitional housing for those experiencing homelessness. I've testified they should be doing it. There are many marginal hotels in Hayward that we could buy or do long-term leases for with services from non-profits. There seems to be hesitancy from staff and City Council to go after those hotels. There are at least seven or eight willing hotel owners who are willing to sell or long-term lease their hotel for the City to use for this purpose. I do not understand why it is not being aggressively pursued. It's suggested as a study in the Housing Element, but I do not know what needs to be studied.
  - I have followed the Housing Element update and I do not have particular needs. I am here in gratitude for what I have, as a home owner for 30 years. I have advocated for the City to require housing developers to build affordable units as part of every housing project.
  - I would like to go back to the difference of affordable housing units that are available for renting. Are they going to be bought and then rented at excessive rates. They put money in an in-lieu fee fund, which is used for a variety of things, some of which are not on-the-ground built affordable housing units. Inclusionary housing should be included in every project rather than segregated. If we did that at the bowling alley project, we would have affordable housing and inclusionary housing near BART. But instead ,we ended up with only market rate housing.
  - The City could increase 6% requirement for affordable housing units. Developers would rather put the money into in-lieu fees and leave it up to the City.
  - Of the units, how many will be rental units compared to market rate housing. The current cost to rent a studio apartment is \$2,500 per month, which is absurd. All the houses that are being built, how many are being bought so they can be rented out at absurd rates? I say as an overpaid tech employee, it is difficult for me to find rental housing that is affordable within 30% of my income. Are there rent-controlled subsidy policies that could be put in place to protect renters from increasing rental rates?
  - I'm concerned about the vacancy rate (4.8% or 2,000 units). That seems high. Can we quantify how many people do not have a place to live? It's not right. There are too many people who need places to sleep.
3. Do you need help to achieve your housing goals? If so, what would help you right now?
- Re "help in ACHIEVING housing goal- how about Help in maintaining housing quality of life. .... food for thought
4. Do you have any additional recommendations for the Housing Element?
- No comments received.
5. Additional Questions and Comments
- What is site #14 up in the hills?
  - Are there any planned communities to go into the hills that are for low-income or moderate income persons? I see a lot of affluent communities in the hills going in.
  - Very clear presentation. though required, just want to thank you for your efforts to meet your RHNA numbers and also to create more affordable housing overall.



### 3 Presenters and 17 Participants

-  Sarah Howland (Co-host, me)
-  Leigha Schmidt (Host)  
-  Jason Montague, Rincon C... (Co-host)
-  rita whiteman
-  Alexandria Cully (her/they)
-  Andres S., Rincon Consultants
-  Celia Chung
-  Debbie Frederick
-  Drew Balthazor
-  Emmanuel Nava
-  Eric Heltzel
-  Fozia
-  Frank Goulart
-  George Syrop
-  iPhone
-  Jamila Hayes
-  kurt donnelly
-  Nicole Grucky
-  Ro Aguilar
-  Viki vivaldo

## Public Comments on Draft Housing Element

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**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**

2150 Webster Street, P.O. Box 12688  
Oakland, CA 94604-2688  
(510) 464-6000

**2022**

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Lateefah Simon  
7TH DISTRICT

Janice Li  
8TH DISTRICT

Bevan Dufty  
9TH DISTRICT

August 3, 2022

Planning Division  
City of Hayward  
777 B Street  
Hayward, CA 94541  
Email: Leigha.Schmidt@hayward-ca.gov

Dear Leigha Schmidt:

Thank you for meeting with Tim Chan, Seung-Yen Hong, and Tobias Liebermann on March 16, 2022, indicating the City of Hayward's (City) interest in including BART's land in its 2023-2031 Housing Element. We also appreciate the opportunity to review the draft 2023- 2031 Housing Element that was released in July 2022. BART supports the goals and policies included in the draft 2023- 2031 Housing Element. However, as the City is aware, [BART's Transit-Oriented Development Program Work Plan](#) currently does not categorize the BART-owned properties that are listed in the Housing Element Sites Inventory as 'Near-term (project initiation in 2020-2025)'.

It is our collective goal to deliver as much housing near transit as possible while supporting local jurisdictions in achieving the Bay Area's regional housing goals. However, BART has limited staff resources and few funding sources for the infrastructure - most notably parking replacement - that is often required to free-up space on BART's land for development. Given current resources, it will be challenging for BART to support development of all the land proposed in BART partner jurisdictions' Housing Elements during the 2023-2031 cycle.

In addition, we noticed in the Housing Element Sites Inventory that BART-owned properties at the Hayward and South Hayward Stations were shown to have all units in the Lower Income Capacity Category. While BART strongly supports high density affordable housing as reflected in BART policies, the amount of affordable housing that can be supported on our property is greatly dependent on the amount of affordable housing funding available including local subsidies. Given current funding availability, the size of some of the BART properties included in the sites inventory, the costs associated with developing BART land and related access and parking improvements, achieving 100% affordable units may not be feasible

Delivering transit-oriented development (TOD) projects on BART's land is much more complex and time consuming than development projects on private land and requires strong partnerships and commitment between BART and local jurisdictions. As noted in the previous letter issued on March 7, 2022, BART's *TOD Work Plan* prioritizes development in its station areas based on the following three criteria:

1. Market readiness for TOD
2. Local support for TOD
3. Infrastructure needs

If conditions have changed since the last assessment in 2019/2020, the timeframe for TOD development in station areas can be updated in BART's *TOD Work Plan*. Key considerations by BART for prioritizing development projects are 1) availability of local funding and resources to support development, including staff support and funding for community outreach, affordable housing, and infrastructure, and 2) seamless coordination with local jurisdiction staff.

Jurisdictions with station areas that are currently listed in BART's TOD Work Plan timeframes of Mid-term or Long-term need to meet the following conditions to be considered for prioritization:

**1. Local Support for TOD:**

- a. **Local Support and Funding:** First and foremost, BART views TOD projects on its land as BART and local jurisdiction partnerships. BART TOD projects are civic destinations, transformative to the community, and often includes off-site improvements. The City must be committed to working closely with BART to find funds and resources to facilitate community outreach, discussions, and decisions on TOD development and area-wide parking. It takes several years of pre-development work prior to issuance of a Request for Proposal for developers, therefore, any development of BART land within the planning period of 2023-2031 requires sufficient dedicated BART and County staff time to advance a TOD project within a reasonable timeframe.
- b. **Prohousing Designation:** BART will prioritize projects in jurisdictions that are pursuing a [Prohousing Designation](#) by California Department of Housing and Community Development (HCD). The Prohousing Designation is emblematic of local support for housing and provides jurisdictions with an advantage such as priority processing or funding points for certain funding programs. This is a designation that has emerged from HCD since BART originally completed its work plan.
- c. **Environmental Studies:** Locally supportive zoning is a minimum standard for gauging local support. For BART's purposes, BART will determine that local zoning is supportive of TOD if the density allowed is 75 units per acre or greater, and such a density is assumed in environmental documents.

A3

**2. Infrastructure Needs:**

- a. **Station Access and Parking Strategies:** BART has evaluated its development priorities based on the anticipated cost of new infrastructure, including parking replacement. As such, until BART is able to secure external sources of funding to support construction of necessary infrastructure, BART cannot pursue development. In areas requiring substantial amounts of parking (e.g. auto dependent and auto reliant stations, partner jurisdictions will need to support BART in securing funding for parking replacement or other station access improvements. Further, to address potential community opposition to replacing surface parking with housing, the City should plan for and implement a locally led parking resource assessment and management plan for at least ¼-mile radius around the station area. It should identify parking opportunities for BART riders that would minimize the number of spaces to be included the TOD project and address spillover parking concerns by neighbors. BART staff will work with the jurisdiction to provide support and guidance as needed but implementation of a parking management plan will be a local requirement.

3. **BART Policies and Standards:** Any development on BART's land is subject to BART's review procedures and approvals and shall follow relevant guidelines, policies, and regulations. The

August 3, 2022

Page 3

jurisdiction should commit to support and meet BART's policies and standards. Most of these policies and are summarized on our [TOD Guidelines and Procedures](#) webpage.

We look forward to building our partnerships with the City of Hayward to realize our shared goal of increasing the amount of housing near transit. Please contact us to further our conversation on advancing TOD projects on BART's land.

Sincerely,

A handwritten signature in black ink, consisting of a stylized 'T' followed by a horizontal line and a small flourish.

---

Tim Chan

Group Manager – Station Area Planning





## The City of Hayward

Via email: [housingelementupdate@hayward-ca.gov](mailto:housingelementupdate@hayward-ca.gov)

Cc: [HousingElements@hcd.ca.gov](mailto:HousingElements@hcd.ca.gov)

August 14, 2022

### Re: Hayward's Draft Housing Element

To the City of Hayward:

The Campaign for Fair Housing Elements and YIMBY Law believe that the City's draft [housing element](#) is a good start. We appreciate the City's attention to protecting tenants against displacement (Draft, pp.85-86), as well as its commitment to rezone for affordable development as required by State law (*Id.* at p.74; see Gov. Code § 65583.2, subds. (c), (h)). We simply advise the City to approve more homes, much faster. First, the City should **better substantiate its assumptions about future development**. Second, the City should **augment its capacity buffer**, by allowing more density everywhere. And third, the City should **abolish its [Design Guidelines](#) and reorient development review toward safety and infrastructure**.

First, substantiate assumptions about future development. As you know, State law requires the City to discount its home production estimates by "realistic development capacity." (Gov. Code § 65583.2(c)(2).) The City "assumes" its realistic capacity to be "75 percent," but does not say how it arrived at that estimate. (See Draft, p.42.) It only lists some factors that are acknowledged to "impact" development. (*Ibid.*) The City should provide data to justify its assumption. We repeat this comment for the City's ADU production estimate, for which the City claims but fails to show its data. (See *id.* p.40.)

B1

Second, augment the site capacity buffer. California has a housing shortage because it's currently illegal to build the missing housing. Hayward can lead Bay Area cities by

B2

simply legalizing the missing housing. Rather than pick and choose “approximately 1,558” single-family parcels for upzoning (*id.* p.78)–which is a good start–the City should preempt all questions about its capacity by allowing multifamily construction throughout its territory.

B2

Finally, the City must do more to “remove” its own constraints on development. (*Id.* p.75; Gov. Code § 65583(c)(3).) The City recognizes as a constraint, but gives no concrete plan to remove, its “permit and approval processes.” (Draft, p.52.) The Draft concedes the City’s inability to clearly say when its own “development review process ... *may include*” any of a half-dozen different land-use procedures, and further admits that “the time for entitlement review *may vary considerably* in cost and time to process.” (*Ibid.*, italics added.) This should not be difficult to explain, and we submit that the difficulty has much to do with a planning emphasis on design rather than infrastructure. (See Alain Bertaud, *Order Without Design* (2018) pp.288-92 [showing how Indonesian cities accommodate lower-income housing need by focusing on infrastructure rather than design].) Please, abolish your design guidelines now, reorient toward safety and infrastructure, and leave architecture to the architects.

B3

We look forward to the City’s next draft. Please contact me if you have questions.

Sincerely,



**Keith Diggs**

Housing Elements Advocacy Manager, YIMBY Law

[keith@yimbylaw.org](mailto:keith@yimbylaw.org)





August 5, 2022

Jeremy Lochirco - By Email Only - Jeremy.Lochirco@hayward-ca.gov  
Planning Manager  
City of Hayward

RE: Draft Housing Element

Mr. Lochirco,

East Bay for Everyone is a membership organization advocating for housing, transit, tenant rights, and long-term planning in the East Bay. We write to provide comments on the City of Hayward's 6th Cycle Housing Element Public Review Draft ("Draft").

### **Summary**

- We think it's unlikely Hayward will be able to meet its RHNA target without rezoning
- The Draft document does not analyze the impact of land use constraints, for example parking, setbacks, FAR have on housing production in Hayward.

### **Constraints Analysis**

- Hayward should conduct a governmental constraints analysis that examines its zoning and development standards relative to peer cities in the East Bay. For example:
  - The 20' front setback for RM and RH zones is excessive relative to similar mixed residential and high density residential zones in peer cities.
  - The density maximum for Hayward's RH zone three story buildings on lots 120' wide or greater is 1,250 square feet ("sqf") of land per unit. By comparison neighboring San Leandro's densest residential zone requires 875 sqf of land per unit (RM-875). The density requirements for Hayward's RH zone pose a barrier to development.
  - Parking requirements, especially around transit, represent an additional cost of \$40k per space or higher if underground. Hayward requires two parking spaces per 2-bedroom unit. Consider reducing or zeroing out these parking minimums around transit.

C1

## Programs and Policies

- Goal H-5 - Density Bonus
  - Action 5.3 - Consider increasing density bonus beyond State Density Bonus Law
    - We highly encourage Hayward to pursue this action. Given the uncertainty around construction costs and interest rates, it will be important to base any local density bonus program off of an economic feasibility analysis.
- Goal H-3 - Suitable Sites
  - Policy H-3.2 - Transit Oriented Development
    - This promotion of TOD is important but Hayward does not offer concrete, actionable steps to achieve this goal. There are no actions associated with this policy.
    - Consider re-zoning areas around Hayward and South Hayward BART stations as well as the Line 10 and Line 99 AC Transit routes to allow for higher densities and height.
- Goal H-4 - Mitigate Constraints to Development
  - Program H-14 - Development Incentives
    - The potential incentives include “disposition of public land.” This should be clarified to articulate a policy of long-term ground leases, which is the best practice employed by San Francisco, Berkeley and Oakland in the development of land for mixed-income and affordable housing. Hayward should retain title to the land in order to realize the long-term upside of development and rising land values.
- Goal H-1 - Maintain Existing Housing Opportunities
  - To Add - Codify SB330/SB8 Tenant Demolition Protections and Right to Return
    - SB330/SB8 create demolition protections for protected units (deed-restricted, rent-controlled and those occupied by low-income renters) when demolition is proposed. Development applicants must replace the protected units 1 to 1 and provide a right to return at deed-restricted or rent-control levels for displaced tenants.
    - Hayward should codify these protections into its municipal code.
    - Hayward should update its development application to inform potential applicants about SB330/SB8 tenant demolition protections and right to return. In addition, the development application should require a section requesting information about the existence of SB330/SB8 protected units

C2

C3

C4

C5

that may be demolished as part of a project, plans for replacement and right to return of displaced tenants. Oakland and Los Angeles already do this for their development applications.

### Site Inventory

- Hayward claims that it will meet its RHNA goals through existing zoned capacity.
  - Hayward relies on its Downtown Specific Plan to provide 1,606 units within the 6th Cycle.
  - Please confirm that all sites that have been re-used within the past two cycles will be re-zoned to allow for by-right development per AB1397. c6
  - What is the basis for the column labeled “Site Available” in the site inventory Table A? Is it written documentation of interest from the landowner? If so, will Hayward make this documentation available to the public? c7
  - Many of the sites identified are owned by Hayward. Does Hayward have an articulated program for planning and development of city-owned land? We request Hayward consider use of long-term ground leases to develop mixed-income and affordable housing as a tool to retain long-term ownership and benefits of development. c8
- Within the Downtown Specific Plan, two zones are slated to provide housing to meet this 1,606 figure: Central City High Density Residential (CC-HDR) and Central City Retail and Office Commercial (CC-ROC).
  - The Draft says that 35 units will be delivered within the CC-HDR zones within the 6th Cycle.
    - 507 C Street is a non-vacant parcel that has been re-used from prior planning periods. There is no analysis of why this time will be different. Please confirm that this parcel will be re-zoned to allow by-right approval per AB1397. c9
    - 22756 Alice Street is a non-vacant parcel that has been re-used from prior planning periods. There is no analysis of why this time will be different. Please confirm that this parcel will be re-zoned to allow by-right approval per AB1397. c10
  - The Draft states that 1,571 units can be delivered within the CC-RCO zones of the Downtown Specific Plan within the 6th Cycle.



- The block bounded by C Street, Grand Street, Alice Street and Claire Street includes a number of non-vacant sites zoned CC-RCO. All of these sites have been in prior housing elements. There is no analysis of why these existing industrial uses are likely to be redeveloped within the 6th Cycle. In addition, there is no analysis of any additional costs associated with potential remediation from the mid-century automotive and industrial uses on the sites. Please confirm that this parcel will be re-zoned to allow by-right approval per AB1397. c11
- The Draft relies on the Mission Boulevard Code to provide 1,388 units within the 6th Cycle.
  - 25376 Mission Boulevard is a good site, but the amount of zoned capacity provided (48 units on 1.86 acres) is insufficient to outbid an existing auto sales use. Increase the allowable density on this site. Please confirm that this parcel will be re-zoned to allow by-right approval per AB1397. c12
  - 29459 Mission Boulevard is a parking lot used by LiUNA Laborers Local 304. Has LiUNA indicated it intends to redevelop this lot during the planning period? Do they intend to move their local office? It has previously been used in prior cycles. Please confirm that this parcel will be re-zoned to allow by-right approval per AB1397. c13

We look forward to continuing to engage with the City of Hayward in this process.

John Minot  
Co-Executive  
East Bay for Everyone



August 8, 2022

Hayward Planning Division and City Council  
777 B Street, First Floor  
Hayward, CA 94541

Re: Hayward needs transformative parking measures to eliminate development constraints

Dear City of Hayward Planning Division and Hayward City Council,

TransForm is a regional non-profit focused on creating connected and healthy communities that can meet climate goals, reduce traffic, and include housing affordable to everyone. We applaud Hayward's work to date on the Draft Housing Element. However, to meet housing, transportation, and climate goals, Hayward needs to expand on its successful programs and initiate some new ones.

In particular, there will need to be an effective mix of:

- Planning for growth in walkable areas near transit
- Reducing the amount of parking mandated for housing and providing incentives and programs to drive less (Transportation Demand Management or TDM)
- Developing sufficient programs to meet affordable home targets of RHNA

We were disappointed to see only passing reference to parking as a constraint to development, in Hayward's draft Housing Element. The city code currently requires at least 1.5 parking spaces per unit for multi-family developments, and at least 2 spaces for 2+ bedrooms. Hayward eliminated parking minimums in the Mission Boulevard Corridor, but as the public recommended, these standards should also apply to the Downtown Area.

The need to eliminate or greatly reduce parking minimums is more important than ever. **Each new parking space costs \$30,000-\$80,000.**<sup>1</sup> With inflation driving up construction costs since these estimates, two spaces may now cost up to \$200,000. Beyond construction costs, parking takes up essential space that could provide more homes, services, or community amenities. This raises the cost of housing development and makes it hard to meet production goals.

<sup>1</sup>

<https://www.shoupdogg.com/wp-content/uploads/sites/10/2016/05/Cutting-the-Cost-of-Parking-Requirements.pdf>

560 14TH STREET, SUITE 400, OAKLAND, CA 94612 | T: 510.740.3150 | [WWW.TRANSFORMCA.ORG](http://WWW.TRANSFORMCA.ORG)

D1

TransForm recommends that Hayward consider the following policies in the Housing Element:

1. Funding a dedicated study of parking reforms, particularly how smart parking policies could positively impact housing, transportation and other goals.
2. Requiring unbundled parking for certain transit oriented developments. This is easier for building managers to implement now with new parking tech tools like [Parkade](#).
3. Expanding the Transportation Demand Management program by requiring provision of transit passes to each resident.

D2

To show the tremendous transportation and climate benefits of these policies, as well as some of the financial savings for residents and reduced costs for development, we have used our GreenTRIP Connect tool to [create scenarios](#) for a potential future development site at 22765 Grand Street. This parcel is identified in Hayward's draft Housing Element Site Inventory as a potential development site in the UN zone of the Downtown Area. This also means this development would be allowed to provide slightly fewer parking spaces based on its proximity to transit. The California Office of Planning and Research recommends GreenTRIP Connect as a tool to use while developing General Plans and is especially useful during the development of Housing Elements (the tool is free to use and supports better planning at the site and city-wide level).

By implementing the strategies above at 22765 Grand Street, GreenTRIP Connect predicts:

1. With unbundling and providing transit passes at this site, we saw a 37% decrease in parking and resident transportation savings of \$1,020 per year.
2. With right-sized parking, incorporating the benefits of good location, unbundled parking and free transit passes, the development would cost \$2,002,000 less to build relative to current parking standards.
3. When combined with 100% affordable housing these strategies resulted in an incredible 61% reduction in driving and greenhouse gas emissions for the site, compared to the city average.
4. If an affordable development with smart parking strategies were built on this site each household would drive 7,132 less miles per year creating a greener and safer community.

D3

By reducing the number of community members that face extreme housing cost burdens, getting priced out of their community, and/or becoming unsheltered. Residents, new and old alike, will greatly benefit from the reduction in vehicle traffic and associated air pollution (see scenarios [here](#)).

In addition to parking and transportation strategies, we applaud some of the proposed strategies to support more affordable homes, since these would have such tremendous benefits as noted in the GreenTRIP scenario. Two of the most important are Actions 4.4 and 4.5 which will

reimburse the cost of land for BMR developments and subsidize the development of affordable units on City-owned land, respectively. These programs are a cost-effective complement to strategies focused on housing production.

The GreenTRIP scenarios and the chart on the final page of our Scenario document also show the imperative of programs to accelerate development of affordable homes, like Actions 4.4 and 4.5. Not only do lower-income households use transit more and drive much less than average, but success in this area can help provide homes for unsheltered individuals and families. A commitment to these programs will show that Hayward is committed to planning for all levels of the 2,509 RHNA BMR units anticipated in this cycle.

d4

Please let me know if you have any questions. TransForm hopes this information explains why Hayward should make parking reform a priority in the Housing Element update.

Sincerely,  
Kendra Ma  
Housing Policy Analyst  
kendrama@transformca.org

# UNITED BROTHERHOOD OF CARPENTERS & JOINERS OF AMERICA

## Carpenters Local 713, Alameda County

Mailing Address  
1050 Mattox Road  
Hayward, California 94541-1298



Union Meetings:  
Second and Fourth  
Thursdays

Phone: 510-581-7817

Fax: 510-581-1267 • E-Mail: [carp713@carpenters713.org](mailto:carp713@carpenters713.org) • Dispatch Fax: 510-733-2509 • [www.carpenters713.org](http://www.carpenters713.org)



July 21, 2022

City of Hayward  
Attn: Leigha Schmidt, Project Lead  
Planning Division  
777 B Street, First Floor  
Hayward, CA 94541  
Via Email: [leigha.schmidt@hayward-ca.gov](mailto:leigha.schmidt@hayward-ca.gov)

Re: City of Hayward Housing Element Update

Dear Ms. Leigha Schmidt,

Please accept these comments on the above referenced Housing Element Update on behalf of the members of Carpenters Local 713, which represents working men and women in the City of Hayward and Alameda County. We appreciate the opportunity and look forward to working together on this important endeavor.

To meet the urgent need for housing units outlined in the State's Regional Housing Needs Allocation (RHNA), as well as the policy goals outlined in the City of Hayward Housing Element and larger General Plan, it is vital that the City of Hayward support efforts to build the local construction workforce. Local 713 has long been at the forefront of training the next generation of construction workers, opening pathways to the industry for diverse and traditionally underserved populations, and embracing new technologies and delivery methods to expedite the construction of much needed housing.

Currently, neither Alameda county nor the City of Hayward have enough skilled, highly productive residential construction workers to build the 4,624 units that the city of Hayward is supposed to produce over an 8 year time period.<sup>1</sup> This is itself an 18 percent increase from the prior Housing Element cycle's RHNA goals.<sup>2</sup> However, as the housing crisis in our communities has continued to deteriorate in recent years, the number of workers employed in residential building construction in Alameda County has actually decreased by 18% since 2004.<sup>3</sup> A continuously shrinking residential construction workforce cannot build 4,624 units of housing in 8 years.

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<sup>1</sup> Page 25: Final Regional Housing Needs Allocation (RHNA) Plan: San Francisco Bay Area, 2023-2031

<sup>2</sup> Page 129: Hayward 2040 General Plan Housing Element, December 2014

<sup>3</sup> QCEW data: Difference between 2004 employment and 2020 (latest available) in Private NAICS 2361 Residential building construction for All establishment sizes in Alameda County, California, NSA



The Draft City of Hayward Housing Element notes in its housing constraints analysis that “there are a variety of factors outside of the City’s control that could influence whether or not that housing is built such as...availability of labor.”<sup>4</sup> However, there are, in fact, policies the City can adopt that would nurture the workforce necessary to realize the City’s housing construction needs. To support the policy goals of the Housing Element, Local 713 is requesting that the City add local hire and apprenticeship requirements to the final Housing Element for all residential construction projects larger than 10 units. The standards Local 713 is proposing in this comment letter would help to ensure greater benefits for the broader community, help ensure that construction labor needs are met, and guarantee that new residential development projects within the City are making needed investments in the region’s skilled construction industry workforce.

E1

### **The City Should Bar Issuance of Building Permits Unless Each Future Residential Development of 10 units or Above has a Viable Apprenticeship Program and Local Hiring Requirements**

The Carpenters propose the following additions to the Municipal Code of the City of Hayward. for any residential project larger than 10 units

Permitting requirements in the Municipal Code of the City of Hayward.

A person, firm, corporation, or other entity applying for a building permit under the relevant section of the Municipal Code of the City of Hayward, California shall be required to comply with the apprenticeship, healthcare, and local hire requirements of the Housing Element and General Plan. Failure to comply with the requirements set forth in this section shall be deemed a violation of this article.

E2

#### **Apprenticeship:**

For every apprenticeable craft, each general contractor and each subcontractor (at every tier for the project) will sign a certified statement under penalty of perjury that it participates in a Joint Apprenticeship Program Approved by the State of California, Division of Apprenticeship Standards **OR** in an apprenticeship program approved by the State of California Division of Apprenticeship Standards that has a graduation rate of 50% or higher and has graduated at least thirty (30) apprentices each consecutive year for the five (5) years immediately preceding submission of the pre-qualification documents. The contractor or subcontractor will also maintain at least the ratio of apprentices required by California Labor Code section 1777.5.

E3

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<sup>4</sup> Page 7: City of Hayward Housing Element July 2022 Draft, July 2022

## Local Hire Policy:

Contractor will be required to provide documentation that the contractor will hire a minimum of twenty-five percent (25%) of staff for any job classification with more than four (4) employees employed whose primary residence, which is not a post office box, is, and has been, within Alameda county within 180 days of the expected date of issuance of the Notice to Proceed for the project.

E4

While there has been a remarkable economic expansion in Hayward since 2010, rising inequality and displacement adds to the City's affordability crisis and threatens to undermine the region's strong economy. Hayward's Draft Housing Element Update itself acknowledges that almost half of all jobs in the City pay less than \$40,000 per year.<sup>5</sup> There are currently no practical policy antidotes that target this community's lack of living-wage jobs. Instead, current projections for our metropolitan area foresee that precarious, low-wage forms of employment, such as in food courier delivery, will far outpace employment growth in residential construction between now and 2028.<sup>6</sup> Policies that require the utilization of apprentices and a local construction workforce will, however, help counteract such trends. In tandem with programs currently operational by Local 713 outlined below, such policies will help improve local access to the type of living-wage job the community needs, and also help ensure that the City meets its RHNA targets.

Local 713 has implemented many programs that will enable the City to meet the General Plan and Housing Element goals. These programs include a robust Joint Apprenticeship Training Committee, vigorous utilization of apprentices in the City of Hayward, healthcare coverage for all members and their families, and innovation within the construction industry.

Joint Apprenticeship Training Committees (JATC's), such as the Carpenters Training Committee for Northern California (CTCNC), are a proven method of career training built around a strong partnership between employers, training programs and the government. This tripartite system is financially beneficial not only for the apprentice, but is a major benefit for the employer and the overall economy of the City of Hayward. The CTCNC monitors current market conditions and adjusts the workflow of apprentices to meet the needs of the community, heading off any shortage of skilled workers. History has demonstrated that strong utilization of apprentices throughout the private sector helped California builders produce millions of units of housing.

CTCNC recruitment strategies include robust diversity and inclusionary outreach programs, such as pre-apprenticeship, with proven results in representative workplaces and strong local economies. It is imperative that our underserved populations have supportive and effective pathways to viable construction careers, while ensuring that employers are able to find and develop the best and brightest talent needed to thrive in a competitive economy.

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<sup>5</sup> Page 9: Ibid.

<sup>6</sup> EDD Long-Term Industry Employment Projections, Oakland-Hayward-Berkeley (2018-28): Couriers and Messengers (+28.4%) vs. Residential Building Construction (+11.4%). <https://data.edd.ca.gov/Employment-Projections/Long-Term-Industry-Employment-Projections/sp6i-jezb/data>.

Employer-paid health insurance plans for our members and their families provides preventative services to stay healthy and prevent serious illness. Timely care reduces the fiscal burden for our members and their families, and significantly reduces the utilization of safety-net programs administered by the City of Hayward and Alameda County.

Embracing new technologies and delivery systems will have a significant impact on the construction industry, particularly the residential sector. Increasing housing delivery methods reduces project durations and provides City of Hayward residents housing sooner. Local 713 is at the forefront of ensuring that new construction technologies deliver those benefits while also creating work opportunities for those already in the trades as well as those looking to begin a construction career.

Local 713 is in a unique position to address many of the key ideas outline in the City of Hayward Housing Element Update. By investing in the training and utilization of apprentices, performing outreach to ensure that the workforce closely mirrors the demographics of our local community, providing employer-paid healthcare for our members and their families, and promoting innovation in the residential construction sector, Local 713 is prepared to assist in closing the affordability gap in the City of Hayward and the Bay Area. We look forward to engaging City staff and elected leaders as the Housing Element moves forward and working cooperatively to bridge the needs of the City with the skills and tools of Local 713.

Thank you for your time and consideration of these comments.

Sincerely,



Daniel Gregg  
Senior Field Representative  
Carpenters Local 713  
(510) 581-7817 Ext.118

CC: City Clerk: [cityclerk@hayward-ca.gov](mailto:cityclerk@hayward-ca.gov)

Planning Division: [planning.division@hayward-ca.gov](mailto:planning.division@hayward-ca.gov)

Housing Element Project Team: [housingelementupdate@hayward-ca.gov](mailto:housingelementupdate@hayward-ca.gov)

DG:jg  
Opeu#29  
Afl-cio

**From:** [Glenn Kirby](#)  
**To:** [List-Mayor-Council](#)  
**Cc:** [Planning Division](#); [Leigha Schmidt](#); [Christina Morales](#); [Sara Buizer](#); [Jennifer Ott](#)  
**Subject:** Comments on Housing Plan Revision  
**Date:** Saturday, August 13, 2022 9:58:21 PM

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**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Comments on Housing Plan Revision

Submitted by Ro Aguilar

August 13, 2022

To: Mayor and Members of the City Council

I have been following the revision of the Housing Plan over the last couple of years with specific interest in “**Goal H-2:** Assist in the provision of housing that meets the needs of all socioeconomic segments of the community.” Two of the six policies in support of Goal H-2 are as follows:

**H-2.3 Inclusionary Housing:** The city shall enforce the Inclusionary Housing Ordinance to ensure that a certain percentage of new residential units will be made affordable to lower- and moderate-income households or to ensure the payment of affordable housing in-lieu fees to subsidize the development of affordable housing.

**H-2.4: Integration of Affordable Housing:** The City shall encourage a mix of affordability levels in residential projects and encourage the dispersal of such units to achieve greater integration of affordable housing throughout the community.

Inclusionary housing is a key policy in creating upward mobility for lower income families according a recent Harvard Study. One of the findings reveals that the more cross class interaction people (particularly children) have, the better their chances to move into the middle class. All affordable housing is not equal in achieving this outcome – location within a higher income neighborhood is a critical factor!

While H-2.3 speaks to enforcing the Inclusionary Housing Ordinance, the language as stated gives the developer the power to opt out of building on-site affordable housing and instead pay an in-lieu fee. Given this choice, very few developers have chosen to build affordable housing units within market-rate residential developments and thus, the City has very few market rate projects (rental and owner-occupied) that include affordable housing units. As stated in Policy H-2.4: the City is empowered only to encourage integration of affordable housing and we know from reviewing residential projects over the last decade, that this current policy is not

P1

P2

working for a number of reasons.

So why adopt the proposed Housing Plan when it is basically maintaining the status quo regarding inclusionary affordable housing? The City Council is choosing to leave responsibility for building affordable housing to the developer and thus the City can expect very little progress in addressing the affordable inclusionary housing deficit, especially in the category of owner-occupied housing. While there are incentives for developers to build inclusionary affordable housing and higher densities, these incentives have not worked because of the political delays of neighborhood opposition and an unpredictable City Council vote.

I urge the City Council to make an effective, equity based revision to the Housing Plan and require every residential development in the City to include a percentage of moderate/low-income housing, fulfilling its responsibility to create housing opportunities for all its residents. This change would provide financial certainty to the developer because inclusionary affordable housing would be a requirement of the ordinance and a commitment by the City Council.

P3

While the staff proposes a year-long study before possibly making this change in 2024, I propose the City Council make the change now in this Housing Plan and study the results compared to what has been built in the last 8 years. Current zoning laws tend to segregate residents according to income and class, substituting socioeconomic status as a proxy for race. Since we are currently faced with a housing crisis and a widening gap between the haves and have nots, the Housing Plan must require developers to build on-site **inclusionary** housing units, increasing opportunities for low-income residents and repairing discriminatory housing policies.

( Submitted via email only )

Cc:

Planning Commission Members

Jennifer Ott

Sara Buizer

Christina Morales

Leigha Schmidt



**From:** [Mary Ann Higgs](#)  
**To:** [HousingElementUpdate](#)  
**Subject:** Comments on Plans  
**Date:** Wednesday, July 13, 2022 4:42:53 PM

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Hello Team,

I have a general concern about housing development over the next 8 years. While I understand the importance of having a plan and looking for opportunities to create affordable housing options for a variety of people, my concern is whether or not building on a large scale is a smart thing to do right now. While many people will cite concerns about whether or not our infrastructure, particularly our roads, can handle an increase in housing, my concern is more basic.

In California, we have lived through several years of drought. And with each new residential unit, whether it's an apartment, townhouse, single family home, or ADU, it requires water. People need water. And water is something that has been in short supply in the last several years and things are not getting better. I am concerned that adding housing of any type puts an undue burden on this limited resource.

So, my suggestion is that while it makes sense to have a plan, I think there should be some kind of caveat that the plans can only be executed if there is adequate water to support the individuals who will be residing in these residential units. Maybe the caveat is there must be 3 consecutive years of average or above average rainfall/snowpack before 'x' number of housing units can be built. I'm sure someone has data on how much water a family of 4 needs on a weekly, monthly, and yearly basis. Low flow toilets, low flow faucets, and drought resistant landscaping can only take us so far. Until we have the water across the state to meet the need of the people, the agriculture industry, and our environment (fish hatcheries, lakes, rivers, etc.), I think it makes sense to limit new building.

Please add this comment to the overall input from residents that is part of the overall process.

Thanks,  
Mary Ann Higgs  
Westview Way  
Hayward, CA  
[mafaue@hotmail.com](mailto:mafaue@hotmail.com)

**From:** [Roland L. McCready](#)  
**To:** [HousingElementUpdate](#)  
**Subject:** Draft Housing Plan  
**Date:** Wednesday, July 20, 2022 10:00:25 AM

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**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Hello,

I read through this plan. I am a senior citizen home owner who lives in the Jackson Triangle. How will this effect me?

Thank you

**From:** [Sandy Stark](#)  
**To:** [HousingElementUpdate](#)  
**Subject:** 50 stories up!  
**Date:** Tuesday, July 19, 2022 4:27:56 PM

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**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

My only comment and complaint is, why aren't you building Tower cities, 50 stories, or at least 20, because they are needed terribly!

Make sure each Tower has all things so some or all can get rid of their personal vehicles, and just rent one whenever needed! Include: groceries, gyms, car rentals, hospitals/clinics, vets, indoor terrariums and parks, and indoor vertical food gardens, are necessities.

If you don't you'll just have worse traffic congestion, and worse air to breathe.

**From:** [tammyartis1@gmail.com](mailto:tammyartis1@gmail.com)  
**To:** [HousingElementUpdate](#)  
**Subject:** Live work units  
**Date:** Friday, July 22, 2022 7:41:30 PM

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CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

To whom it may concern, Hello, I didn't see a mention of live/work housing? I am a muralist and teaching artist for MOCHA. I need to be in Hayward to care for my Mom, and would love to live with my granddaughter who is about to turn 18. (So no senior housing.) We are both artists and to have a separate studio isn't the best option, financially or creatively.

I appreciate the direction Hayward seems to be going. Thank you for your mindfulness and planning.

Sincerely,

Tammy Artis

Hayward resident

Sent from my iPhone

**From:** [Marla Lyons](#)  
**To:** [HousingElementUpdate](#)  
**Subject:** Include this feature please  
**Date:** Monday, July 18, 2022 5:19:28 PM

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CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Good day

Please when constructing these housing communities that they are Better “soundproofed” so All your movements can be private.

Thank You

Sent from my iPhone



**From:** [Zachariah Oquenda](#)  
**To:** [HousingElementUpdate](#)  
**Subject:** Housing Element Comment  
**Date:** Thursday, July 14, 2022 11:06:09 AM

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**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Leigha and Housing Team,

I wanted to send my appreciation for your hard work on this draft housing element and housing plan. It is really strong. I also just find the draft useful in providing all the contextual information to get a grip on the scope of different housing issues and solutions in Hayward.

I have one comment/question. Can we include something in the policies explicitly supporting people in reentry to have a fair chance to access housing opportunities?

H-6.1 Fair Housing Services policy generally refers to fair housing which is a policy prohibiting discrimination based on a protected classification, such as race or disability. I reviewed Appendix F, and it mirrors that understanding in affirmatively furthering fair housing.

Somewhat separate but aligned with fair housing goals is fair chance housing which relates to discrimination against people based on their criminal record. There is a nexus between discrimination based on race and disability as these are two protected classes that are disproportionately impacted by the criminal legal system. The Alameda County Justice Reinvestment Coalition finds that 1 of 4 people in Alameda County have a criminal record and that South Hayward is one area where there is an above average concentration of people with records that would tend to lead to disproportionate discrimination in South Hayward neighborhoods.

I wanted to encourage staff to raise this issue before city council and ask the council to consider including the mention of supporting programs and services to prevent discrimination against formerly incarcerated people in housing.

Is there any chance of staff raising this concern/issue before the city council? If we really support "Equal Housing Opportunities for All Persons" as our draft Housing Element states, then I think we should not shy away from being willing to identify the population of justice-impacted individuals and families needing and deserving of support. If there is any way I can be helpful in offering my expertise or experience to this discussion, I'd be more than willing to do so.

I appreciate your time and consideration.

Thank you,  
Zachariah

Zachariah Oquenda, Esq., M.P.P.  
he/him/his  
[California Policy Attorney](#), SBN 336420  
Root & Rebound | [www.rootandrebound.org](http://www.rootandrebound.org)  
Planning Commissioner,  
Hayward Planning Commission  
Community Advisor,  
Hayward Community Advisory Panel to the Chief of Police  
[zoquenda@gmail.com](mailto:zoquenda@gmail.com)

909-450-9214

[Schedule a Meeting](#)

**From:** [Dr. Commish](#)  
**To:** [HousingElementUpdate](#)  
**Subject:** Housing comments  
**Date:** Monday, July 18, 2022 12:44:47 PM

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**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Hi:

Looking at the renderings that are part of the plans there seem to be a number of multi-story housing units suggested. My suggestion would be to incorporate single-story houses for those with ambulatory concerns, ie. bad knees/back that will preclude one from negotiating stairs.

Just a thought!

*D. Yates, Ph.D. Professor Emerita*

**2014-2016 and 2019-2020 CSUEB Faculty Marshal**

**National Gang Crime Research Center, Professional Level 2 Specialist Program; 24 hours of Specialized Training in Female Gangs/Female Gang Members & Management & Supervision Skills for Gang Specialist**

**Certified, Mental Health First Aid (2011-2017),**

**G.R.E.A.T. Certified (Gang Resistance Education and Training)**

**P=PRACTICE**

**L=LAUGHING**

**A=AT**

**Y=YOURSELF!**

*LIFE IS ABOUT HOW YOU HANDLE PLAN B! LET'S MAKE AMERICA SANE AGAIN!*

**"With confidence, you have won before you have started."**

**Marcus Garvey**

**Don't sweat the small stuff, cause it's all small stuff in the grander scheme of things!**

**October is Domestic Violence Month**

Every **15 seconds** in this country a woman is physically abused by her partner!

Violence is preventable and can be prevented.

**Support the victims!**

**From:** [Rafael V](#)  
**To:** [HousingElementUpdate](#)  
**Subject:** Hayward Draft Housing Element Comments  
**Date:** Monday, August 8, 2022 12:05:41 PM

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**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Hi,

Thank you for the very detailed Draft Housing Element and for the opportunity to provide feedback. There are some great proposals that I hope will serve our community well.

My name is Rafael Velazquez Cardenas and I am a proud educator for our public schools here in Hayward. I also grew up here in Hayward and am happy to be serving my community. The draft element has lots of great information that I am also hoping to include in my curriculum in the future, especially since the housing crisis has really created lots of issues and questions about what is happening in our communities.

The following questions and points are the feedback that I would like to share:

1) Under Appendix E, the review of our city's past accomplishments, why were we severely under the RNHA goal for our severely low through moderate income homes in our past efforts? What policies or city ordinances can be put in place to make sure we are not neglecting our lower income residents while clearly exceeding the needs for the above moderate-income residents? How can we prevent this in upcoming building of housing?

P11

2) Under the Inclusionary housing section, new buildings need to provide Affordable rental units at 6% of the built units? Why such a low percentage when the median income of our city is close to 56k per year and when the need is much higher in Hayward? Can this percentage be increased through city policies or incentives in order to build more affordable housing?

P12

3) Under the Inclusionary housing section, affordable ownership units must be 10% of units built for moderate income households, but a fee can be paid in lieu if developers do not meet the quota. What is this fee and is it substantial enough to dissuade developers from avoiding affordable ownership units? I also wonder if this fee would end up costing our city and residents in the long run if developers do not build enough housing to meet the community's needs. Are there any city ordinances/policies that can make this loophole harder for developers to exploit?

P13

4) Under Action 13.2, why don't we amend the zoning to also permit building of multi-family housing/apartments in these low-density neighborhoods? Why does the proposal only create middle housing types of new units (condos, duplex, etc)?

P14

5) Are there any policies or ordinances we can add to also protect and meet the housing need for our large undocumented population in Hayward? Immigrant families cannot access Section

P15

8 housing and may not seek help due to the fear of family separation. Possibly stronger rent stabilization, education, and anti-harassment policies can be very helpful. Our Hayward 2019 Rent Stabilization ordinance is a good start; however, it is definitely not enough. The 5% cap on rental increases annually is far above what our average workers earn and increases on rent can have drastic impacts on family health and stability. Our immigrant workers, who tend to have very low wage work and do not see the wage increases of other workers, are especially vulnerable. Are there ways our housing element can make the rent stabilization even stronger than the 5% cap annually on certain units?

P15

6) Do we have any city-owned public rent controlled spaces? How can we build these up and use them to serve our vulnerable populations?

P16

I appreciate the opportunity to provide feedback.

regards,

Rafael Velazquez Cardenas



## Open Questions for Staff:

- F1 • Do we have a vacancy registry or atlas where residents can learn: average vacancy rate, how many units are empty, how long they've been empty, who the landlord is for a given property, rent costs, evictions rates, % of security deposits withheld at a certain property, and more?
- F2 • How can we prioritize lowering rental barriers? Application fees, fair chance housing, etc?
- F3 • Can Hayward provide hotel vouchers or incentives for hotel/motel businesses to help with transitional housing supply?

## Chapter 1. Introduction

- F4 **Pg 24 - Ground leasing public land vs. selling**  
Comment: HUGE SUPPORT, our land is our most valuable asset, we should not give up our public resources.
- F5 **Pg. 25 - City partnerships with Chabot & CSUEB for housing.**  
Question: Can we explore housing options for employees of other Hayward anchor institutions (defined as employing 1%+ of the workforce)? St. Rose, City of Hayward, HUSD (especially since education/healthcare/services sector is increasing - noted on pg. 28)

## Chapter 2. Housing Needs Summary

- F6 **Pg. 29 - only 20% of rental units are 3 bedrooms or more.**  
Comment: Appendix A describes significant overcrowding, how is the housing element specifically addressing/prioritizing affordable 3+ br rentals?

## Chapter 3. Projected Housing Need

- F7 **Pg. 36 - references a "graphic below" at the end of the first paragraph, but I'm not seeing one.**
- F8 **Pg. 36 - 6th Cycle of RHNA is an 18% increase over the last one**  
Question: How much did we build relative to our allocation?

## Chapter 4. Housing Resources

- F9 **Pg. 40 - ADU's**  
Comment/Question: Will only contribute 7% towards RHNA goals (if estimated 40 units/year is achieved). How can we streamline this process to avoid spending staff time on a relatively small stock of housing?

F10 | **Pg. 43 - Summary of Adequate Sites**  
Question: What would it take to change zoning districts to accommodate more lower income units beyond the current 1607?

F11 | **Pg. 45 - Home Investment Partnership Program**  
Comment/Question: 482k doesn't seem like a lot, how are HOME funds currently being divided among the services listed? What adjustments can we make to allocations to provide more value?

F12 | **Pg. 45 - SB2 Grants**  
Question: How much are we collecting from these grants? What are we spending it on?

F13 | **Pg. 46 - LEAP Grants**  
How much of the \$119M is Hayward receiving? How is it being allocated currently?

F14 | **Pg. 47 - Code Enforcement**  
What does this process currently look like? Any notes on streamlining this process?

## Chapter 5. Housing Constraints

F15 | **Pg. 52 - Permit, Processing, Procedures**  
Where can I find a schedule of these fees? Do we have data on how often they're waived (or in lieu of fees are paid), and the impact these fees have on increasing project times?

F16 | **Pg. 54 - Market Activity**  
What resources does the city have available to combat loan denial rates in communities of color?

## Chapter 6. Fair Housing

F17 | **Pg. 59 - Fair Housing Goals & Priorities (6.3)**  
Can we be proactive about sending tenants resources? I know Berkeley sends a packet with resources to all new renters.

## Chapter 7. Housing Plan

F18 | **Pg 63 - Program H-2, Action 2.2**  
What enforcement mechanisms will tenants have to ensure this is being done in a timely manner?

- F19** | **Pg 64 - Program H-3, Action 3.4**  
Can we implement a tenant opportunity to purchase program here as well?
- F20** | **Pg 66 - Program H-2.5**  
What flexibility do we have to increase in-lieu of fees to discourage developers from avoiding building affordable units? What is the current in-lieu of fee?
- F21** | **Pg 66 - Program H-2.6**  
Is this specific to rental units or just homeownership?
- F22** | **Pg 66 - Program H-4**  
How can we prioritize 3+ BR development to address overcrowding?
- F23** | **Pg 68 - Action 6.4**  
What is the justification for spending 4 years assessing?
- F24** | **Pg 69 - Action 7.6**  
Does the city have any mechanisms to force acceptance of Housing Choice Vouchers?
- F25** | **Pg 75 - Program H-13**  
Can the city explore opportunities to provide incentives or benefits for local residents and Hayward employees?
- F26** | **Pg 75 - Policy H-4.1**  
How much is the current process contributing to construction costs? On average, how much would streamlining these processes reduce overall costs?
- F27** | **Pg 75 - Policy H-4.2**  
Similar to the previous question - how much will these incentives and bonuses reduce overall costs? Is there an average percentage of dollars saved per project?
- F28** | **Pg 76 - Program H-14**  
Comment: I hope public land disposition means leasing only. Hayward should not sell its land off!
- F29** | **Pg 76 - Program H-14 Action 14.3**  
Will this reduce the likelihood of higher density units being built?
- F30** | **Pg 77 - Action 16.3**  
Could this be amended to include greenspace, mixed-use, and other development amenities that make for more livable, walkable neighborhoods?

- F31 | Pg 77 - Action 16.4**  
Where can I learn more about the current process for project review?
- F32 | Pg 78 - Action 17.2**  
How much staff time will be allocated to this given the relatively small amount of units it provides?
- F33 | Pg 80 - H-5.7 Family Housing**  
I love this! Are there specific percentages the city is aiming for? Can the city development Community Benefit Agreements that include this as part of project approval?
- F34 | Pg 81 - Action 19.4**  
Comment: I appreciate this effort but wonder if there are more systemic approaches we can take beyond supporting just 10 people/year
- F35 | Pg 81 - Action 19.5**  
Where will this data be published?
- F36 | Pg 81 - Action 19.9**  
How much would the city budget towards this?
- Pg 81 - Action 19.11**  
Comment: I LOVE THIS
- F37 | Pg 82 - Action 20.3**  
Comment: Add Eden Community Land Trust, Hayward Area Planners Association, and HayCoCoa to this list please!
- F38 | Pg 82 - Action 20.4**  
Comment: Would like to explore ways to disseminate this info more widely/regularly
- Pg 82 - Action 20.5**  
Comment: Great!!
- F39 | Pg 83 - Policy H-6.2**  
Can we push for fair chance housing to remove discrimination based on criminal record and add sexual orientation to this list?
- F40 | Pg 85 - Program H-22**  
Can we develop a streamlined process for tenants to report potential violations (maybe through Access Hayward or the city website?)

F41 | **Pg 86 - Program H-24**  
What can the city do when Landlords fail to pay for required relocation assistance?

F42 | **Pg 86 - Action 24.2**  
Can we be more proactive about this information, maybe send something to newly registered tenants with their first utility bill? (Also this table might be duplicated in the draft element on Pg 87)



## Response to Public Comments

## Response to Public Comments

Commenter	Comment Number	Public Comment	City Response
BART	A1	BART has limited staff resources and funding opportunities for infrastructure, especially parking development, which is often required for BART's developable land. With current resources, it is challenging for BART to support the development of all the plans proposed in partner jurisdictions within the 2023-2031 Housing Element.	On March 7, 2022, the City received a letter from BART providing information related to their position about using BART properties in upcoming Housing Elements. That letter organized properties into near term, mid-term and long-term timeframes for initiating development. The Downtown Hayward station was placed in the near-term category and South Hayward station was placed in the midterm category. For station areas characterized as near-term, BART supported including the station in the Housing Element. For stations in the mid-term category, BART indicated uncertainty about developing timing and noted that further discussions would be necessary to understand what would be needed to develop the site. Following a conversation with BART, the City did include the South Hayward Station in the inventory based on the fact that there was significant growth in South Hayward in the areas near the BART Station in the last cycle. Based on those recent trends, the City believes that there is a strong potential for development of the site.
	A2	BART-owned properties in Hayward and South Hayward Stations showed that all units are in the Lower Income Capacity Category. The amount of affordable housing on BART property is dependent on the amount of affordable housing funding available including local subsidies. Given current funding availability, the size of BART properties included in the site inventory and the cost of developing the land with access and parking improvements, achieving 100% affordability may not be feasible.	Following a conversation with BART, the City decided to include the South Hayward Station in the inventory based on the fact that there was significant growth in South Hayward in the areas near the BART Station in the 5th cycle. Based on those recent trends, the City believes that there is a strong potential for development of the site. However, the City does understand that it is more realistic to assume a mix of affordability on the site. BART-owned properties were revised to assume a mix of lower-, moderate-, and above moderate-income units instead of assuming 100 percent affordability.
	A3	Developing TODs on BART land is more involved and requires strong partnerships between BART and local jurisdictions. BART's TOD Work Plan prioritizes stations that have market readiness, local support, and infrastructure needs. Key considerations by BART for prioritizing development projects are 1) availability of local funding and resources to support development, including staff support and funding for community outreach, affordable housing, and infrastructure, and 2) seamless coordination with local jurisdiction staff.	The City acknowledges and understands BART's position that development will require a strong partnership with jurisdictions among other factors outlined in the comment. The City of Hayward has a strong track record of working with regional agencies in seeing development of publicly owned land. As detailed in Appendix E, Review of Past Accomplishments, in 2016, the City entered into a Memorandum of Understanding with Caltrans to manage the disposition and development of former right of way for the former 238 bypass. During the last cycle, the City was able to entitle five of the parcels for a total of 933 new units, 358 of which are deed restricted for moderate and low income households. The City is

Commenter	Comment Number	Public Comment	City Response
		<p>Current listings in BART’s TOD Work Plan timeframes of Midterm or Long-term need to meet the following conditions to be considered for prioritization:</p> <ul style="list-style-type: none"> <li>▪ Local Support for TOD</li> <li>▪ Local Support and Funding</li> <li>▪ Proposing Designation</li> <li>▪ Environmental Studies</li> <li>▪ Infrastructure Needs</li> <li>▪ Station Access and Parking Strategies</li> <li>▪ BART Policies and Standards</li> </ul>	<p>committed to and has shown the ability to make these partnerships work. The Housing Plan includes policies and programs intended to foster a strong partnership with BART and meet the conditions facilitate development on these sites.</p>
Campaign for Fair Housing Elements and YIMBY Law	B1	<p>The City should better substantiate its assumptions about future development. The City “assumes” its realistic capacity to be “75 percent,” but does not say how it arrived at that estimate. (See Draft, p.42.) The City should provide data to justify its assumption. This comment is also valid for the City’s ASU production estimate, for which the City claims but fails to show its data. (See id. p.40.)</p>	<p>The City is obligated to identify sites suitable for development to meet the RHNA. The sites inventory buffer accounts for the possibility of units not being developed from pipeline projects or on inventory sites. The 75 percent development capacity estimate is considered conservative for the region and based on Hayward’s pipeline list. Specifically, projects currently in Hayward’s pipeline are averaging buildout densities of 88 percent of the maximum allowable density. Additional justification of this assumption was added to Appendix C, Housing Resources.</p>
	B2	<p>The City should augment its capacity buffer, by allowing more density everywhere. Rather than pick and choose “approximately 1,558” single-family parcels for upzoning (id. p.78)—which is a good start—the City should preempt all questions about its capacity by allowing multifamily construction throughout its territory through legalizing the missing housing.</p>	<p>In 2019, the City received a Senate Bill 2 grant to comprehensively upzone approximately 1,558 parcels to match a higher density General Plan designation. This comprehensive upzoning project outlined above will be accompanied by an update to the City's Objective Standards to further streamline development. The project is currently underway, and the City expects it to be completed by 2023. Further, through the implementation of Senate Bill 9, any single-family parcel can be subdivided into two parcels and a duplex may be built on each parcel which allows for development of multi-family housing in the Single Family Residential District.</p>
	B3	<p>The City should abolish its Design Guidelines and reorient development review toward safety and infrastructure. The City recognizes the Design Guidelines as a constraint, but gives no concrete plan to remove, its “permit and approval processes.” (Draft, p.52.) Please, abolish your design guidelines now, reorient toward safety and infrastructure, and leave architecture to the architects.</p>	<p>Please see comment B2 above regarding the City's Objective Design Guidelines update currently underway.</p>

Commenter	Comment Number	Public Comment	City Response
East Bay for Everyone	C1	<p>Hayward should conduct a governmental constraints analysis that examines its zoning and development standards relative to peer cities in the East Bay. For example:</p> <ul style="list-style-type: none"> <li>▪ The 20' front setback for RM and RH zones is excessive relative to similar mixed residential and high density residential zones in peer cities.</li> <li>▪ The density maximum for Hayward's RH zone three story buildings on lots 120' wide or greater is 1,250 square feet ("sqf") of land per unit. By comparison neighboring San Leandro's densest residential zone requires 875 sqf of land per unit (RM-875). The density requirements for Hayward's RH zone pose a barrier to development.</li> <li>▪ Parking requirements, especially around transit, represent an additional cost of \$40k per space or higher if underground. Hayward requires two parking spaces per 2-bedroom unit. Consider reducing or zeroing out these parking minimums around transit.</li> </ul>	<p>The City is currently preparing a set of Objective Design Guidelines. Updates to setbacks among other development standards will be included in the update. With regard to parking requirements, the Mission Boulevard Form Based Code (MBFBC) and Downtown Specific Plan (DTSP) do not require two parking spaces per unit as suggested by the commenter. Specifically, the MB-FBC has no parking minimums and the DTSP requires one parking space per unit. As part of the Objective Design Guidelines, the City is considering requiring one parking space per unit in the MB-FBC similar to the DTSP, depending on parking demand and feasibility analysis being prepared at this time.</p>
	C2	<p>Goal H-5 - Density Bonus Action 5.3 - Consider increasing density bonus beyond State Density Bonus Law</p> <ul style="list-style-type: none"> <li>▪ We highly encourage Hayward to pursue this action. Given the uncertainty around construction costs and interest rates, it will be important to base any local density bonus program off of an economic feasibility analysis.</li> </ul>	<p>In 2022, the City initiated an update to the Density Bonus Ordinance. As detailed in Draft Housing Element Program H-5, the City plans to update the Density Bonus Ordinance by June 2023.</p>
	C3	<p>Goal H-3 - Suitable Sites Policy H-3.2 - Transit Oriented Development</p> <ul style="list-style-type: none"> <li>▪ This promotion of TOD is important but Hayward does not offer concrete, actionable steps to achieve this goal. There are no actions associated with this policy.</li> <li>▪ Consider re-zoning areas around Hayward and South Hayward BART stations as well as the Line 10 and Line 99 AC Transit routes to allow for higher densities and height.</li> </ul>	<p>Goal H-3 contains a number of policies to support a diversity of housing type, size, location, price and tenure. In 2019, the City adopted the Downtown Specific Plan (Hayward Municipal Code Chapter 10, Article 28) and in 2020, the City adopted the Mission Boulevard Form Based Code (Hayward Municipal Code Chapter 10, Article 24). Both of those plans contain concrete actionable steps and related development standards and densities to support transit-oriented development. No additional action items are needed in Housing Plan.</p>
	C4	<p>Goal H-4 - Mitigate Constraints to Development Program H-14 - Development Incentives</p>	<p>Thank you for this suggestion. Disposition of public land could involve sale of land or long-term ground leases as suggested. It is not within the purview of this Housing Element to make specific decisions related to the disposition of land without any details</p>

Commenter	Comment Number	Public Comment	City Response
		<ul style="list-style-type: none"> <li>▪ The potential incentives include “disposition of public land.” This should be clarified to articulate a policy of long-term ground leases, which is the best</li> <li>▪ practice employed by San Francisco, Berkeley and Oakland in the development of land for mixed-income and affordable housing. Hayward should retain title to the land in order to realize the long-term upside of development and rising land values.</li> </ul>	regarding the location and type of development being proposed. The City Council will review and make these decisions on a case-by-case basis.
	C5	<p>Goal H-1 - Maintain Existing Housing Opportunities to Add:</p> <ul style="list-style-type: none"> <li>▪ Codify SB330/SB8 Tenant Demolition Protections and Right to Return</li> <li>▪ SB330/SB8 create demolition protections for protected units (deed-restricted, rent-controlled and those occupied by low-income renters) when demolition is proposed. Development applicants must replace the protected units 1 to 1 and provide a right to return at deed-restricted or rent-control levels for displaced tenants.</li> <li>▪ Hayward should codify these protections into its municipal code.</li> <li>▪ Hayward should update its development application to inform potential applicants about SB330/SB8 tenant demolition protections and right to return. In addition, the development application should require a section requesting information about the existence of SB330/SB8 protected units that may be demolished as part of a project, plans for replacement and right to return of displaced tenants. Oakland and Los Angeles already do this for their development applications.</li> </ul>	These provisions are included in the Draft Housing Element as Program H-10, Replacement Housing.
	C6	Hayward claims that it will meet its RHNA goals through existing zoned capacity. Please confirm that all sites that have been re-used within the past two cycles will be re-zoned to allow for by-right development per AB1397.	By-right requirement under AB 1397 applies to sites that were identified in previous housing element updates as sites that could accommodate lower-income units. Parcels will be rezoned for by-right development if the parcel was used for lower income housing in the 5th cycle and again in the 6th cycle in accordance State law.
	C7	<p>Hayward claims that it will meet its RHNA goals through existing zoned capacity.</p> <p>What is the basis for the column labeled “Site Available” in the site inventory Table A? Is it written documentation of interest from the</p>	"Site Available" means that there is not currently a development application for the site.



Commenter	Comment Number	Public Comment	City Response
		landowner? If so, will Hayward make this documentation available to the public?	
	C8	Hayward claims that it will meet its RHNA goals through existing zoned capacity. Many of the sites identified are owned by Hayward. Does Hayward have an articulated program for planning and development of city-owned land? We request Hayward consider use of long-term ground leases to develop mixed-income and affordable housing as a tool to retain long-term ownership and benefits of development.	Please see response to comments C4 and C11.
	C9	The Draft says that 35 units will be delivered within the CC-HDR zones within the 6th Cycle. 507 C Street is a non-vacant parcel that has been re-used from prior planning periods. There is no analysis of why this time will be different. Please confirm that this parcel will be re-zoned to allow by-right approval per AB1397.	This site will not be rezoned because lower-income units are not assumed on the site and is therefore not subject to AB 1397 by-right approval. This site continues to have high potential of redevelopment based on the site selection analysis included in Appendix C. The City will work to facilitate the redevelopment of this site.
	C10	The Draft says that 35 units will be delivered within the CC-HDR zones within the 6th Cycle. 22756 Alice Street is a non-vacant parcel that has been re-used from prior planning periods. There is no analysis of why this time will be different. Please confirm that this parcel will be re-zoned to allow by-right approval per AB1397.	See response to comment C9.
	C11	The Draft states that 1,571 units can be delivered within the CC-RCO zones of the Downtown Specific Plan within the 6th Cycle. The block bounded by C Street, Grand Street, Alice Street and Claire Street includes a number of non-vacant sites zoned CC-RCO. All of these sites have been in prior housing elements. There is no analysis of why these existing industrial uses are likely to be redeveloped within the 6th Cycle. In addition, there is no analysis of any additional costs associated with potential remediation from the mid-century automotive and industrial uses on the sites. Please confirm that this parcel will be re-zoned to allow by-right approval per AB1397.	This site will be rezoned because lower-income units are assumed on the site and is therefore subject to AB 1397 by right approval. This site continues to have high potential of redevelopment based on the site selection analysis included in Appendix C. The City will work to facilitate the redevelopment of this site.
	C12	The Draft relies on the Mission Boulevard Code to provide 1,388 units within the 6th Cycle. 25376 Mission Boulevard is a good site, but the amount of zoned capacity provided (48 units on 1.86 acres) is insufficient to outbid an existing auto sales use. Increase the allowable density on this site.	The Sites Inventory follows HCD's site selection criteria and realistic capacity based on local development trends. It's possible that a project with larger capacity than assumed will occur. This site will not be rezoned because lower-income units are not assumed on the site and is therefore not subject to AB 1397 by right approval. This

Commenter	Comment Number	Public Comment	City Response
		Please confirm that this parcel will be re-zoned to allow by-right approval per AB1397.	site continues to have high potential of redevelopment based on the site selection analysis included in Appendix C. The City will work to facilitate the redevelopment of this site.
	C13	<p>The Draft relies on the Mission Boulevard Code to provide 1,388 units within the 6th Cycle.</p> <p>29459 Mission Boulevard is a parking lot used by LiUNA Laborers Local 304. Has LiUNA indicated it intends to redevelop this lot during the planning period? Do they intend to move their local office? It has previously been used in prior cycles. Please confirm that this parcel will be re-zoned to allow by-right approval per AB1397.</p>	Thank you for your comment. After further analysis, the City has determined that this site does not meet it's criteria for inclusion on the Sites Inventory. This site has been removed from consideration.
Transform CA	D1	<p>To meet housing, transportation, and climate goals, Hayward needs to expand on its successful programs and initiate some new ones. In particular, there will need to be an effective mix of:</p> <ul style="list-style-type: none"> <li>▪ Planning for growth in walkable areas near transit</li> <li>▪ Reducing the amount of parking mandated for housing and providing incentives and programs to drive less (Transportation Demand Management or TDM)</li> <li>▪ Developing sufficient programs to meet affordable home targets of RHNA</li> </ul>	The City has implemented these goals and programs particularly in the Downtown Specific Plan (Hayward Municipal Code Chapter 10, Article 28) which was adopted in 2019, and in the Mission Boulevard Form Based Code (Hayward Municipal Code Chapter 10, Article 24) which was adopted in 2020. Those areas have reduced parking requirements and are subject to reduced parking analysis based on VMT screens for affordable housing near transit ( <a href="https://www.hayward-ca.gov/discover/maps/726">https://www.hayward-ca.gov/discover/maps/726</a> ). Both of those plans contain concrete actionable steps and related development standards and densities to support transit-oriented development.
	D2	<p>TransForm recommends that Hayward consider the following policies in the Housing Element:</p> <ul style="list-style-type: none"> <li>▪ Funding a dedicated study of parking reforms, particularly how smart parking policies could positively impact housing, transportation, and other goals.</li> <li>▪ Requiring unbundled parking for certain transit-oriented developments. This is easier for building managers to implement now with new parking tech tools like Parkade.</li> <li>▪ Expanding the Transportation Demand Management program by requiring provision of transit passes to each resident.</li> </ul>	Parking requirements are low where redevelopment is expected to occur, specifically in the Downtown Specific Plan and Mission Boulevard Corridor. The City will continue to monitor its parking standards and revise if these standards are identified as a constraint to housing development.
	D3	We have used our GreenTRIP Connect tool to create scenarios for a potential future development site at 22765 Grand Street. This parcel is identified in Hayward's draft Housing Element Site Inventory as a potential development site in the UN zone of the Downtown Area, meaning it would provide slightly few parking spaces based on proximity to transit. The California Office of Planning and Research	Thank you for the comment. The City will take this information into consideration.

Commenter	Comment Number	Public Comment	City Response
		<p>recommends GreenTRIP Connect as a tool to use while developing General Plans and is especially useful during the development of Housing Elements.</p> <p>By implementing these strategies at 22765 Grand Street, GreenTRIP Connect predicts:</p> <ul style="list-style-type: none"> <li>▪ With unbundling and providing transit passes at this site, we saw a 37% decrease in parking and resident transportation savings of \$1,020 per year.</li> <li>▪ With right-sized parking, incorporating the benefits of good location, unbundled parking and free transit passes, the development would cost \$2,002,000 less to build relative to current parking standards.</li> <li>▪ When combined with 100% affordable housing these strategies resulted in an incredible 61% reduction in driving and greenhouse gas emissions for the site, compared to the city average.</li> <li>▪ If an affordable development with smart parking strategies were built on this site each household would drive 7,132 less miles per year creating a greener and safer community.</li> </ul>	
	D4	<p>Actions 4.4 and 4.5 are two of the most important actions in the Housing Element because they are a cost-effective complement to strategies focused on housing production. The GreenTRIP scenarios and the chart on the final page of our Scenario document also show the imperative of programs to accelerate development of affordable homes, like Actions 4.4 and 4.5. Not only do lower-income households use transit more and drive much less than average, but success in this area can help provide homes for unsheltered individuals and families. A commitment to these programs will show that Hayward is committed to planning for all levels of the 2,509 RHNA BMR units anticipated in this cycle.</p>	<p>That you for the comment. The City will take this information into consideration.</p>

Commenter	Comment Number	Public Comment	City Response
Carpenters Local 713	E1	<p>The Draft City of Hayward Housing Element notes in its housing constraints analysis that “there are a variety of factors outside of the City’s control that could influence whether or not that housing is build such as...availability of labor.” However, there are policies the City can adopt that would nurture the workforce necessary to realize the City’s housing construction needs.</p> <p>To support the policy goals of the Housing Element, Local 713 is requesting that the City add local hire and apprenticeship requirements to the final Housing Element for all residential construction projects larger than 10 units.</p>	This suggestion is not within the purview of the Housing Element, which is intended to identify and remove constraints associated with development of housing. Introducing such a policy or Ordinance would increase the cost of housing production which is an identified constraint to housing production.
	E2	<p>The Carpenters propose the following additions to the Municipal Code of the City of Hayward for any residential projects larger than 10 units.</p> <p>Permitting requirements: A person, firm, corporation, or other entity applying for a building permit under the relevant section of the Municipal Code of the City of Hayward, California shall be required to comply with the apprenticeship, healthcare, and local hire requirements of the Housing Element of the General Plan. Failure to comply with the requirements set forth in this section shall be deemed a violation of this article.</p>	See response to comment E1.
	E3	<p>Apprenticeship: For every apprenticeable craft, each general contractor and each subcontractors (at every tier for the project) will sign a certified statement under penalty of perjury that it participated in a Joint Apprenticeship Program Approved by the State of California, Division of Apprenticeship Standards OR in an apprenticeship program approved by the State of California Division of Apprenticeship Standards that has a graduation rate of 50% or higher and has graduated at least thirty (#) apprentices each consecutive year for the five (5) years immediately preceding submission of the prequalification documents. The contractor or subcontractor will also maintain at least the ratio of apprentices required by California Labor Code section 1777.5.</p>	See response to comment E1.
	E4	<p>Local Hire Policy: Contractor will be required to provide documentation that the contractor will hire a minimum of twenty-five percent (25%) of staff for any job classification with more than four (4) employees employed whose primary residence, which is not a post office box, is , and has been, within Alameda county within</p>	See response to comment E1.

Commenter	Comment Number	Public Comment	City Response
		180 days of the expected date of issuance of the Notice to Proceed for the project.	
Glenn Kirby	P1	As Currently stated, Goal H-2.3 Inclusionary Housing gives the developer the power to opt out of building on-site affordable housing and instead pay an in-lieu fee. Given this choice, very few developers have chosen to build affordable housing units within market-rate residential developments and thus, the City has very few market rate projects (rental and owner-occupied) that include affordable housing units.	Thank you for these comments which are related the Affordable Housing Ordinance (Hayward Municipal Code Chapter 10, Article 17). The Ordinance allows developers to choose how they would like to satisfy their affordable housing obligation. Two of the options are to provide affordable housing within the development or to pay an in-lieu fee. In lieu fees are placed in an affordable housing trust fund and used to create new affordable housing units. The commenter is requesting that the City Council consider amendments to the Ordinance to require that developers provide on-site affordable units rather than allowing the developer to choose to pay in lieu fees. Draft Housing Element Goal H-2 lists a host of programs that can be used to incentivize the development of affordable housing. Inclusionary Housing (Policy H-2.3) is only one program listed within that goal and further detailed in Program H-6. Pursuant to that Program, the City of Hayward Housing Division has initiated the process to update the Affordable Housing Ordinance and expects to modify the Ordinance, based on updated feasibility analysis, by January 2024. The recommendations for how to update the Ordinance will be based on the findings and recommendations set forth in the feasibility analysis.
	P2	In Policy H-2.4, the City is empowered only to encourage integration of affordable housing and we know from reviewing residential projects over the last decade, that this current policy is not working for a number of reasons.	See response to comment P1.
	P3	I urge the City Council a make an effective, equity-based revision to the Housing Plan and require every residential development in the City to include a percentage of moderate/low-income housing, fulfilling its responsibility to create housing opportunities for all its residents. This change would provide financial certainty to the developer because inclusionary affordable housing would be a requirement of the ordinance and a commitment by the City Council.	See response to comment P1.



City of Hayward  
2023-2031 Housing Element Update

Commenter	Comment Number	Public Comment	City Response
Mary Ann Higgs	P4	My concern is whether building on a large scale is a smart thing to do right now. My main concern is water supply since we are in a drought and things are not getting better. I am concerned that adding housing of any type puts an undue burden on this limited resource. I think there should be a caveat that the plans can only be executed if there is adequate water to support individuals that will be residing in these units. Maybe the caveat is there must be 'X' consecutive years of average or above average rainfall/snowpack before 'X' number of housing is built.	Thank you for the comment. Water supply capacity and other services will be considered on a project-by-project basis.
Roland L. McCready	P5	I read through this plan. I am a senior citizen homeowner who lives in the Jackson Triangle. How will this affect me?	Thank you for your comment. The Housing Element is a planning document that allows the City to plan for a variety of housing at all income levels for the next 8 years. The Housing Plan also contains educational opportunities, outreach and resources for senior citizens on fixed incomes among others.
Sandy Stark	P6	My only comment and complaint is, why aren't you building Tower cities, 50 stories, or at least 20, because they are needed terribly! Make sure each Tower has all things so some or all can get rid of their personal vehicles, and just rent one whenever needed! Include: groceries, gyms, car rentals, hospitals/clinics, vets, indoor terrariums and parks, and indoor vertical food gardens, are necessities. If you don't you'll just have worse traffic congestion, and worse air to breathe.	Thank you for your comment. Your response has been noted.
Tammy Artis	P7	I didn't see a mention of live/work housing?	Live/Work housing is a type of use and housing form (Shopfront) that is permitted in the Downtown Specific Plan and in the Mission Boulevard Form Based Code areas.
Marla Lyons	P8	Please when constructing these housing communities that they are Better "soundproofed" so all your movements can be private.	Thank you for your comment. Your response has been noted.
Zachariah Oquenda	P9	Can we include something in the policies explicitly supporting people in reentry to have a fair chance to access housing opportunities? There is a nexus between discrimination based on race and disability as these are two protected classes that are disproportionately impacted by the criminal legal system. South Hayward is one area where there is an above average concentration of people with records that would tend to lead to disproportionate discrimination in South Hayward neighborhoods.	Thank you for this comment. The City will add a new policy related to "Fair Chance Housing" to explore opportunities to assist individuals with poor credit history, poor landlord referral/references, formerly incarcerated or otherwise require mitigating circumstances in their evaluation prior to denial.

Commenter	Comment Number	Public Comment	City Response
D. Yates, Ph.D. Professor Emerita	P10	Looking at the renderings that are part of the plans there seem to be a number of multi-story housing units suggested. My suggestion would be to incorporate single-story houses for those with ambulatory concerns, i.e.. bad knees/back with will preclude one from negotiating stairs.	Thank you for your comment. Your response has been noted.
Rafael Velazquez Cardenas	P11	Under Appendix E, the review of our city's past accomplishments, why were we severely under the RNHA goal for our severely low through moderate income homes in our past efforts? What policies or city ordinances can be put in place to make sure we are not neglecting our lower income residents while clearly exceeding the needs for the above moderate-income residents? How can we prevent this in upcoming building of housing?	Thank you for this comment and questions. The City of Hayward, like most other jurisdictions throughout the state, had difficulty meeting the Regional Housing Need Allocation for low- and moderate-income households. It is important to note that the City does not build housing. Development of affordable housing is reliant on numerous factors including financing, land availability, cost of construction and labor that are outside of the City's control. The Draft Housing Element contains Goals, Policies and Programs specifically focused on development of housing at a variety of income levels. Please see Goal H-2 to assist in the development of affordable housing and related programs; Goal H-3, to provide suitable sites for a variety of housing types; and Goal H-4 to mitigate potential constraints to housing production, and related Policies and Programs.
	P12	Under the Inclusionary housing section, new buildings need to provide affordable rental units at 6% of the built units? Why such a low percentage when the median income of our city is close to 56k per year and when the need is much higher in Hayward? Can this percentage be increased through city policies or incentives in order to build more affordable housing?	Draft Housing Element Goal H-2 lists a host of programs that can be used to incentivize the development of affordable housing. Inclusionary Housing (Policy H-2.3) is only one program listed within that goal and further detailed in Program H-6. Pursuant to that Program, the City of Hayward Housing Division has initiated the process to update the Affordable Housing Ordinance and expects to modify the Ordinance, based on updated feasibility analysis, by January 2024. The recommendations for how to update the Ordinance will be based on the findings and recommendations set forth in the feasibility analysis.
	P13	Under the Inclusionary housing section, affordable ownership units must be 10% of units built for moderate income households, but a fee can be paid in lieu if developers do not meet the quota. What is this fee and is it substantial enough to dissuade developers from avoiding affordable ownership units? I also wonder if this fee would end up costing our city and residents in the long run if developers do not build enough housing to meet the community's needs. Are there any city ordinances/policies that can make this loophole harder for developers to exploit?	The Affordable Housing In-Lieu fee is available on the City's Master Fee Schedule available at this link: <a href="https://www.hayward-ca.gov/your-government/documents/master-fee-schedule">https://www.hayward-ca.gov/your-government/documents/master-fee-schedule</a> . See page 21 of the PDF. Please also see response to comment above about the Affordable Housing Ordinance update.

Commenter	Comment Number	Public Comment	City Response
	P14	Under Action 13.2, why don't we amend the zoning to also permit building of multi-family housing/apartments in these low-density neighborhoods? Why does the proposal only create middle housing types of new units (condos, duplex, etc.)?	The Draft Housing Element demonstrates that the City has adequate sites and zoning to meet the Regional Housing Needs Allocation therefore rezoning is not necessary at this time. The City does assume that some lower density areas will become more dense through construction of Accessory Dwelling Units (ADU) and new State Laws including Senate Bill 9 (SB9) which allows any single family lot to be split into two lots and for duplexes to be built on each lot. The City does have Program H-18 to monitor these ADU and SB9 projects and to ensure equitable distribution of such projects throughout the City in the next Housing Element cycle.
	P15	Are there any policies or ordinances we can add to also protect and meet the housing need for our large undocumented population in Hayward? Immigrant families cannot access Section 8 housing and may not seek help due to the fear of family separation. Possibly stronger rent stabilization, education, and anti-harassment policies can be very helpful. Our Hayward 2019 Rent Stabilization ordinance is a good start; however, it is definitely not enough. The 5% cap on rental increases annually is far above what our average workers earn and increases on rent can have drastic impacts on family health and stability. Our immigrant workers, who tend to have very low wage work and do not see the wage increases of other workers, are especially vulnerable. Are there ways our housing element can make the rent stabilization even stronger than the 5% cap annually on certain units?	The City of Hayward is a Sanctuary City and provides services to all residents regardless of immigration status <a href="https://www.hayward-ca.gov/residents/undocumented-residents/city-policies-and-faq">https://www.hayward-ca.gov/residents/undocumented-residents/city-policies-and-faq</a> . Therefore, all of the services and resources available to special needs populations, including low-income households would be available to the undocumented population where not in conflict with Federal Law. In 2020, the City Council considered decreasing the rent cap in the Rent Stabilization Ordinance and ultimately did not adopt changes to the Ordinance. The City Council may opt to update the Ordinance in the future.
	P16	Do we have any city-owned public rent controlled spaces? How can we build these up and use them to serve our vulnerable populations?	There are City and other public agency owned properties that are identified on the Housing Sites Inventory included in Appendix C and there is a specific Program related to development of a variety of housing types on publicly owned properties in the Draft Housing Element (Program H-13).

Commenter	Comment Number	Public Comment	City Response
George Syrop	F1	Do we have a vacancy registry or atlas where residents can learn: average vacancy rate, how many units are empty, how long they've been empty, who the landlord is for a given property, rent costs, evictions rates, % of security deposits withheld at a certain property, and more?	Thank you for this question. As described in the Draft Housing Element, the City's Code Enforcement Division maintains a list of rental properties and periodically conducts rental inspections however the information retained as part of that program does not include rent costs, security deposits or other information of that nature.
	F2	How can we prioritize lowering rental barriers? Application fees, fair chance housing, etc.?	The Draft Housing Element contains Goals, Policies and Programs to incentivize the development of affordable housing and to reduce barriers to access to housing.
	F3	Can Hayward provide hotel vouchers or incentives for hotel/motel businesses to help with transitional housing supply?	As part of the Let's House Hayward! homelessness reduction plan, the City will continue leveraging partnerships between non-profit housing developers, Alameda County, and regional jurisdictions to support the creation of hotel conversion projects by community-based entities. Additionally, The City provides a limited amount of short-term hotel stays for individuals experiencing homelessness. Individuals may be referred by City staff or partner nonprofit agencies.
	F4	Pg 24 - Ground leasing public land vs. selling. Comment: HUGE SUPPORT, our land is our most valuable asset, we should not give up our public resources.	This comment has been noted.
	F5	Pg. 25 - City partnerships with Chabot & CSUEB for housing. Question: Can we explore housing options for employees of other Hayward anchor institutions (defined as employing 1%+ of the workforce)? St. Rose, City of Hayward, HUSD (especially since education/healthcare/services sector is increasing - noted on pg. 28)	The City will work with large employers to house their workforces. Those employers can approach the City at any time to discuss options to develop housing throughout Hayward. However, the City will prioritize the groups described in the Housing Element for City resources and funds.
	F6	Pg. 29 - only 20% of rental units are 3 bedrooms or more. Comment: Appendix A describes significant overcrowding, how is the housing element specifically addressing/prioritizing affordable 3+ bedroom rentals?	The City prioritizes development of larger units in applications for Notices of Funding Availability (NOFA) for public funds in that additional "points" are awarded to projects that contain a larger proportion of large units. See Draft Housing Element Program H-4, Affordable Housing Development Assistance, and Policy H-5.7, Family Housing.
	F7	Pg. 36 - references a "graphic below" at the end of the first paragraph, but I'm not seeing one.	Reference to a "graphic below" has been removed on page 36.
	F8	Pg. 36 - 6th Cycle of RHNA is an 18% increase over the last one. Question: How much did we build relative to our allocation?	Please see Table E-1, Quantified Housing Objective and Achieved Accomplishments in Appendix E, Review of Past Accomplishments

Commenter	Comment Number	Public Comment	City Response
			to see how many building permits were issued during the 5th Cycle Housing Element.
	F9	Pg. 40 - ADU's Comment/Question: Will only contribute 7% towards RHNA goals (if estimated 40 units/year is achieved). How can we streamline this process to avoid spending staff time on a relatively small stock of housing?	The ADU review and approval process was streamlined during the last Housing Element cycle. The Planning Division created a simple checklist that applicants submit with a building permit for a Junior/Accessory Dwelling Unit. This process eliminated the need for a separate Planning approval process.
	F10	Pg. 43 - Summary of Adequate Sites. Question: What would it take to change zoning districts to accommodate more lower income units beyond the current 1607?	The City has complied with State Law and provided an inventory that demonstrates that the City has adequate zoned land to accommodate the Regional Housing Need Allocation. Wholesale rezoning efforts would require initiation of the project by the City Council and allocation of appropriate funding and staff resources to conduct outreach, analysis, preparation of maps and plans and environmental analysis.
	F11	Pg. 45 - Home Investment Partnership Program. Comment/Question: 482k doesn't seem like a lot, how are HOME funds currently being divided among the services listed? What adjustments can we make to allocations to provide more value?	Half of HOME funds are used for tenant based rental based assistance for former foster care youth while the remainder of HOME funds are combined with other financial resources to fund affordable housing projects.
	F12	Pg. 45 - SB2 Grants Question: How much are we collecting from these grants? What are we spending it on?	The City received \$310,000 in SB2 Grants and \$495,000 in LEAP grant funding. The City is currently using the funds to prepare the Draft Housing Element and related General Plan Amendments, to update the Density Bonus, to prepare Objective Standards and related zoning update and to develop an ADU program.
	F13	Pg. 46 - LEAP Grants How much of the \$119M is Hayward receiving? How is it being allocated currently?	Please see response to comment F12.
	F14	Pg. 47 - Code Enforcement What does this process currently look like? Any notes on streamlining this process?	Please see Draft Housing Element Program H-2, Residential Rental Inspection Program, for information and metrics related to this program.
	F15	Pg. 52 - Permit, Processing, Procedures. Where can I find a schedule of these fees? Do we have data on how often they're waived (or in lieu of fees are paid), and the impact these fees have on increasing project times?	The City's Fee Schedule is available at this link: <a href="https://www.hayward-ca.gov/sites/default/files/Adopted%20FY%202023%20Master%20Fee%20Schedule_1.pdf">https://www.hayward-ca.gov/sites/default/files/Adopted%20FY%202023%20Master%20Fee%20Schedule_1.pdf</a> . All projects must pay a variety of impact fees which may be reduced depending on the development but are not generally waived.
	F16	Pg. 54 - Market Activity. What resources does the city have available to combat loan denial rates in communities of color?	Residential lending practices are regulated by the federal government. The City funds homeownership counseling agencies to



Commenter	Comment Number	Public Comment	City Response
			educate homeowners on purchasing processes. The City also funds default counseling to avoid foreclosure.
	F17	Pg. 59 - Fair Housing Goals & Priorities (6.3). Can we be proactive about sending tenants resources? I know Berkeley sends a packet with resources to all new renters.	Draft Housing Element Program H-20, describes various actions that the City will take during the next Housing Element cycle to broaden outreach.
	F18	Pg 63 - Program H-2, Action 2.2. What enforcement mechanisms will tenants have to ensure this is being done in a timely manner?	The City's Code Enforcement Division will take the lead on ensuring compliance with these provisions.
	F19	Pg 64 - Program H-3, Action 3.4. Can we implement a tenant opportunity to purchase program here as well?	The City explored the opportunity to transition rental to ownership units in 2020 and found that this conversion would require significant financial subsidies to cover retrofitting the units to meet ownership/condominium standards, attorney fees to develop legal documents and additional staffing resources to cover the processing of conversion from rental to ownership. However, this process could be accomplished by a private or nonprofit entity.
	F20	Pg 66 - Program H-2.5. What flexibility do we have to increase in-lieu of fees to discourage developers from avoiding building affordable units? What is the current in-lieu of fee?	The Affordable Housing In Lieu fee is available on the City's Master Fee Schedule available at this link: <a href="https://www.hayward-ca.gov/your-government/documents/master-fee-schedule">https://www.hayward-ca.gov/your-government/documents/master-fee-schedule</a> . Please see responses to comments on the Affordable Housing Update above.
	F21	Pg 66 - Program H-2.6. Is this specific to rental units or just homeownership?	This program is applicable to both rental and ownership units.
	F22	Pg 66 - Program H-4. How can we prioritize 3+ BR development to address overcrowding?	As noted above, the City prioritizes development of larger units in applications for Notices of Funding Availability (NOFA) for public funds. See Draft Housing Element Program H-4, Affordable Housing Development Assistance, and Policy H-5.7, Family Housing.
	F23	Pg 68 - Action 6.4. What is the justification for spending 4 years assessing?	There is no Action 6.4 listed on page 68.
	F24	Pg 69 - Action 7.6. Does the city have any mechanisms to force acceptance of Housing Choice Vouchers?	The City's Rent Stabilization Ordinance prohibits landlords from discriminating against tenants on the basis of income, including the use of Housing Choice Vouchers. However, the City cannot force landlords to accept Vouchers.
	F25	Pg 75 - Program H-13. Can the city explore opportunities to provide incentives or benefits for local residents and Hayward employees?	The City will provide resources to all individuals who demonstrate need and are qualified for housing.

Commenter	Comment Number	Public Comment	City Response
	F26	Pg 75 - Policy H-4.1. How much is the current process contributing to construction costs? On average, how much would streamlining these processes reduce overall costs?	As noted in Appendix D, Housing Constraints, and in conversations with developers, length of time processing permits increases the cost of a development project. Staff does not have data on the quantitative results of such streamlining.
	F27	Pg 75 – Policy H-4.2. Similar to the previous question – how much will these incentives and bonuses reduce overall costs? Is there an average percentage of dollars saved per project?	As noted above, this information is anecdotal and accepted as common knowledge across the industry. Streamlining the development review process will save time which in turn will save money in the development process.
	F28	Pg 76 – Program H-14. Comment: I hope public land disposition means leasing only. Hayward should not sell its land off!	Thank you for your comment. Your response has been noted.
	F29	Pg 76 – Program H-14 Action 14.3. Will this reduce the likelihood of higher density units being built?	Density is related to the applicable zoning regulations. Action 14.3 would not reduce density permitted on specific parcels.
	F30	Pg 77 – Action 16.3. Could this be amended to include greenspace, mixed-use, and other development amenities that make for more livable, walkable neighborhoods?	This Action is applicable to all types of development and City goals outlined in the General Plan and applicable Specific Plans support the development of greenspace and livable, walkable neighborhoods.
	F31	Pg 77 – Action 16.4. Where can I learn more about the current process for project review?	Please refer to Appendix D, Housing Constraints, for a general overview of the project review process.
	F32	Pg 78 – Action 17.2. How much staff time will be allocated to this given the relatively small amount of units it provides?	As noted above, the ADU process was streamlined to eliminate a planning permit and to just require approval of a building permit.
	F33	Pg 80 - H-5.7 Family Housing. I love this! Are there specific percentages the city is aiming for? Can the city development Community Benefit Agreements that include this as part of project approval?	The City has not identified specific percentages in the housing unit mix but does encourage provision of larger units through the planning process. Further, projects that provide higher number or proportion of large units are allocated more points for the City's affordable housing funding. Introducing a Community Benefits Agreement for all residential development projects would introduce a new constraint and added costs to development.
	F34	Pg 81 - Action 19.4. Comment: I appreciate this effort but wonder if there are more systemic approaches we can take beyond supporting just 10 people/year	These Actions represent a realistic goal considering other programs, policies, and actions in addition to staffing and resource limitations. There is not limit to the number of people the City can help if resources are identified to provide toward this action item.
	F35	Pg 81 - Action 19.5. Where will this data be published?	The City reports data on homelessness to the City Council every other year following release of the Point in Time (PIT) count.
	F36	Pg 81 - Action 19.9. How much would the city budget towards this?	The City is allocating \$1.5 million in ARPA (American Rescue Plan Act) funds.

Commenter	Comment Number	Public Comment	City Response
	F37	Pg 82 - Action 20.3. Comment: Add Eden Community Land Trust, Hayward Area Planners Association, and HayCoCoa to this list please!	Thank you for the comment. These organizations have been added to action 20.3.
	F38	Pg 82 - Action 20.4. Comment: Would like to explore ways to disseminate this info more widely/regularly	As noted above, these Actions represent a realistic goal but would not preclude the City from conducting additional outreach.
	F39	Pg 83 - Policy H-6.2. Can we push for fair chance housing to remove discrimination based on criminal record and add sexual orientation to this list?	Thank you for this comment. The City will add a new policy related to "Fair Chance Housing" to explore opportunities to assist individuals with poor credit history, poor landlord referral/references, formerly incarcerated or otherwise require mitigating circumstances in their evaluation prior to denial.
	F40	Pg 85 - Program H-22. Can we develop a streamlined process for tenants to report potential violations (maybe through Access Hayward or the city website?)	The City contracts with Eden Council for Hope and Opportunity (ECHO) to provide fair housing assistance and tenant landlord mediation. Inquiring and comments are provided to the City through email, walk-in and occasionally Access Hayward, and those inquiries are referred to ECHO.
	F41	Pg 86 - Program H-24. What can the city do when Landlords fail to pay for required relocation assistance?	Please see Hayward Municipal Code Chapter 12, Article 2 Tenant Relocation Assistance. The Ordinance outlined the applicability, obligations and remedies for tenants. If a landlord fails to provide relocation assistance, the tenant may pursue legal recourse in small claims court.
	F42	Pg 86 - Action 24.2. Can we be more proactive about this information, maybe send something to newly registered tenants with their first utility bill? (Also this table might be duplicated in the draft element on Pg 87)	Thank you for this suggestion. The City is continually exploring opportunities to expand outreach.

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