



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

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.

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	\$800,000
Total Cost – Not to Exceed	\$3,076,339

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.

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Recommended by: Jennifer Ott, Deputy City Manager

Approved by:



Kelly McAdoo, City Manager