

**SPECIAL JOINT WORK SESSION OF THE CITY COUNCIL AND PLANNING  
COMMISSION MEETING**

777 B Street, Hayward, CA 94541

Virtual Platform – Zoom

<https://hayward.zoom.us/j/84461287766?pwd=NmlyWGIPd11ERkMvOVZNeGVPMENldz09>

**Tuesday, October 19, 2021, 5:30 p.m.**

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The Special Joint Work Session of the City Council and Planning Commission meeting was called to order by Mayor Halliday at 5:30 p.m.

The City Council and Planning Commission held a joint work session consistent with Government Code Section 54953(e)(1) which included teleconference participation by all.

**Pledge of Allegiance:** Council Member Zermeño

**ROLL CALL**

Present: COUNCIL MEMBERS Andrews, Lamnin, Márquez, Salinas, Wahab, Zermeño  
MAYOR Halliday  
COMMISSIONERS Bonilla, Goldstein, Mendall, Oquenda, Stevens  
CHAIR Roche  
Absent: COMMISSIONER Ali-Sullivan

Commissioner Ali-Sullivan joined the meeting at 5:57 pm

**PUBLIC COMMENTS**

Ms. Lacei Amodei, The Hayward Collective member, emphasized that due to new state laws, housing elements need to affirmatively further housing, not only equity elements but policies that expand housing including reversing patterns of residential segregation for protected classes.

**WORK SESSION OF THE CITY COUNCIL AND PLANNING COMMISSION**

1. Joint Housing Element Work Session: Housing Element Update and Residential Objective Standards Project **WS 21-039**

Staff report submitted by Assistant City Manager/Development Services Director Ott, dated October 19, 2021, was filed.

Assistant City Manager/Development Services Director Ott provided an update of the State housing legislation and overview of the Affordable Housing Ordinance.

There being no public speakers, Mayor Halliday opened and closed the public comment section at 5:53 p.m.

Members of the City Council and Planning Commission expressed gratitude for the first joint meeting to begin discussions.

Discussion ensued among members of the City Council, Planning Commission and City staff regarding: if the plan is to increase the percent of affordable units onsite or in-lieu fees, an extensive analysis would be warranted to ensure development could support the affordability requirements; staff has not had a conversation with developers regarding incentives for residential development projects that make at least 20% of the total units affordable because of higher costs; concern about easing restrictions on Accessory Dwelling Units (ADUs) and how it increases the number of cars on the street; the Bay Area Housing Finance Authority started around 2019 to support affordable housing and was derailed by COVID but recently received \$20 million from the State to pilot programs around housing; and the requirement for large single-family properties to have ADUs.

Members of the City Council and Planning Commission provided the following recommendations: consider how to have large single-family properties participate in funding affordable housing; consider increasing in-lieu fees and affordable housing requirements; consider having no more than fifty percent (50%) of any project being at market rate given Regional Housing Needs Allocation (RHNA) numbers; do not assume lower income level housing are rentals; evaluate how the City can help incentivize lower cost loans on the front end to pass on cost savings; continue to look at how to create housing that is affordable by design for purchase; consider an increase in affordable housing fees as long as developers know ahead of time what they are; consider more aggressive affordable housing policy and a more agile approach to prioritize RHNA numbers; hold a focused joint work session; in order to meet affordability targets, the City and development community will need to find financial cooperation and secure State/Federal grants; the market will endure higher housing requirements; Hayward should not have lower costs than neighboring cities; consider increasing the 20% affordable housing threshold and evaluate pros and cons; consider supporting all types of housing including ADUs and having the parking issue mitigated by creating parking in the front yard; review the final version of the Plan Bay Area 2050 which will be discussed at the October 21 joint meeting of Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG); for future discussions share different funding, such as from bond measures, sales tax, State and Federal funds, to ensure the City remains competitive in leveraging funds; and keep in mind the concept of universal design and aging in place for multigenerational housing needs.

Acting Principal Planner Schmidt provided a presentation on the Housing Element.

Due to limited time, Assistant City Manager Ott and City Manager McAdoo recommended continuing the presentation on Residential Standards to a future joint meeting.

Discussion ensued about RHNA numbers, and the percentage of lower income housing compared to other cities and school districts, and bilingual outreach.

In response to suggestions to achieve broad equitable outreach, Planning Commission and City Council members suggested to reach out to: the Hayward Promise Neighborhood; individuals working on redistricting efforts; ethnic grocery stores; educational institutions such as California State University East Bay, Chabot College and High Schools, parent-teacher association (PTA) meetings; families of formerly incarcerated individuals; faith based organizations; Project Rebound; Just Cities; La Familia; Centro Legal de Raza; Interfaith



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Council and Glad Tidings Church; community members who would benefit from affordable housing; schools and liaison with the schools; local senior centers; Senior Legal Aid; laundromats; Native Americans or those affected by redlining; ethnic media; Black, Indigenous, People of Color (BIPOC) communities; domestic violence shelters and advocates; homeowner associations and mobile home parks; and conduct broad outreach with postcards and social media to cover the entire city.

In response to events staff should visit to ensure broad equitable outreach, City Council and Planning Commission members indicated: have community ambassadors utilizing technology (e.g., iPad) to help fill out surveys onsite; downtown farmer's market; and holiday events (e.g., Light Up the Season).

In response to questions or topics for the survey, City Council and Planning Commission members indicated: density of development gauging baseline for nimbyism and getting thoughts on the inclusion of low-income affordable housing in their neighborhood; what would make the higher density in the neighborhood more livable?; what factors might help with objective design?; are there new parcels to target related to SB10?; what does evolution of policy and reparations look like for affected communities?; how a banking structure can best help keep people housed when facing difficulty and making housing affordability a matter that is addressed in financing; consider language "if you'd like more information in \_ language" to get information translated as needed.

It was also suggested that for a future meeting members would like to hear more comprehensively about how the City is addressing RHNA numbers and the multi-tiered housing approach, how funding sources come together to push forward a plan to increase RHNA numbers, if there is a way to incentivize developers (who have knowledge and vision) rather than penalize them and strengthen the community by subsidizing them.

**ADJOURNMENT**

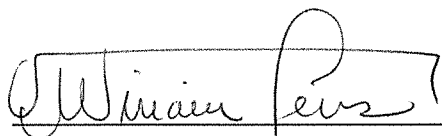
Mayor Halliday adjourned the special meeting at 6:52 p.m.

**APPROVED**

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Barbara Halliday  
Mayor, City of Hayward

**ATTEST:**



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Miriam Lens  
City Clerk, City of Hayward