

CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Thursday, June 6, 2019

6:00 PM

Conference Room 2A

Homelessness-Housing Task Force

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS

The Public Comment section provides an opportunity to address the Task Force on items not listed on the agenda as well as items on the agenda. The Task Force welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Task Force is prohibited by State law from discussing items not listed on the agenda, any comments on items not on the agenda will be taken under consideration without Task Force discussion and may be referred to staff.

APPROVAL OF MINUTES

1. [MIN 19-070](#) Minutes of the Homelessness-Housing Task Force Meeting on May 9, 2019

Attachments: [Attachment I Draft Minutes 5/9/19](#)

REPORTS/ACTION ITEMS

2. [RPT 19-298](#) Update on the Hayward Housing Navigation Center and Provide Feedback on the Proposed Policy Approach for Prioritizing Future Residents of the Center

Attachments: [Attachment I Staff Report](#)
[Attachment II Site Development Photos](#)
[Attachment III Hayward Navigation Center Conceptual Plan](#)
[Attachment IV Map of Highly Impacted Areas](#)

INFORMATIONAL ITEMS

3. [RPT 19-301](#) Informational Report on Alameda County Boost Down Payment Assistance Loan Program (DALP)

Attachments: [Attachment I Staff Report](#)

FUTURE AGENDA ITEMS

1. Student workforce housing
2. High density housing
3. First-time homebuyer assistance program with focus on Hayward residents
4. Tiny homes
5. Landtrust co-op (City Housing Authority) - what the financial model might look like that enables people to own or rent at a starter home market price
6. Workforce development pathways
7. Use of Hayward AMI to set affordable housing rental rates
8. Tenant relocation assistance program

TASK FORCE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: MIN 19-070

DATE: June 6, 2019

TO: Homelessness-Housing Task Force

FROM: Deputy City Manager

SUBJECT

Minutes of the Homelessness-Housing Task Force Meeting on May 9, 2019

RECOMMENDATION

That the Task Force approves the minutes of the meeting on May 9, 2019.

ATTACHMENTS

Attachment I Draft Minutes 5/9/19



MINUTES OF THE HOMELESSNESS-HOUSING TASK FORCE MEETING

Thursday, May 9, 2019, 6:00 p.m.

Conference Room 2A

777 B Street, Hayward, CA 94541

CALL TO ORDER

Council Member Lamnin called the meeting to order at 6:00 p.m.

ROLL CALL

Present: Council Member Salinas
Council Member Lamnin
Council Member Wahab entered the room at 6:02 p.m.
Absent: None

OTHERS IN ATTENDANCE

Kelly McAdoo, City Manager; Christina Morales, Housing Division Manager; Doris Tang, Management Analyst; Jane Kim, Housing Specialist and Yolanda Cruz, Administrative Clerk

PUBLIC COMMENTS

David Stark, Public Affairs Director of Bay East Association of Realtors
Isaac Harris

APPROVAL OF MINUTES

1. Minutes of the Homelessness-Housing Task Force Meeting on April 18, 2019

It was moved by Council Member Salinas, seconded by Council Member Wahab, to approve the minutes of the Homelessness-Housing Task Force meeting on April 18, 2019.

REPORTS/ACTION ITEMS

2. Consider Recommendations to the City Council Regarding Vacancy Decontrol Provisions within the Residential Rent Stabilization Ordinance

Housing Division Manager Morales announced the report and introduced David Jensen from Management Partners who presented a PowerPoint summarizing the findings and recommendations regarding their review of the City's vacancy decontrol provisions in the Residential Rent Stabilization Ordinance.

Council Member Lamnin opened the public comments section at 6:20 p.m.

MINUTES OF THE HOMELESSNESS-HOUSING TASK FORCE MEETING
Thursday, May 9, 2019, 6:00 p.m.
Conference Room 2A
777 B Street, Hayward, CA 94541

Owen Wise-Pierie

Bill Mulgrew

Daniel Etler

Ramon Rios-Paradd, Hayward tenant and Hayward Collective member

Council Member Lamnin closed the public comments section at 6:33 p.m.

Council Members Wahab, Salinas and Lamnin supported the elimination of permanent vacancy decontrol.

3. Solicit Input on the Development of a Rental Housing Database Related to Implementation of the City of Hayward's Existing and Proposed Tenant Protection Policies

Housing Division Manager Morales introduced the report and provided a PowerPoint presentation on the rental housing database, its implementation and timeline. Tim Lohnes, GIS Technician, provided supplemental information and answered questions regarding the database.

Council Member Lamnin opened the public comments section at 6:55 p.m.

Caryl Mahar, Executive Director of the Rental Housing Association

David Stark, Public Affairs Director of Bay East Association of Realtors

Council Member Lamnin closed the public comments section at 7:01p.m.

Council Members Wahab, Salinas and Lamnin provided feedback regarding the development of a rental housing database.

4. Housing Division Responsibilities

Informational only

FUTURE AGENDA ITEMS

Task Force will revisit future agenda items at the next Task Force meeting.

1. Student workforce housing
2. High density housing
3. First-time homebuyer assistance program with focus on Hayward residents
4. Tiny homes

MINUTES OF THE HOMELESSNESS-HOUSING TASK FORCE MEETING
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5. Landtrust co-op (City Housing Authority) - what the financial model might look like that enables people to own or rent at a starter home market price
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8. Tenant relocation assistance program

TASK FORCE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

Council Member Salinas announced this week is Teacher Appreciation Week.

ADJOURNMENT

Council Member Lamnin adjourned the meeting at 7:34 p.m.



File #: RPT 19-298

DATE: June 6, 2019

TO: Homelessness-Housing Task Force

FROM: Deputy City Manager

SUBJECT

Update on the Hayward Housing Navigation Center and Provide Feedback on the Proposed Policy Approach for Prioritizing Future Residents of the Center

That the Task Force reviews and provides feedback on the proposed approach for prioritizing the residents for the Hayward Housing Navigation Center.

SUMMARY

On January 22, 2019, the City Council approved implementing and funding the Hayward Housing Navigation Center (Center) to provide integrated and targeted outreach, short-term housing, as well as case management and housing placement services to homeless individuals in Hayward. Since that approval, Bay Area Community Services (BACS), a Bay Area nonprofit highly qualified in operating comparable centers, was selected as the operator for the Center, and significant progress has been made on site development. The target date for opening the Center is Fall 2019.

Staff is continuing to secure outside funding sources, through finalizing the contract with Alameda County for the State awarded one-time Homeless Emergency Aid Program (HEAP) funding, and through pursuing grant applications, such as Proposition 47 funding. Additionally, progress has been made on site development: the site has been cleared; sidewalks have been installed along all street-facing sides of the property; and inside paving and utility connections will be complete by July 2019. Lastly, staff continues to undertake community engagement work on implementation of the Center, including at the Community Services Commission meeting on February 20, 2019, and a community meeting in the industrial area on April 24, 2019.

In anticipation of opening the Center this fall, it is important to determine which homeless individuals in Hayward will be targeted for the initial and ongoing available 45 beds at the Center. Staff recommends prioritizing placement by conducting outreach and placement in the Center to homeless residents of Hayward in areas that are highly impacted by homelessness, measured through data collected from Access Hayward and the experiential knowledge of Hayward Police Department and Maintenance Services staff. Using these data sources, staff have identified several geographic regions in Hayward that are highly impacted by homelessness that BACS should focus outreach in.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Site Development Photos
Attachment III	Hayward Navigation Center Conceptual Plan
Attachment IV	Map of Highly Impacted Areas



DATE: June 6, 2019

TO: Homelessness & Housing Task Force

FROM: Deputy City Manager

SUBJECT: Update on the Hayward Housing Navigation Center (Center) and Provide Feedback on the Proposed Policy Approach for Prioritizing Future Residents of the Center

RECOMMENDATION

That the Task Force reviews and provides feedback on the proposed approach for prioritizing the residents for the Hayward Housing Navigation Center.

SUMMARY

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BACKGROUND

In June 2018, the State approved \$500 million in one-time Homeless Emergency Aid Program (HEAP) funding to assist local jurisdictions in addressing their homeless challenges. As required by the State to receive HEAP funding, the City of Hayward adopted Resolution No. 18-207 declaring an emergency homeless shelter crisis on October 2, 2018. A special City Council meeting was held on January 7, 2019, in which Hayward Councilmembers toured the Berkeley STAIR Center to evaluate its potential as a model for Hayward. On January 22, 2019, Council approved the actions necessary to fund and implement the Center for a year, which will include outreach services, short-term housing, as well as case management and housing placement services for 45 homeless individuals at a time on a City-owned parcel located at the corner of Depot Road and Whitesell Street. This model has proven to be successful in Berkeley in moving homeless individuals off the street and successfully placing them into permanent housing.

DISCUSSION

Since the January 22, 2019 Council approval to implement the Center, an operator for the Center has been selected, site development is underway, and staff continue to undertake community engagement work. Staff anticipate construction to be complete by July 2019 and anticipate opening the Center in Fall 2019.

Updates since January 22, 2019 Council Approval

Selection of Operator

In February, BACS was selected as the nonprofit operator for the Center. Staff released a Request for Information on January 23, 2019 and closed the application window on February 6, 2019. A panel of reviewers was convened, comprised of staff from Community Services, Police Department, Planning, and Finance. Staff unanimously recommended BACS based on their relevant experience operating the similar Berkeley STAIR Center and providing a number of services to homeless individuals at locations in Hayward, the quality of their application, positive working relationship to date, and their ability to quickly staff and operate the Center. Staff has finalized the scope of work with BACS and will enter into contract upon award of HEAP funds from the County of Alameda. On May 16, 2019, the County notified jurisdictions that HEAP agreements are anticipated to be sent by June 5, 2019.

Additional Funding

Staff continues to identify outside sources of funding to supplement ongoing operational costs. In March, the City submitted an application for Proposition 47 funds. If the City is successful in obtaining the grant, this could result in \$1,000,000 across four years to help offset the Center's operational costs. Staff anticipates announcement of award in summer 2019.

Site Development

Additionally, significant progress is being made on development of the site. The site has been cleared; sidewalks have been installed along all street-facing sides of the property; and inside paving and utility connections will be complete by July 2019. Attachment II provides photos of site development plans. In working with the nonprofit organization HomeAid, staff has also secured plant and material donations to help offset start-up costs, and will continue to solicit in-kind and material donations for the Center from the business and larger Hayward community throughout the month of June. The landscape architect, Gates & Associates, via their affiliation with HomeAid, prepared a site plan for the City pro bono to illustrate the layout of the proposed Center (Attachment III).

Community Engagement

Staff continues to undertake community engagement work on implementation of the Center, including at the February 20, 2019 Community Services Commission meeting to solicit feedback from Commissioners, and a community meeting in the industrial area on April 24, 2019. The community outreach meeting was hosted at Life Chiropractic West, located in the Industrial area nearby the site location. A notice was mailed to all property owners and tenants located in the Industrial area.¹ In total, 1,293 property owners and tenants were directly noticed of the meeting. Additionally, a press release and meeting notice was published on the City of Hayward website on April 14, 2019. Staff also coordinated with the Hayward Chamber of Commerce. In total, 17 individuals attended the meeting. Several attendees shared support of the Center, and inquired about the intake and assessment process. A website page has been created to provide the community easily accessible information and updates on the Center: <https://www.hayward-ca.gov/content/hayward-housing-navigation-center>.

Approach for Prioritizing Outreach for Hayward Housing Navigation Center

In anticipation of opening the Center this fall, it is important to determine which homeless individuals in Hayward will be targeted for the initial and ongoing available 45 beds at the Center. Staff recommends prioritizing placement by conducting outreach and placement in the Center to homeless residents of Hayward in areas that are highly impacted by homelessness, measured through data collected from Access Hayward and the experiential knowledge of Hayward Police Department and Maintenance Services staff.

Using data from Access Hayward, staff have identified areas in Hayward that receive high levels of complaints, that have frequent contact with Maintenance Services and the Police Department, and that have high levels of reported crimes resulting from being unhoused. Additionally, Maintenance Services and Police Department staff, whom are often the first responders to homelessness in Hayward, have provided input as to specific locations that may not be reflected through Access Hayward data but that have high concentrations of unhoused people or large encampments.²

¹ As defined as the area between W. Winton Ave. and Jackson St., bounded by Industrial Pkwy. and Whitesell St./Cabot Blvd.

² Staff recognizes that Access Hayward is a complaint-based system, and as such, may or may not reflect areas of most need for unhoused people. Data collected through Access Hayward often reflects the most visible areas of homelessness

Using these data sources, staff have mapped out the geographic regions in Hayward that are highly impacted by homelessness and will be used to identify the areas that BACS should focus their outreach in (Attachment IV). Staff have identified the following geographic areas to focus outreach in order of priority:

- Between A St. and Foothill at Mission, bounded by Foothill Blvd. and Mission Blvd. (Downtown Hayward)
- West A Street at Hathaway Ave.
- Between W. Winton Ave. and Jackson St., bounded by Industrial Pkwy. and Whitesell St./Cabot Blvd. (adjacent Industrial business area)
- Between A St. and Jackson St., bounded by Alice St. and Mission Blvd.
- Between Tennyson Rd. and Industrial Pkwy., bounded by Huntwood Ave. and Mission Blvd.
- Harder Rd. at Huntwood Ave.
- Between Jackson St. and Orchard Ave., bounded by Mission Blvd. and Jackson at Cypress

Using this map, BACS will be responsible for conducting outreach to homeless Hayward residents and conducting intake and assessment for fit at the Center. The provided geographic bounds are not intended to limit outreach, but to provide defined prioritized locations for BACS to target their outreach in. Upon vacancy following the initial 45 placements, BACS will continue to use the proposed approach for outreaching to homeless individuals in Hayward. A designated City staff member within the City Manager's Office will be responsible for coordinating with BACS to identify evolving target outreach areas and key clients for outreach and engagement.

In addition to the above criteria, given the vast overrepresentation of people of color in the homeless population, and the City's commitment to addressing racial disparities, staff recommends that BACS focus its outreach on minority populations disproportionately affected by homelessness, including Black/African American (11% of Hayward's overall population, 24% of Hayward's homeless population) and American Indian (0.3% of Hayward's overall population, 7% of Hayward's homeless population).

The proposed prioritization approach is the result of significant coordination among an interdepartmental team of staff to help design and implement this project. The team is comprised of staff from Maintenance Services, Police, Utilities and Environmental Services, Public Works, Development Services, the City Attorney's Office, Information Technology, Animal Services, Fire, and the City Manager's Office.

FISCAL IMPACT

and may not capture the true breadth of unseen homelessness in Hayward. Staff also recognizes that Access Hayward may not be utilized equally by all, which may skew data towards the most frequent users of the system.

The start-up costs are estimated at approximately \$500,000 and one year of operations is estimated at \$2.5 million, totaling up to \$3 million for the first single year of operation. The City of Hayward's application to the County of Alameda for HEAP funds was approved by the County in the amount of \$1,776,339. In addition to the \$1.78 M in HEAP funds, Council has authorized the use of up to \$1.3M in sale proceeds from sale of the former 238 properties- Parcels 1 and 10.

If awarded Proposition 47 funding, the City would be awarded \$1M across four years, and proposes to use \$500,000 of these funds in Year 1. This award would reduce the City's share of funding from 238 sale proceeds to \$800,000.

Year 1 - Funding Source	Amount
Hayward's HEAP Award	\$1,776,339
Proposition 47 Award (Pending)	\$500,000
Sale Proceeds from 238 Parcels 1 & 10	<u>\$800,000</u>
Total Cost – Not to Exceed	<u>\$3,076,339</u>

STRATEGIC INITIATIVES

This agenda item supports the Complete Communities Strategic Initiative. The purpose of the Complete Communities initiative is to create and support structures, services, and amenities to provide inclusive and equitable access with the goal of becoming a thriving and promising place to live, work and play for all. This item supports the following goal and objective:

Goal 1: Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods.

Objective: Create resilient and sustainable neighborhoods.

NEXT STEPS

That the Task Force members provide feedback on the proposed approach for prioritizing the residents of the center.

Prepared by: Jessica Lobedan, Management Analyst II

Recommended by: Jennifer Ott, Deputy City Manager

Approved by:



Kelly McAdoo, City Manager



BEFORE

PROPERTY FRONTAGE: (ALONG DEPOT ROAD)



AFTER

PROPERTY FRONTAGE: (ALONG DEPOT ROAD)



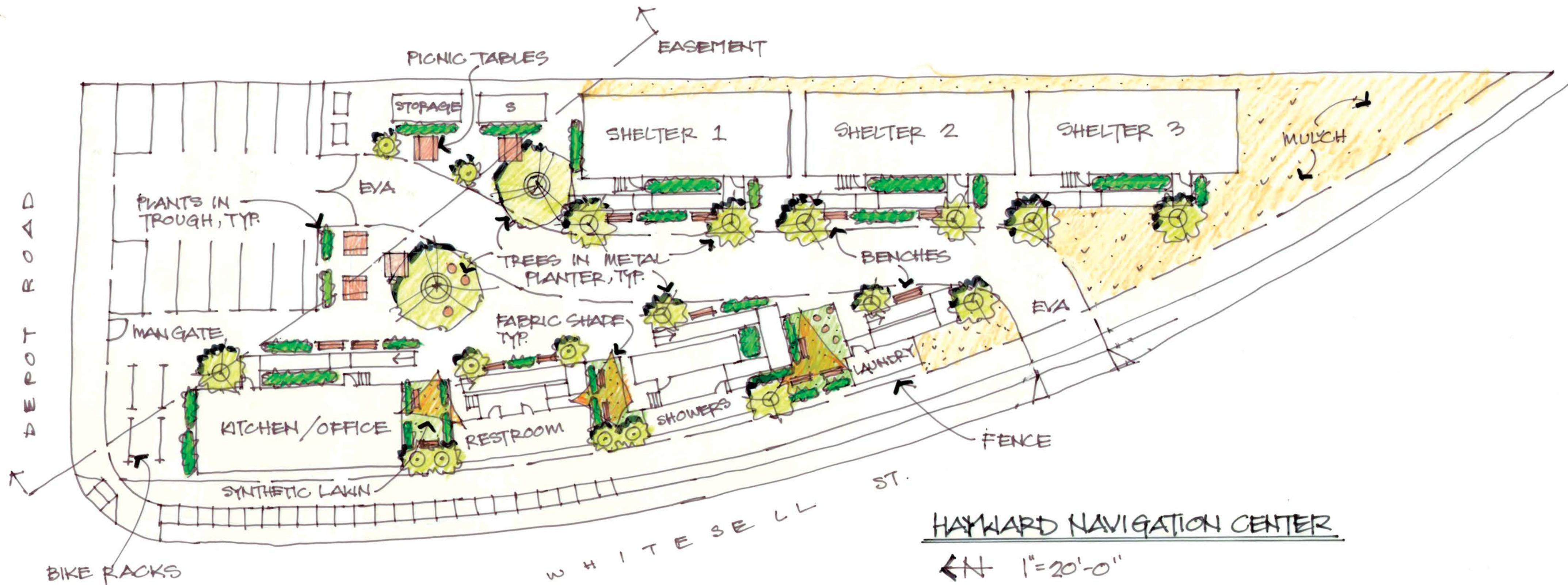


BEFORE

LOOKING AT THE SOUTHEAST CORNER OF DEPOT ROAD & WHITESELL STREET
(UNFINISHED SECTION OF RELIEVER ROUTE PROJECT)



AFTER
LOOKING AT THE SOUTHEAST CORNER OF DEPOT ROAD & WHITESELL STREET
(UNFINISHED SECTION OF RELIEVER ROUTE PROJECT)





Prioritized Areas for Navigation Center Outreach

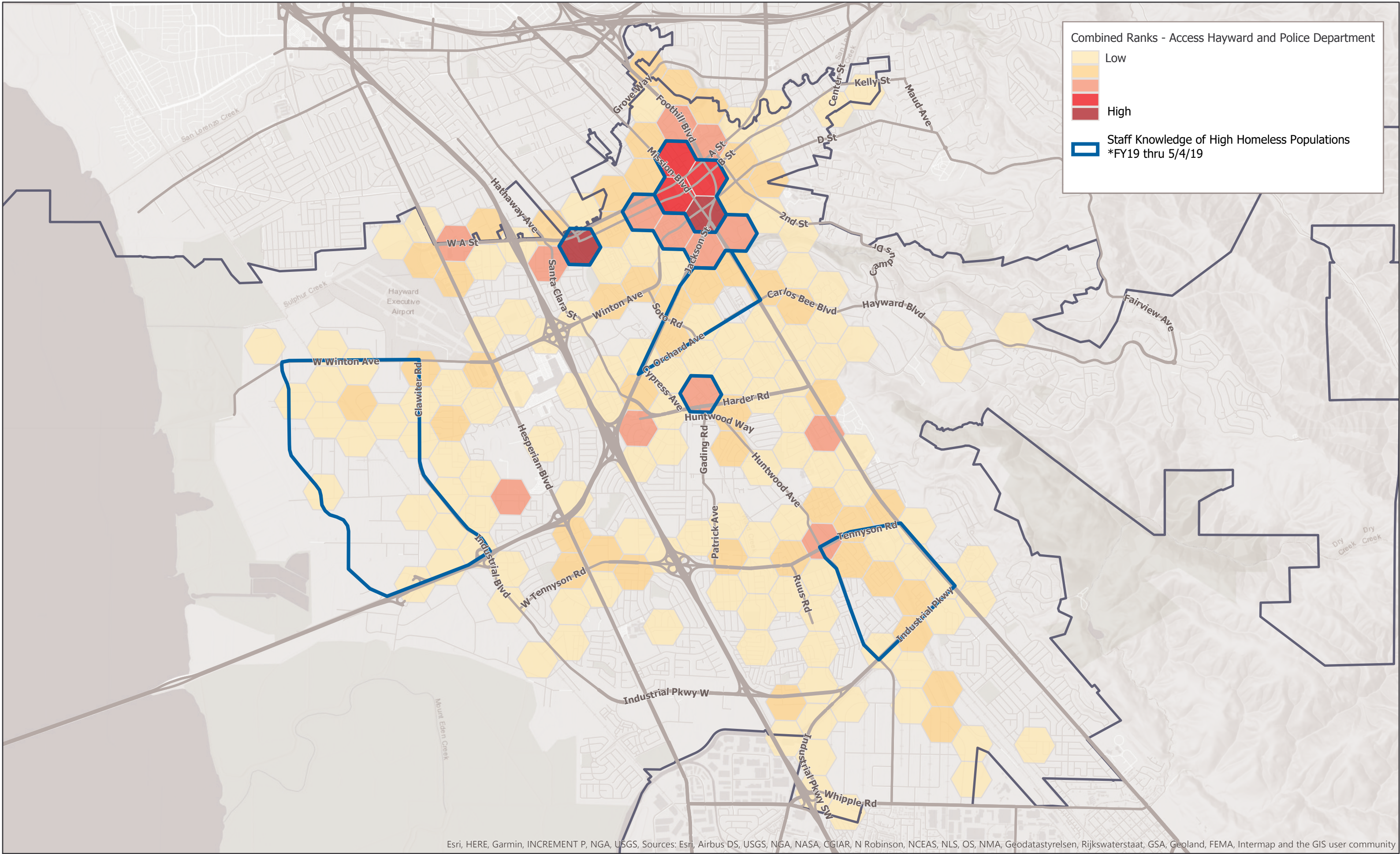


Combined Ranks - Access Hayward and Police Department

Low

High

Staff Knowledge of High Homeless Populations
*FY19 thru 5/4/19





CITY OF HAYWARD

Hayward City Hall
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File #: RPT 19-301

DATE: June 6, 2019

TO: Homelessness-Housing Task Force

FROM: Deputy City Manager

SUBJECT

Informational Report on Alameda County Boost Down Payment Assistance Loan Program (DALP)

RECOMMENDATION

That the Homelessness-Housing Task Force (HHTF) reviews the report.

SUMMARY

At the May 9, 2019 HHTF meeting, the Task Force requested that staff inquire: 1) if a specific number of homebuyer loans from the Alameda County Boost (AC Boost) DALP could be allocated to Hayward residents; and 2) of those who applied how many were Hayward residents. County staff reported that they do not have discretion to change the Board of Supervisor approved implementation policies to allocate assistance by jurisdiction. Statistics regarding the program will not be available until a report has been made to the Board of Supervisors or one of its subcommittees. Staff will continue to monitor Measure A1 funded programs and their implications for the City of Hayward.

ATTACHMENTS

Attachment I Staff Report



DATE: June 6, 2019

TO: Homelessness-Housing Task Force

FROM: Deputy City Manager

SUBJECT: Informational Report on Alameda County Boost Down Payment Assistance Loan Program

RECOMMENDATION

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SUMMARY

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BACKGROUND

In November 2016, voters passed Measure A1, the Alameda County General Obligation Bond for Housing. The Alameda County Board of Supervisors authorized a \$580 million Countywide housing bond program to fund development of affordable rental housing, down payment assistance loans, homeownership housing development, and home ownership preservation loans. The Board of Supervisors allocated \$50 million of the Measure A1 Bond funds to the Alameda County Boost (AC Boost) Down Payment Assistance Loan Program (DALP). On August 7, 2018, the Board of Supervisors approved the Final AC Boost DALP implementation policies.

DISCUSSION

At the May 9, 2019 HHTF meeting, the Task Force requested that staff inquire: 1) if a specific number of homebuyer loans from the AC Boost DALP could be allocated to Hayward residents; and 2) of those who applied how many were Hayward residents.

Per County staff, the implementation policies were approved by the Board of Supervisors, and staff has no discretion to change the policies. Given that this is a Countywide program conducted by lottery with set-aside allocations only for first responders and educators, there will be no allocation by jurisdiction.

Additionally, County staff does not plan to release data on the program until they report to the Board of Supervisors or one of its subcommittees. Per the AC Boost website, there were nearly 2,000 applicants in the general lottery and nearly 600 applicants in the preference lottery for first responders and educators.

Staff will continue to follow developments of the Measure A1 funded programs administered by Alameda County and its implications on the City to ensure that the appropriate information is shared with Hayward residents.

Prepared by: Christina Morales, Housing Division Manager

Recommended by: Jennifer Ott, Deputy City Manager

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', is written over a horizontal line.

Kelly McAdoo, City Manager