



Prohousing Incentive Program (PIP) Recommendations on Eligible Projects and Programs

Presented by: Doris Tang, Management Analyst

Recommendation

That the Housing Policy & Resources Committee (HPRC):

1. Receive an informational report on the Prohousing Incentive Program (PIP); and
2. Provide feedback on staff's recommended funding priorities, including prioritizing Option #3 - Supporting Ongoing Operations of the South Hayward Parish Emergency Shelter

PIP at a Glance

- One-time state funding for housing, homelessness & community development activities
- \$8 million available statewide
- Awarded based on Prohousing Designation Score
- Priority to jurisdictions that have not previously received PIP funds

City Eligibility

- Hayward is eligible for \$1,200,000 (base award \$750,000 + bonus award \$450,000)
- Meet all HCD eligibility requirements:
 - ✓ Compliant Housing Element
 - ✓ Submitted Housing Element Annual Progress Report
 - ✓ Received Prohousing Designation by March 31, 2026 (Received May 27, 2025)
 - ✓ Maintain compliance with state and federal laws as determined by HCD; and
 - ✓ Submit a complete PIP application

Programs for Consideration (Criteria)


How Staff Evaluated Options

- Gap financing for entitled affordable housing projects
- Programs with insufficient ongoing funding; and/or
- Opportunities to offset General Fund obligations

Additional Staff Recommendation

- Limit funding to no more than two options to maximize impact

Programs for Consideration

#	PROJECT / PROGRAM	BENEFITS	LIMITATIONS
3	South Hayward Parish Emergency Shelter Staff Recommendation 	<p>Hayward's only year-round adult emergency shelter</p> <p>Critical partner to HEART</p> <p>Funding would support 4-5 beds for 4 years</p> <p>Offset GF contributions</p>	No identified ongoing funding
1	Gap Financing for Affordable Housing	Improves project competitiveness for tax credits	No shovel-ready project identified; timing uncertain
2	Down Payment Assistance	Expands homeownership opportunities	Impact depends on allowable assistance levels

Programs for Consideration

#	PROJECT / PROGRAM	BENEFITS	LIMITATIONS
4	Shallow Subsidy Program	<p>Provides time-limited rental assistance to households at high risk of homelessness</p> <p>Administered by BACS with supportive services</p>	ARPA funded program sunsets December 2026 without new funding
5	Hayward Navigation Center (HNC)	<p>Primary transitional housing and service hub</p> <p>64% of exits to permanent housing</p>	PIP funds could offset some GF costs for one year but would not address long-term funding or leverage requirements
6	Inclusionary Housing Trust Fund Match Funds	Longer-term flexibility (additional three years to expend funds)	Limited immediate impact compared to Options 1 - 5

Timeline



December 22, 2023: First Prohousing Designation Application



March 8, 2024: Second Prohousing Designation Application



May 27, 2025: Prohousing Designation Awarded (Score of 45)



September 30, 2025: PIP Round 4 NOFA Released



March 31, 2026: Application Due Date

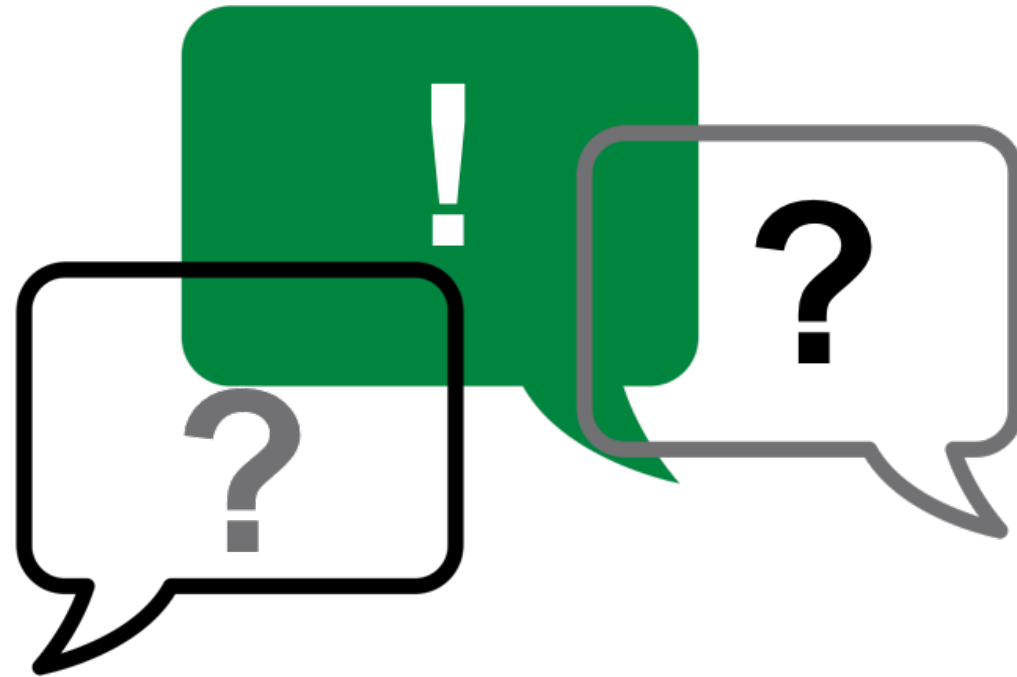


June 2026: Award Announcements

What We're Asking From HPRC Today

1. Provide feedback on PIP funding priorities
2. Consider staff recommendation to prioritizing Option #3 – South Hayward Parish Emergency Shelter
3. If recommending multiple uses for \$1.2M funds, consider limiting to no more than two options to maximize impact

Questions



Action Item

Implementation Update on Hayward's Rental Housing Programs

December 18, 2025 | HPRC
Ayush Patel, Management Analyst II

RENTAL HOUSING PROGRAMS

- ❖ Residential Rent Stabilization & Tenant Protection Ordinance (RRSO)
- ❖ Tenant Relocation Assistance Ordinance (TRAO)
- ❖ Mobilehome Space Rent Stabilization Ordinance (MRSO)
- ❖ Residential Rental Inspection Program (RRIP)

NOTABLE RENTAL HOUSING PROGRAM FINDINGS

- **TRAO:** 37 tenant households provided nearly \$300,000 in relocation assistance since 2022
- **RRIP:** Number of units inspected decreased due to increase in programs administered
- **Eviction Tracking:** Evictions on track to match or exceed 2024 levels
- **Rent Review:** 44 RRSO petitions and 1 MRSO petition

PUBLIC OUTREACH



38 workshops and events co-hosted and attended

KEY TAKEAWAYS

RRSO



2 inefficiencies identified

PROPOSED AMENDMENTS TO THE RRSO

Fee collection
≠ cost recovery

Assess properties
with outstanding fees

20-day arbitration
decision deadline
is too short

Extend deadline to
30 days

RECOMMENDATIONS

That the Housing Policy & Resource Committee:

1. Accepts this informational report on the implementation of Hayward's Rental Housing Programs, which consists of the Residential Rent Stabilization Ordinance (RRSO), Tenant Relocation Assistance Ordinance (TRAO), Mobilehome Space Rent Stabilization Ordinance (MRSO), and the Residential Rental Inspection Ordinance (RRIP); and
2. Approves staff's recommendation to return to the full City Council early next calendar year to amend the RRSO to strengthen the fee collection process and extend the arbitration decision timeline.

Questions

