

**CITY COUNCIL
MEETING**

FEBRUARY 7, 2023

PRESENTATIONS

HOUSING ELEMENT

ITEM # 8

PH 23-008

2023-2031 Housing Element



City Council
February 7, 2023

What is the Housing Element?

- One of eight mandatory elements in the City's General Plan
- Only element reviewed and approved by the State Department of Housing & Community Development (HCD)
- Governed by California Government Code Article 10.6 (Sections 65580-65589.11)
- Required to be updated every 8 years in accordance with the RHNA cycle.
 - Regional Housing Needs Allocation is the "fair share" of housing each jurisdiction should meet in their region to accommodate adequate housing, as determined by HCD



RHNA ALLOCATION

**Alameda
County AMI
=\$142,800**

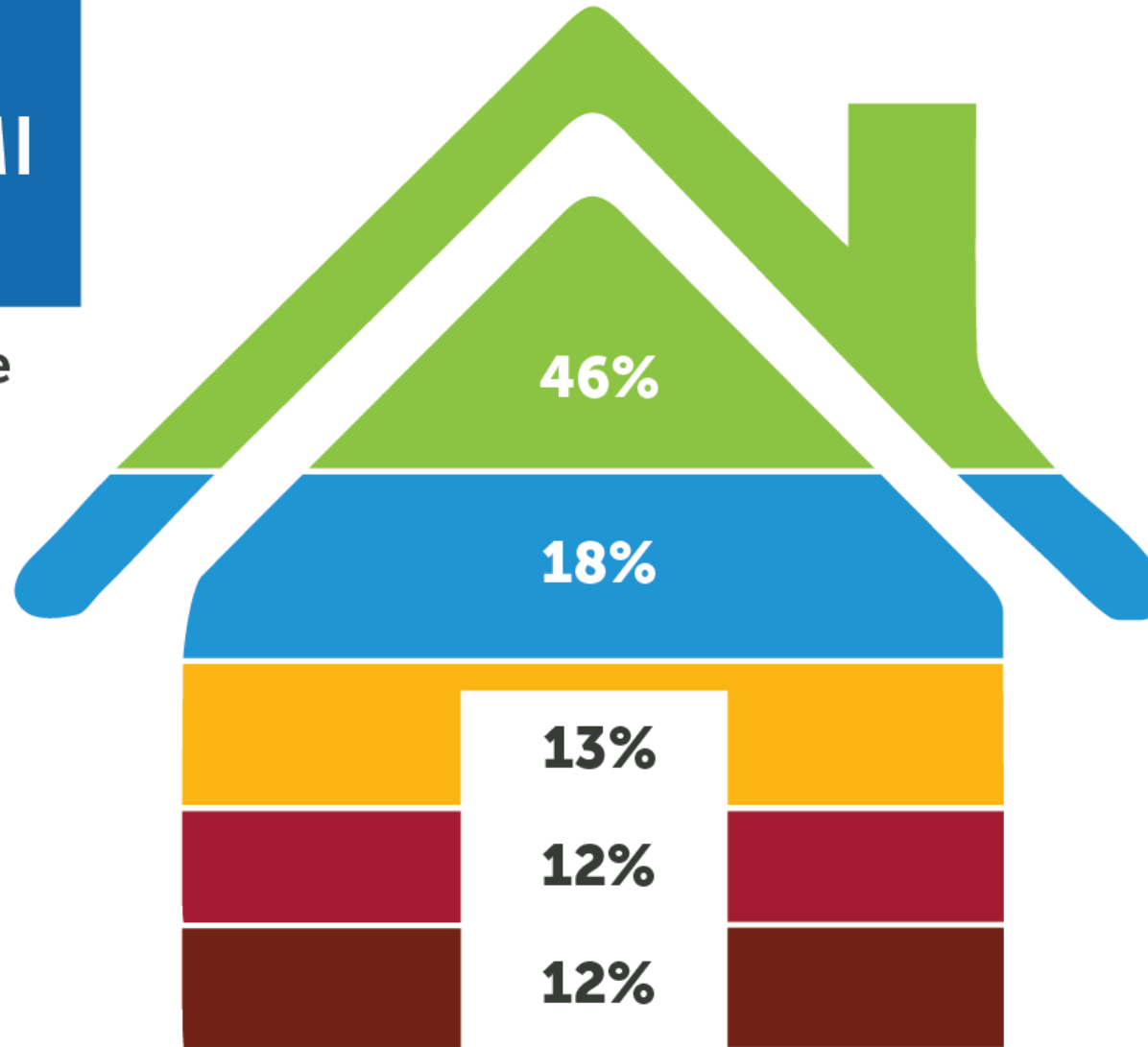
Above Moderate
(> 120% of AMI)

Moderate
(81% to 120%
of AMI)

Low
(51 to 80% of AMI)

Very Low
(30 to 50% of AMI)

Extremely Low
(< 30% of AMI)



**Number
of Units**

● 2,115

● 817

● 617

● 528

● 547

Public Participation

Outreach in various forms

Gallery Event

Chabot Interviews

Housing Needs

Population Trends

Housing Stock, Characteristics, Affordability

Special Groups

Housing Constraints

Governmental Constraints

Market Constraints

Community Concerns & Opposition to Housing Development

Resources & Inventory

Housing Preservation

Future Housing Needs

RHNA Requirements

Fair Housing Assessment

Contributing Factors

Fair Housing Goals and Priorities

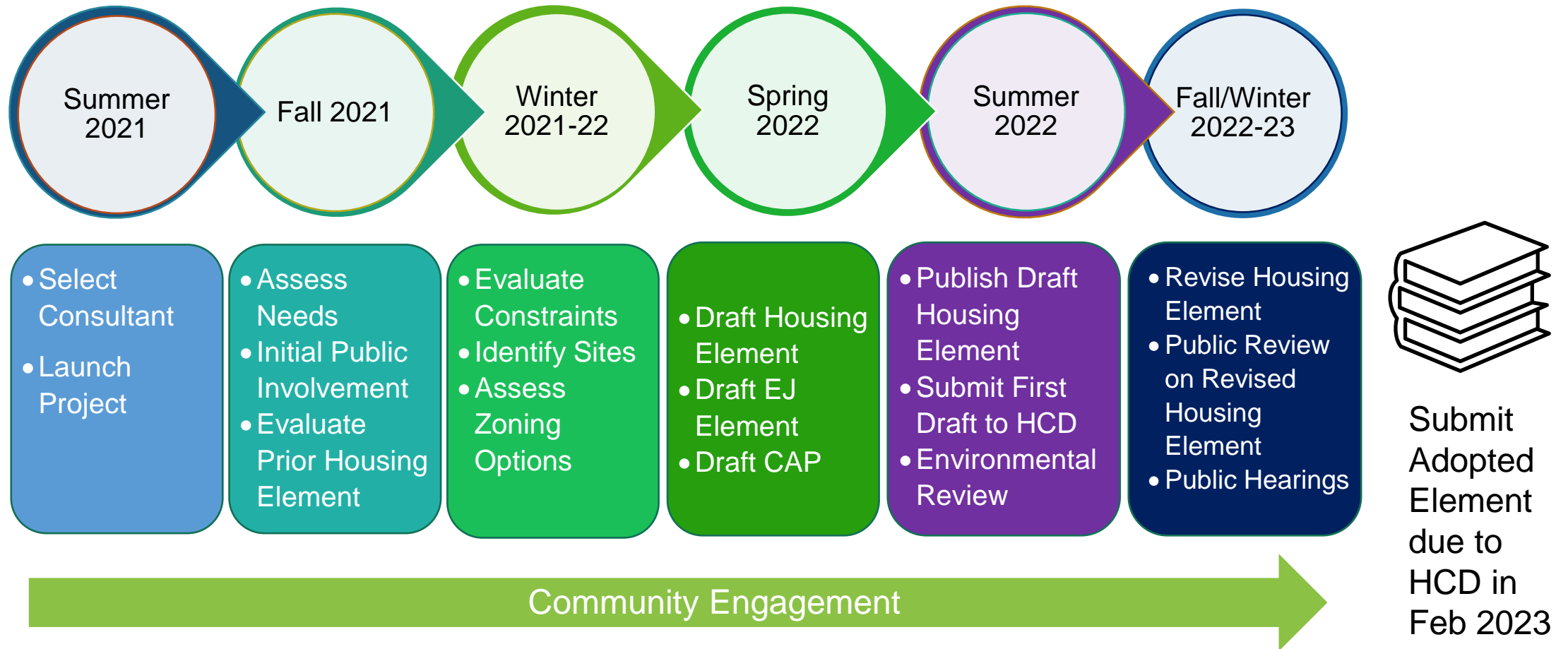
Housing Plan

Resources

Objectives

Programs

Timeline

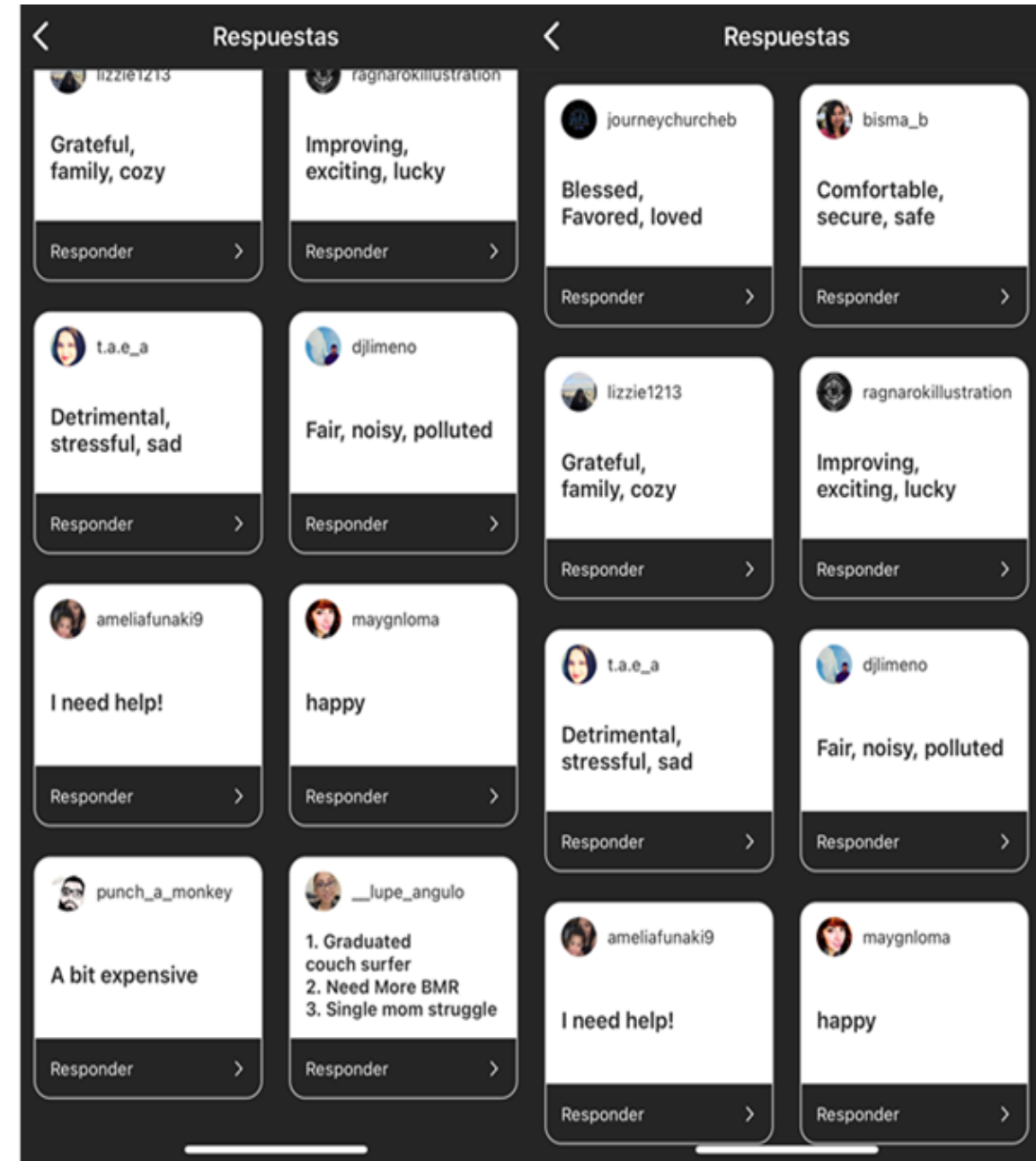




Public Participation

Public Participation

- **Gallery Walk** with bilingual posters at library, City Hall, BART, Farmers Markets and events for Chabot College, NAACP, Hayward Promise Neighborhood, Community Family Fair, Juneteenth & Downtown Street Fair
- **Project website** with links to videos and articles and interactive elements including “three words” and “housing stories”
- **Compilation of contact lists** for community and advocacy groups; HOAs, Neighborhood Groups, Mobile Home Parks, and attendees at events and other interested parties
- **Social media** campaign
- **Bilingual flyers** mailed to all Hayward households & handed out at BART, grocery stores, laundromats.





HAYWARD

Quisieramos mas seguridad Para poder Caminar Seguros y no usar el vehiculo

JUSTICIA AMBIENTAL

less liquors in community

El Estado define la Justicia Ambiental como la participación significativa de todas las razas, culturas e ingresos en la aplicación de leyes y políticas de desarrollo. La Justicia Ambiental ofrece una importante oportunidad para aliviar los problemas que afectan a las comunidades. Como parte de esta actualización, la ciudad ha incluido un nuevo capítulo sobre Justicia Ambiental.

more lights for pedestrians when they cross ex: St. Bede church cross walk

IDENTIFICACIÓN DE IMPACTOS DEL CAMBIO CLIMÁTICO EN LA CONTAMINACIÓN DEL AIRE 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.

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 low-income household is 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?

- Demographics & Housing Stock Characteristics
- Community Profile
- Government & Non-Governmental Constraints
- Housing Constraints
- Resources, Objectives, & Programs to Address Housing Needs
- Community Plan
- Housing Resources
- Housing Preservation, Future Housing Needs, & RHNA Requirements

\$\$\$

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.

Please send all housing questions and comments to: housingelementupdate@hayward-ca.gov

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

Public Participation

- **Housing and Climate Surveys** in English, Spanish and Chinese with prizes for participation
- **Housing Sites Simulation** activity
- Focus Group with **Community Resources for Independent Living**
- **Four community workshops** on Housing, Environmental Justice & Climate Action Plan
- Partnership with **Chabot Community College** to interview 400 Hayward residents & **creation of an interactive website to share the stories and interviews.**



Filter The Surveys

Click on one or more topic filters below and select the filters that you want to create. You may select more than one filter. Click on an answer again to deselect it. When no filters are selected, all responses are visible on the map and in the reader to the right of the map.

Age



Ethnicity



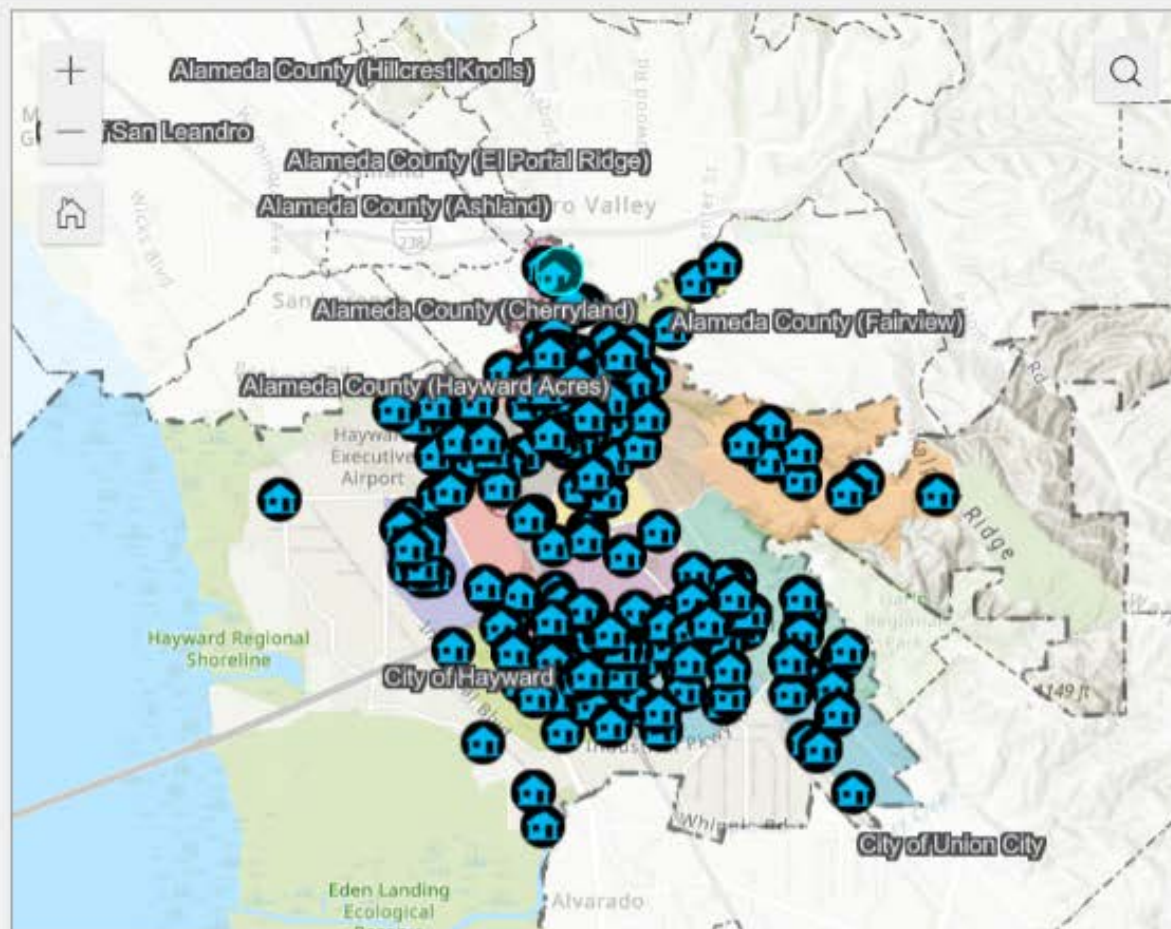
Gender



Living Situation



Years Living in Hayward



< 6 of 248 >

Interviewee Details:

Age: 36-45
Race: Hispanic
Gender: Female
How Many Years Living in Hayward: > 21
Living Situation: Apartment
of People in Living Situation: 3-4
of Families in Living Situation: 1

What Three Words?

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

Safe, Clean and Comfortable

On a scale of 1-5 (1 being not important, 5 being very important), rank how important each asset in Hayward is to you:

Public Participation

- Draft Housing Element Released for **30-Day Public Review**
- 15 comment letters – Response matrix in Housing Element Appendix A
- HCD Comment Letter Received November 29, 2022
- Updated Revised Draft Housing Element Released for a **15-Day Public Review**
- **Meeting with Carpenters Union** to develop a new Action related to meeting with trades labor groups annually to discuss ways the City can support an adequate supply of labor.



Appendix A – Public Participation Report

City of Hayward Housing Element (2023-2031)

prepared by

City of Hayward
Planning Division, Department of Development Services
777 B Street
Hayward, California 94541

prepared with the assistance of

Rincon Consultants, Inc.
449 15th Street
Oakland, California 94612

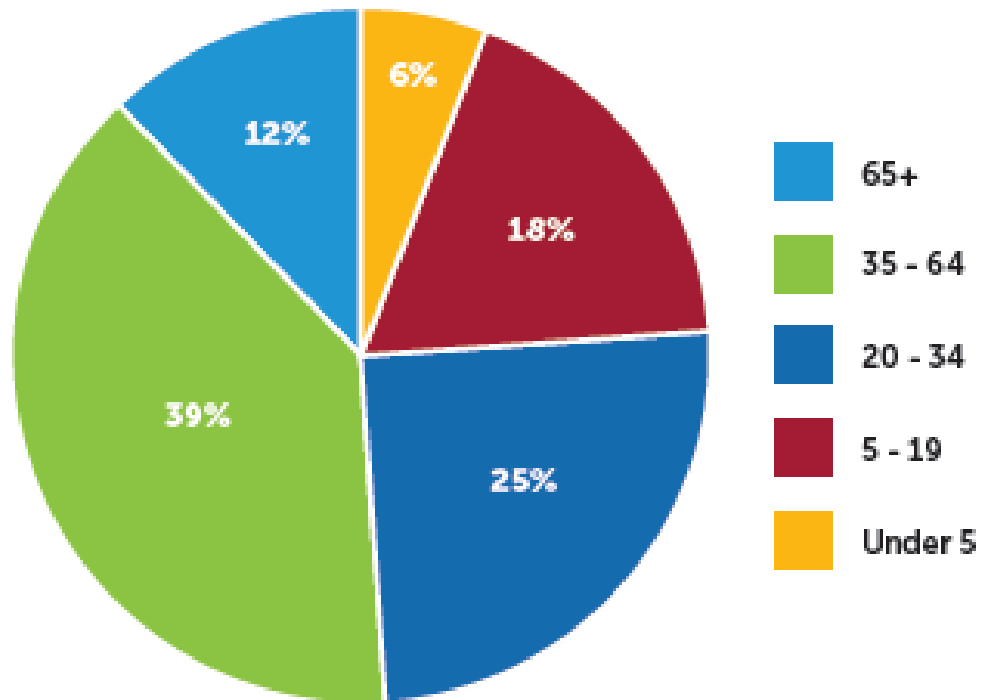
December 2022



Housing Needs

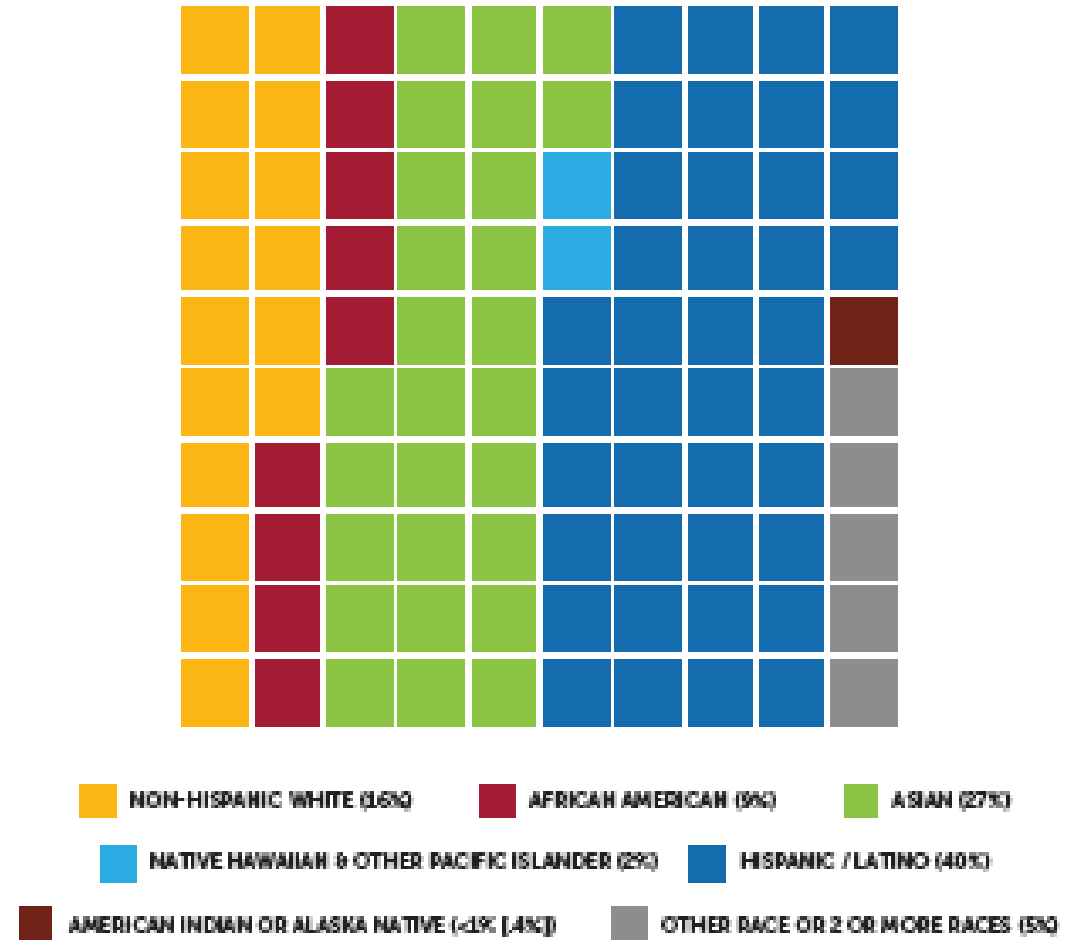
Population Trends

AGE CHARACTERISTICS



Source: Bureau of the Census, 2000. Bureau of the Census, 2010. ACS, 2019.

RACE & ETHNICITY

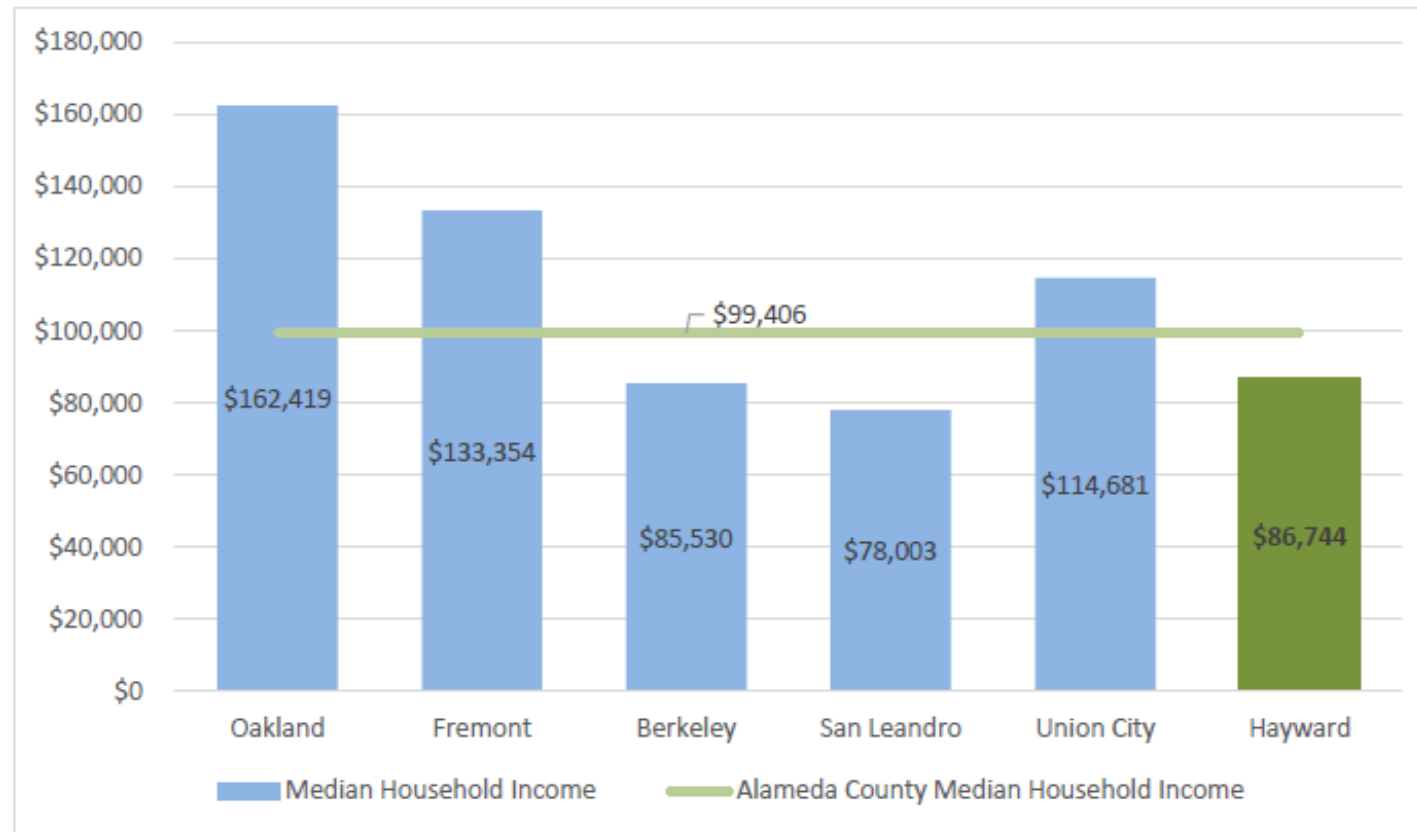


Source: Bureau of the Census, 2000. Bureau of the Census, 2010. ACS, 2019.

Employment Trends

ALMOST HALF OF ALL JOBS IN HAYWARD PAY LESS THAN \$40,000/YEAR, WITH THE MEDIAN WAGE AROUND \$56,000.

Figure B-1 Comparison of Median Household Income (2015-2019) Household Income



Source: Bureau of the Census, American Community Survey, 2015-2019.

+32%

Change in median Hayward rents over the last decade.

<10%

of January 2021 listings affordable to potential owners earning at or below 80% AMI across Alameda county.

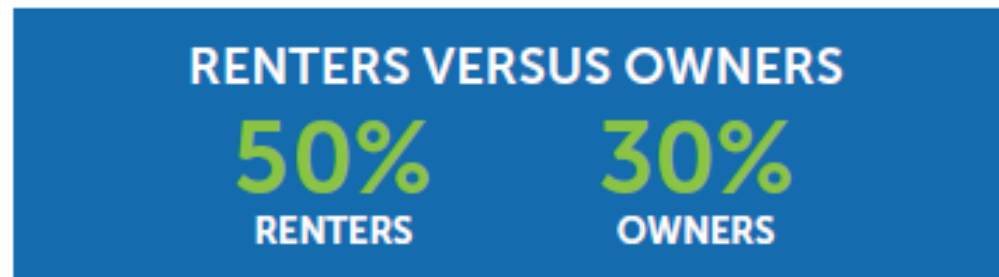
+56%

Change in Hayward home values over the last decade.

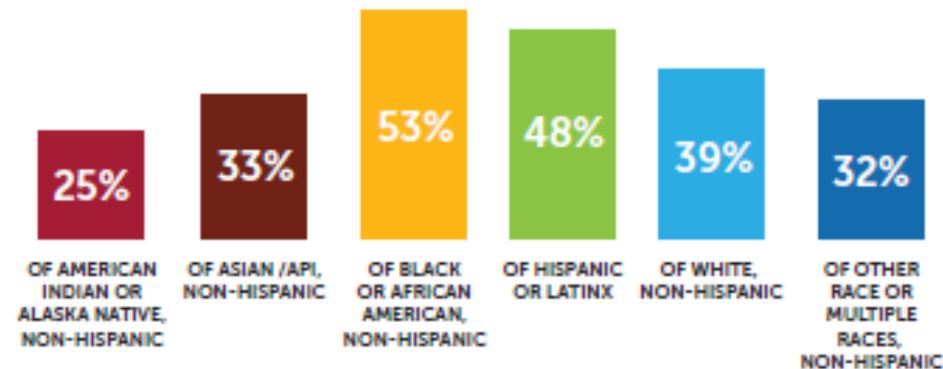
Source: City of Hayward Displacement Study, 2021

Housing Affordability

HOUSING COST BURDEN BY POPULATION ATTRIBUTE

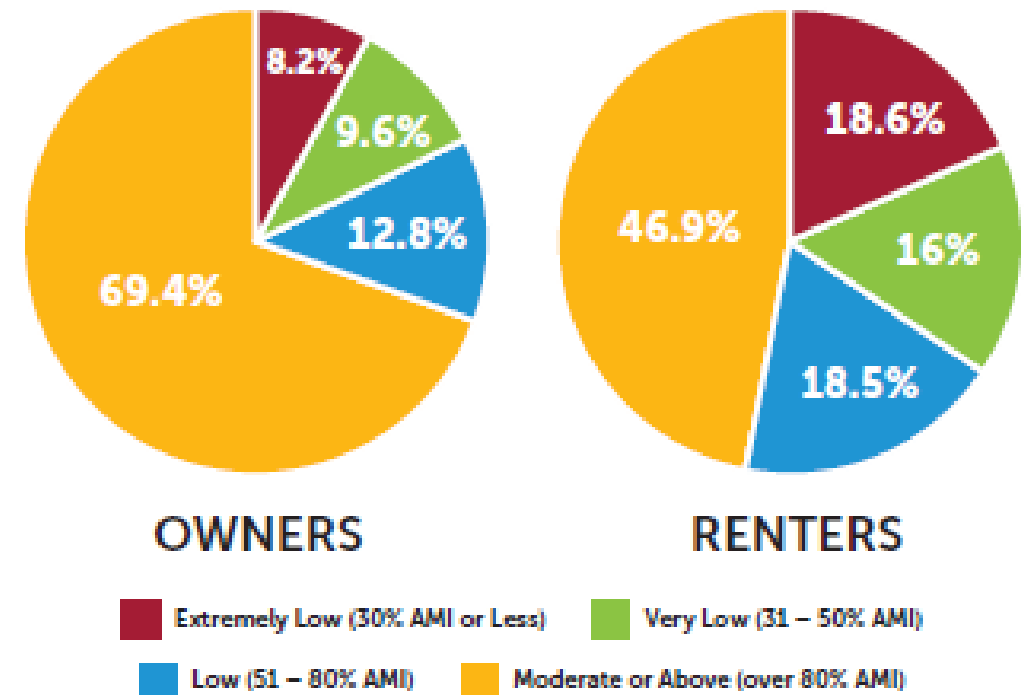


BY RACE*



*Percentage of each ethnic group experiencing housing cost burdens.

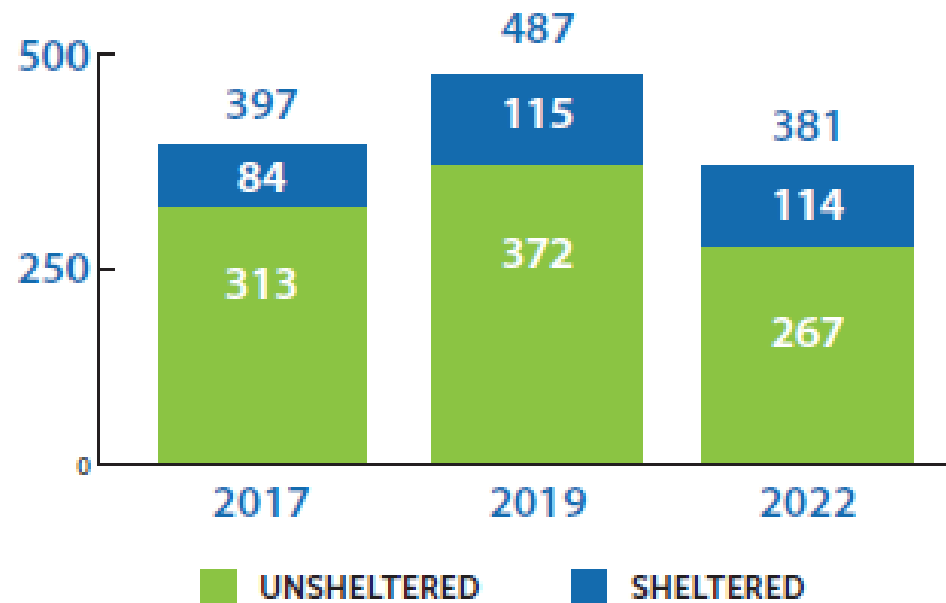
INCOME BY OWNER OR RENTER



Source: HUD Comprehensive Housing Affordability Strategy (CHAS), 2014-2018.

Special Needs Populations

SHELTERED/UNSHELTERED INDIVIDUALS IN HAYWARD



Modeled after the Alameda 2022 Point In Time Count



25%

Senior-headed households



25%

Female-headed single family households



19%

Large households



~9%

Have disabilities



~9%

Live in poverty



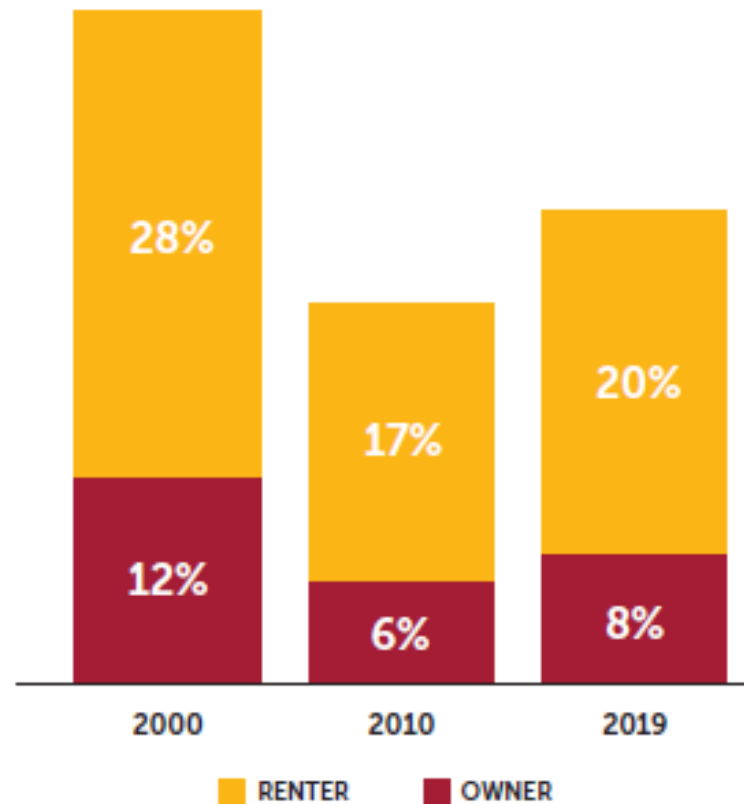
~9%

Students

Source: American Community Survey (ACS), 2015-2019

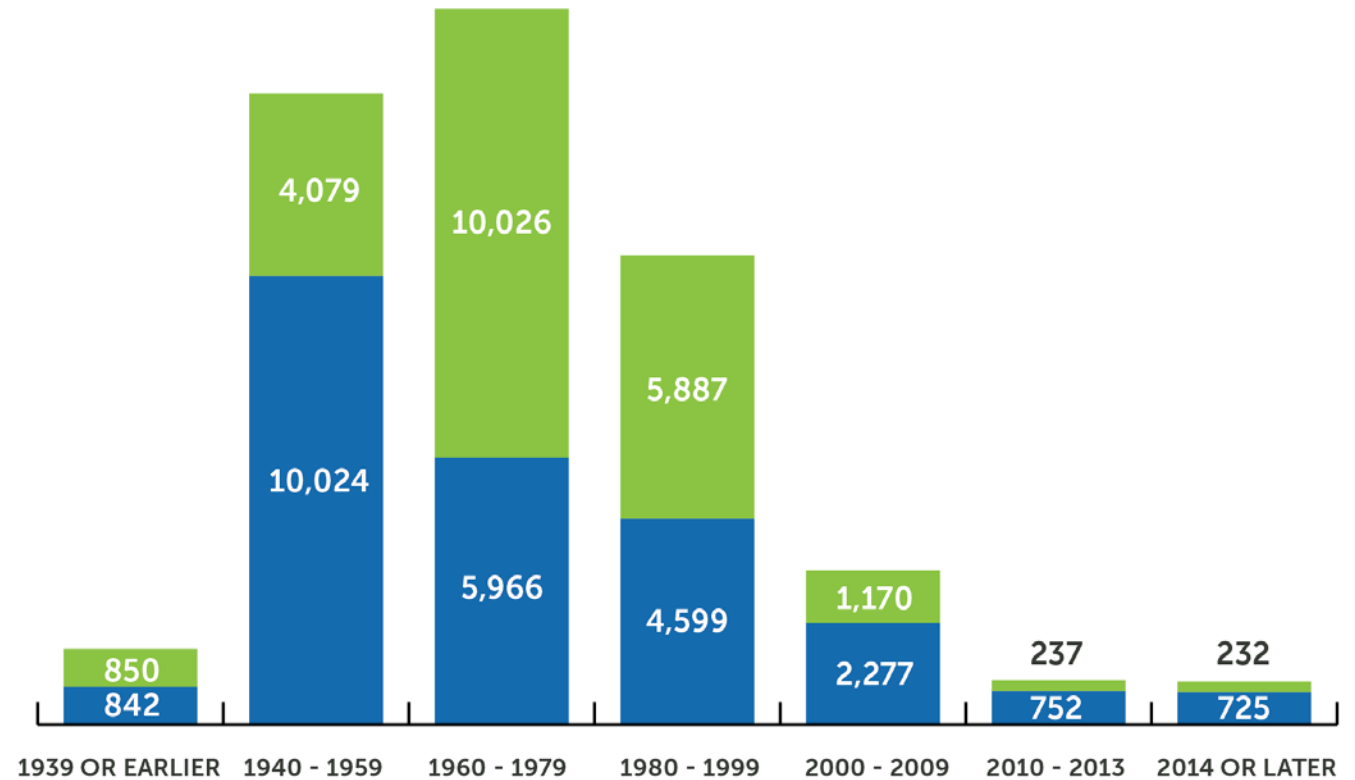
Housing Stock Characteristics

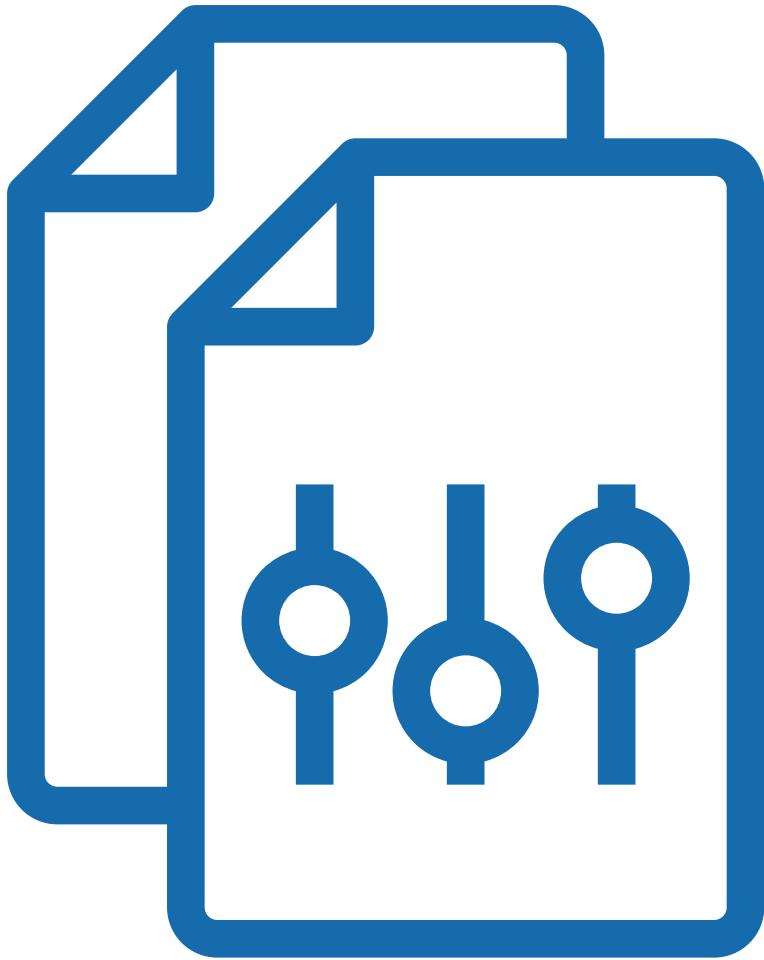
PERCENT OF OVERCROWDED
RENTER AND OWNER HOUSEHOLDS



Source: Bureau of the Census, 2000 Census; American Community Survey, 2006-2010 and 2015-2019.

HOUSING UNITS BY YEAR BUILT





Housing Constraints

Layers of Constraints

- **Governmental:** Zoning, Permitting Process, Building Code, Reach Code, Improvements, CEQA
- **Market:** Impact fees, construction costs including cost of land, labor and materials, complexities of financing
- **Environmental:** Drought, Fault Zones, Resource Conservation



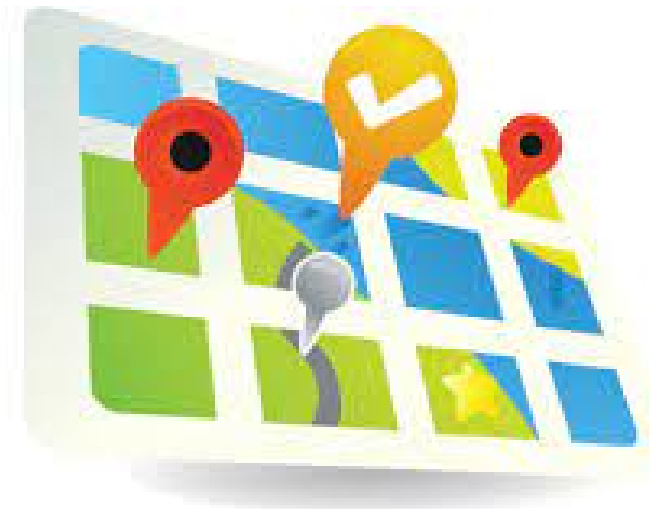


Resources and Inventory

Sites Inventory & RHNA

	Lower Income	Moderate Income	Above Moderate Income	Total
RHNA Allocation	1,692	817	2,117	4,624
Planned and Approved Units	610	82	1,381	2,073
ADUs Anticipated	192	96	32	320
Remaining RHNA	890	639	702	2,231
Downtown Specific Plan Area	643	486	477	1,606
Mission Boulevard Corridor	541	252	540	1,333
Former Route 238 Corridor	0	200	310	510
Total Units on Vacant Sites	433	249	477	1,159
Total Units on Underutilized Sites	751	689	850	2,290
Total Units on Vacant and Underutilized Sites	1,184	938	1,327	3,449
Total Unit Surplus (above RHNA)	294	299	625	1,218

Site Selection Criteria

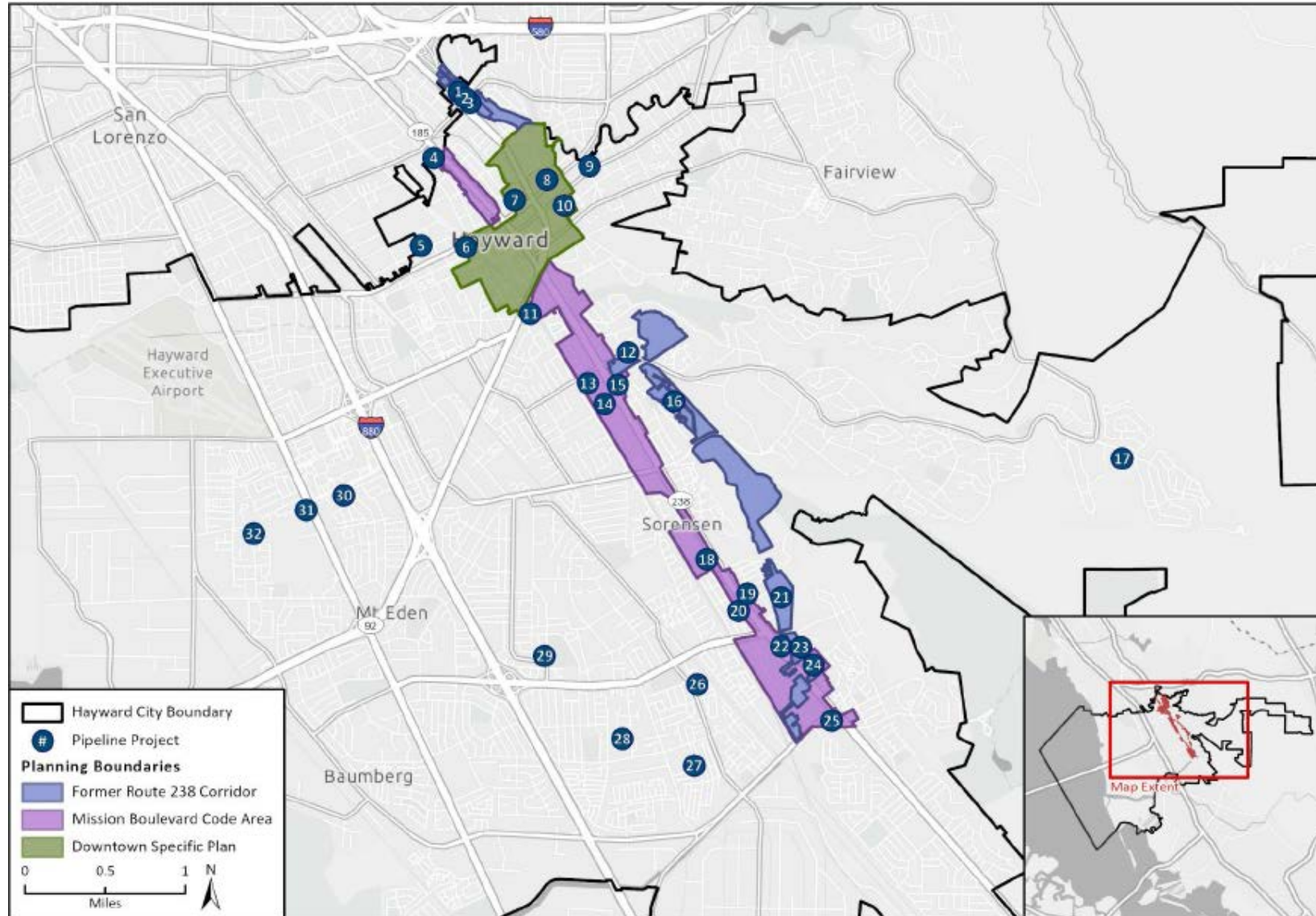


Site selection criteria facilitates infill development, furthers the City's climate action goals & meets HCD requirements.

Criteria include:

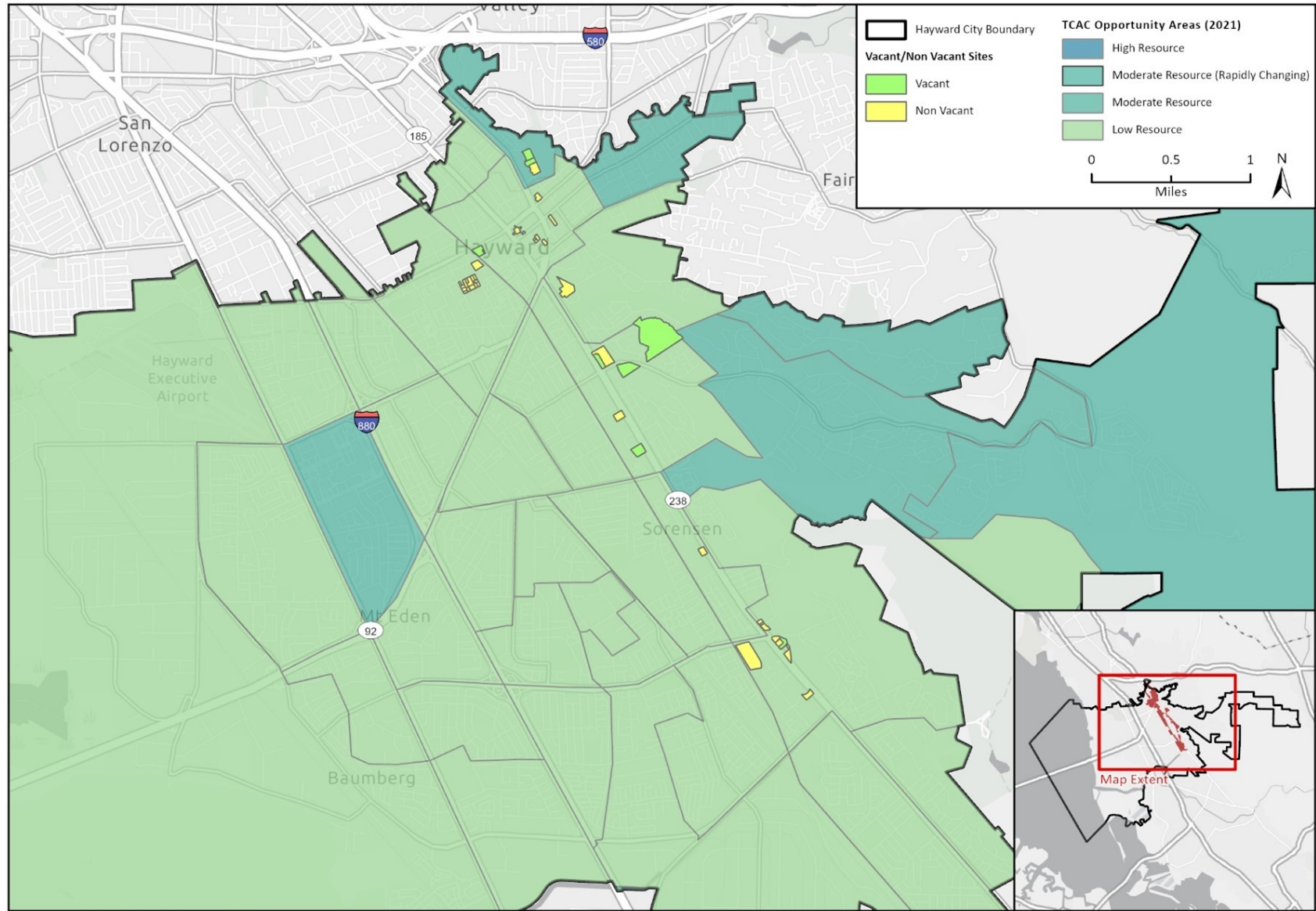
- ✓ Within Transit Oriented Priority Development Area near existing transit and commercial services
- ✓ Sites between 0.5 and 10 acres in size
- ✓ Vacant Properties
- ✓ Underutilized Commercial Properties
- ✓ Underutilized parcels owned by public entities

Approved & Pending Projects*



*Approved & pending projects listed on Table C-3 in Appendix C of Housing Element.

Inventory Sites



Basemap provided by Esri and its licensors © 2022.
Additional information provided by City of Hayward, 2022 and TCAC/HCD Opportunity Area Maps, 2021.

Hayward Sites Inventory



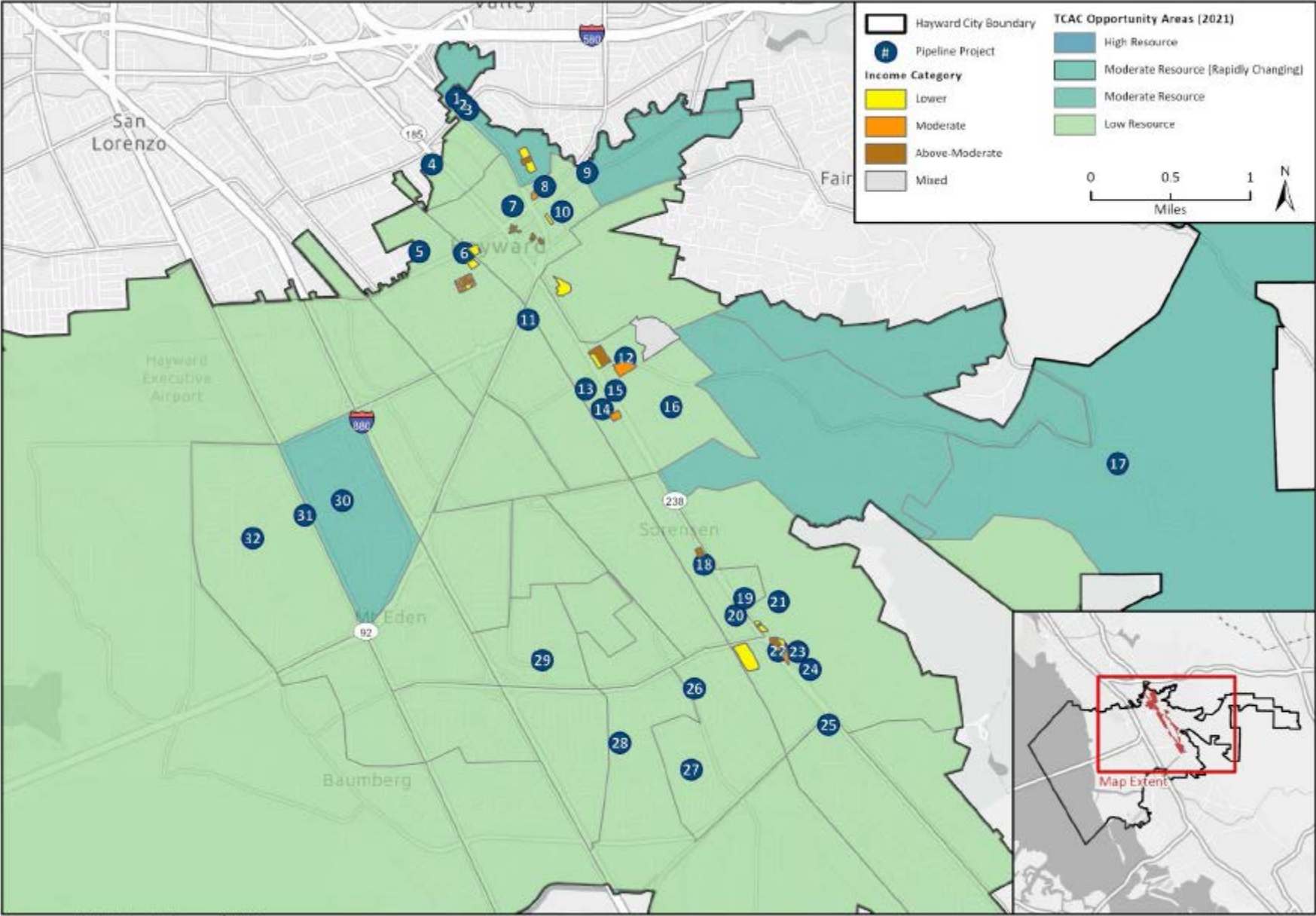
Fair Housing Assessment

Fair Housing

- Analysis of patterns of segregation and integration
- Disparities in Access to Opportunity
- Analysis of Contributing Factors to patterns of segregation and unequitable outcomes by race:
 - Exclusionary Governmental Policy
 - Discriminatory lending
 - Concentrations of poverty
 - Racial & ethnic segregation
- Address Fair Housing in Sites Inventory & Housing Plan Actions



Figure F-48 Location of Housing Sites in Relation to TCAC/HCD Opportunity Areas



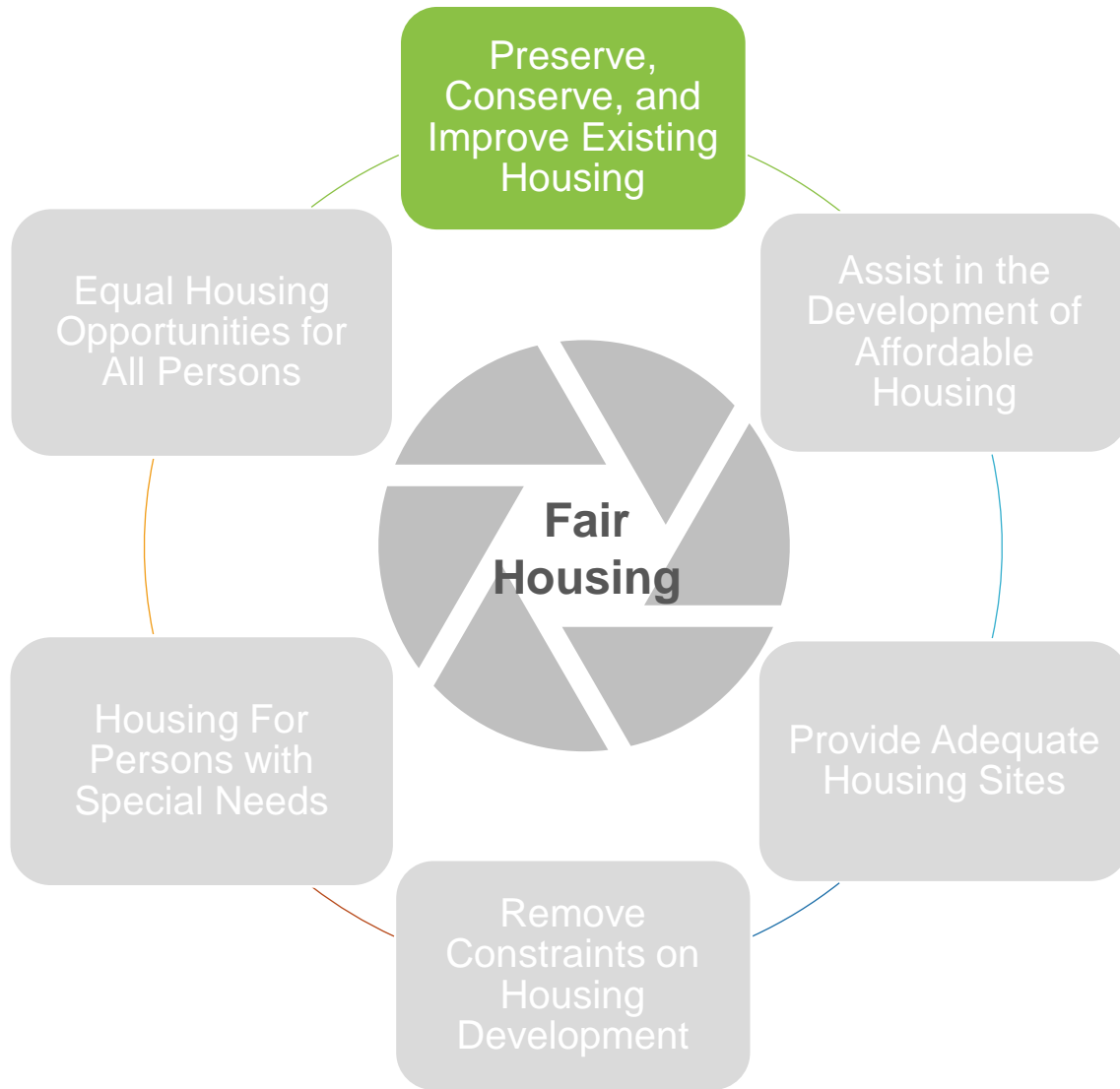
Base map provided by Esri and its licensors © 2022.
Additional information provided by City of Hayward, 2022 and TCAC/HCD Opportunity Area Maps, 2021.



Housing Plan

Housing Plan





- Minor Home Repair Program
- Residential Rental Inspection Program
- Preservation of At Risk Affordable Housing



- Affordable Housing Development Assistance
- Update Density Bonus & Affordable/Inclusionary Housing Ordinance
- Housing Choice Vouchers



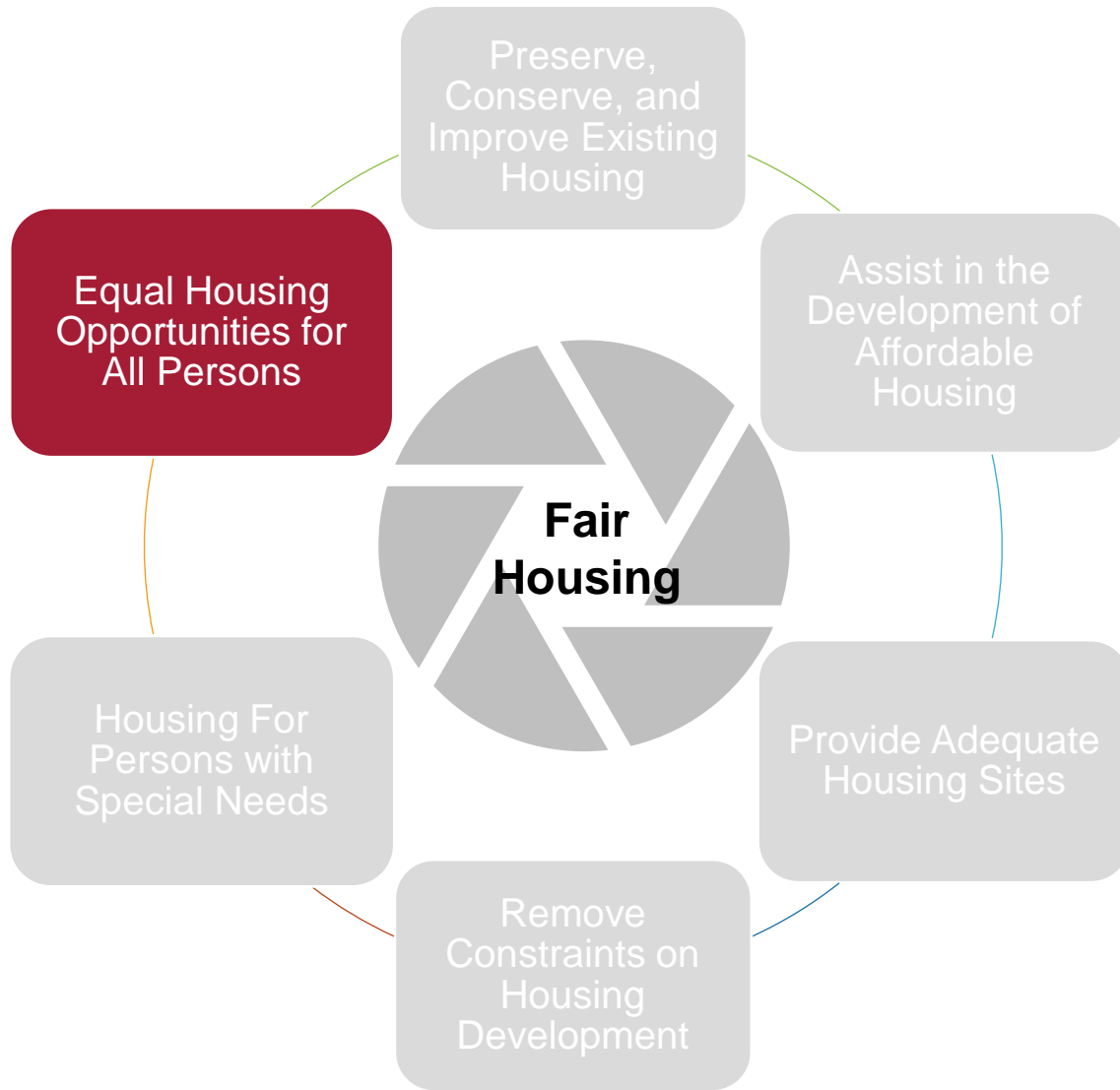
- No Net Loss Zoning to ensure adequate sites to meet RHNA
- Replacement Housing Requirements
- By Right Approvals on reused housing sites
- Adaptive Reuse policies
- Variety of housing types with particular attention to housing for special needs groups.



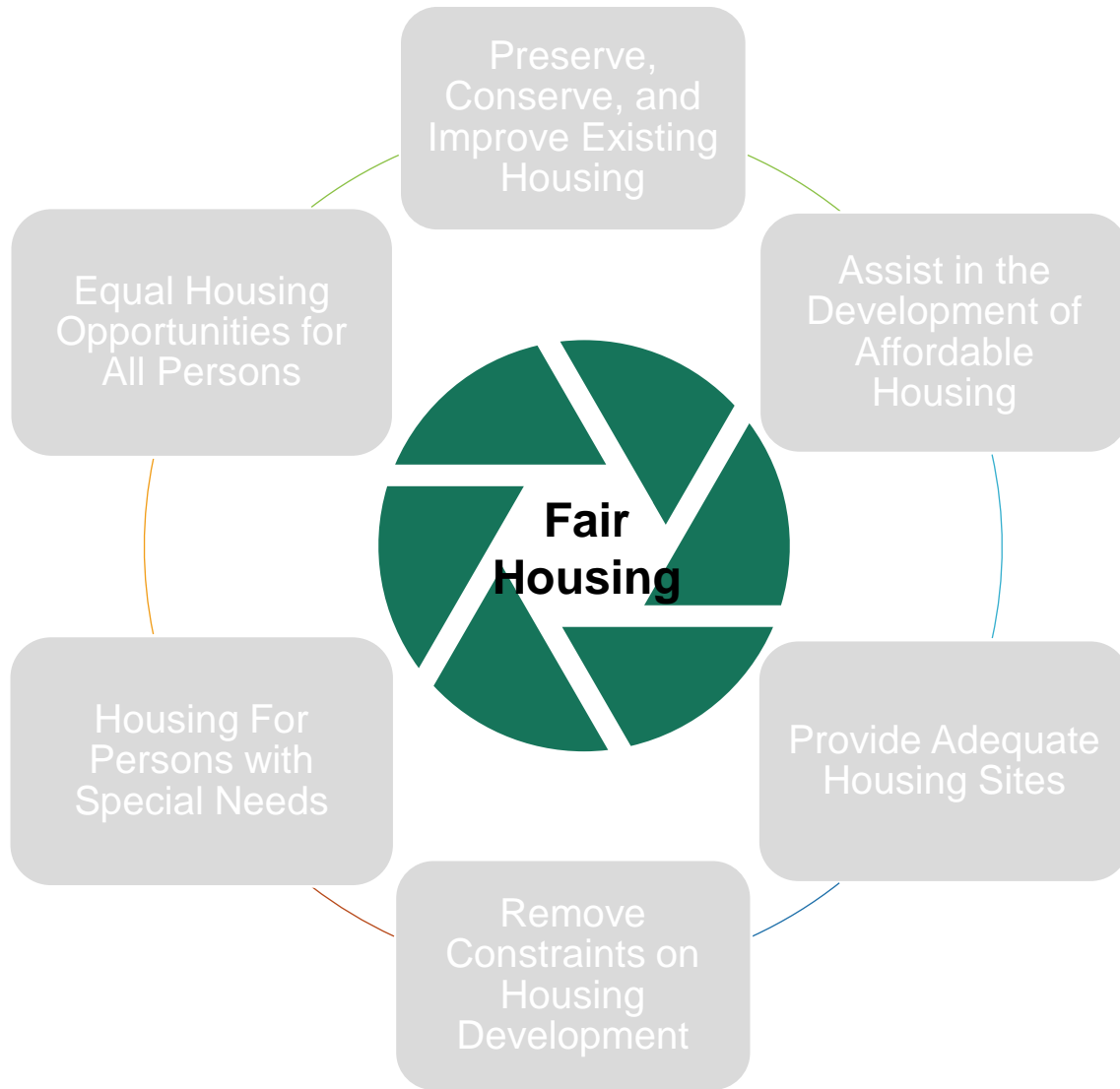
- Development incentives
- Lot Consolidation
- Expedited Project Review
- Monitor and expand ADU, Duplexes and Lot Split Programs



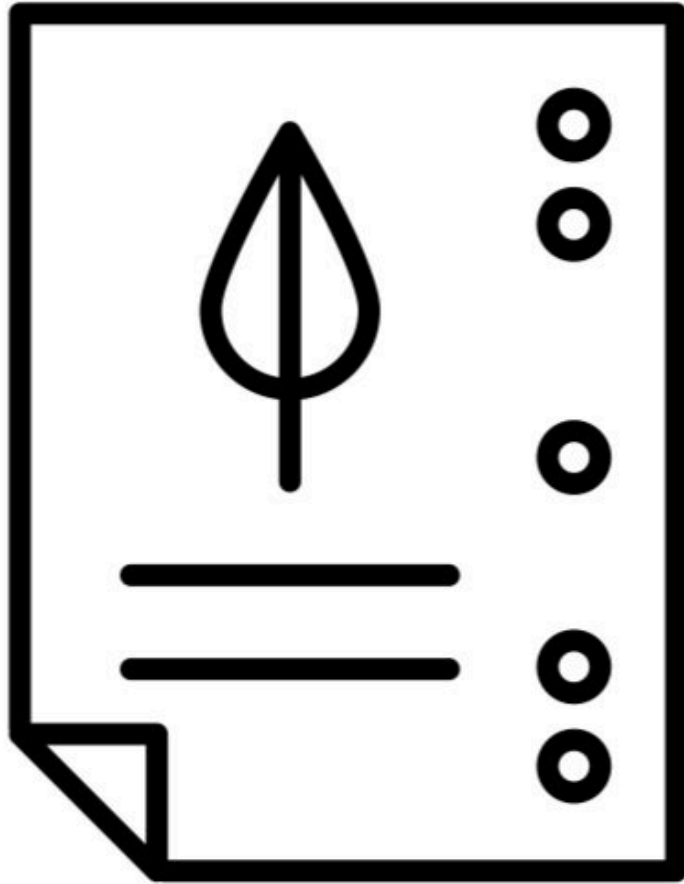
- Prioritize funding for affordable developments that serve special needs population(s);
- Provide financial support to organizations that provide a continuum of support and transitional services;
- Develop a shallow rent subsidy program for extremely low-income households to prevent homelessness
- Community outreach & education



- Foreclosure prevention & counseling
- Fair Housing Services
- Rent Stabilization & Tenant Protections
- Tenant Relocation Assistance
- Update the Consolidated Plan to strengthen place-based strategies to expand housing mobility & supply



- Protect existing residents from displacement
- Improve place-based strategies to encourage community conservation & revitalization including preservation of existing affordable housing
- Encourage development of new affordable housing in High Opportunity Areas
- Enhance fair housing outreach & housing mobility strategies



CEQA

CEQA

- Addendum to the General Plan EIR analyzing proposed General Plan Amendments including the Housing Element Update.
- The Addendum found no new impacts, no increase in the severity of impacts and that the General Plan Amendments analyzed would not require revisions to the General Plan EIR.



Housing Element Update, Hazards Element Update and New Environmental Justice Element

Addendum to the City of Hayward General
Plan 2040 Environmental Impact Report
SCH # 2013082015

prepared by

City of Hayward
Development Services Department, Planning Division
777 B Street
Hayward, California 94541
Contact: Leigha Schmidt, Principal Planner

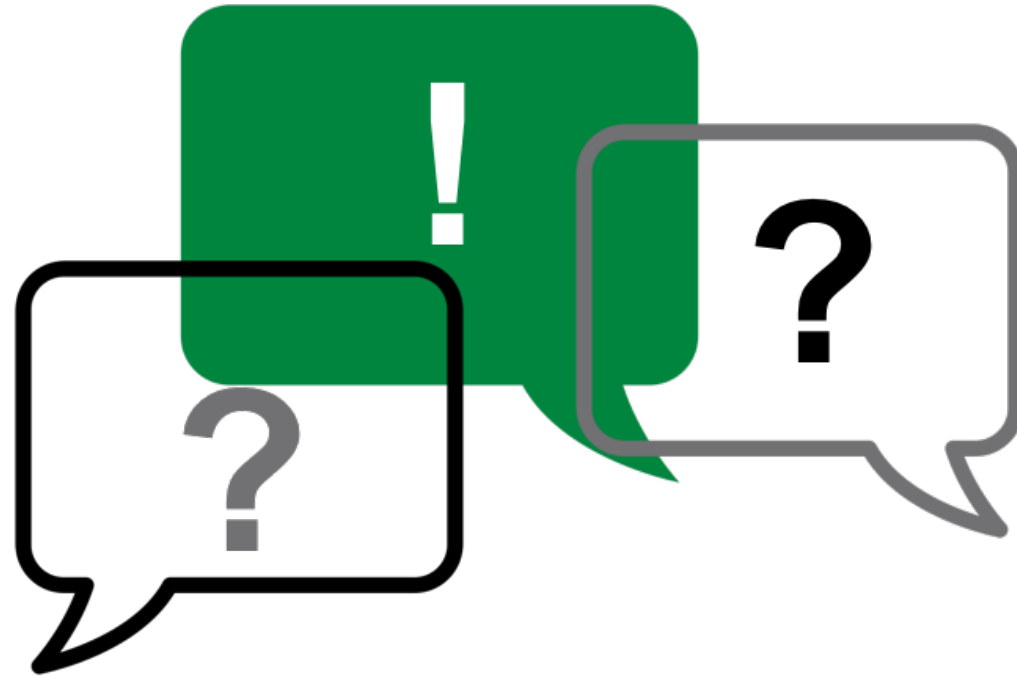
prepared with the assistance of

Rincon Consultants, Inc.
449 15th Street, Suite 303
Oakland, California 94612

January 2023

Recommendation

That the City Council approves the General Plan Amendment to Incorporate the 2023-2031 Housing Element Update, with updated action as recommended by staff, and approves related Environmental Analysis.



Questions & Discussion

SALARY PLAN AMENDMENT

ITEM # 9

LB 23-006

Adopt a Resolution Approving an Amendment to the City of Hayward Salary Plan for FY 2023

Presenter: Brittney Frye, Director of Human Resources

Equity Increase Methodology

- The following table shows the methodology used to determine equity increases:

% Above Labor Market Average	January 1, 2023
>15%	10%
10-15%	5%
≥5%	3%

- Methodology is included in the HAME MOU (for increases effective 7/1/2023) and Council Appointed Officers (for increases effective 1/1/2023)

Amendments to the City of Hayward Salary Plan for FY23

Equity Adjustments

CLASSIFICATION	INCREASES EFFECTIVE 1/1/2023	FISCAL IMPACT
Assistant City Manager	Increase of 3.00%	Total Fiscal Impact: \$8,276 Approximately \$8,249 to the General Fund \$27 to various other funds
Chief of Police	Increase of 3.00%	Approximately \$6,807 to the General Fund
Deputy City Manager	Increase of 3.00%	Approximately \$4,623 to the General Fund*
Director of Development Services	Increase of 5.00%	Approximately \$7,418 to the General Fund*

* Deputy City Manager and Director of Development Services are not budgeted positions in the FY 2023 budget resulting in no impact to the FY 2023 budget.

Amendments to the City of Hayward Salary Plan for FY23

Equity Adjustments (cont.)

CLASSIFICATION	INCREASES EFFECTIVE 1/1/2023	FISCAL IMPACT
Director of Finance	Increase of 3.00%	Approximately \$4,451 to the General Fund
Director of Library Services	Increase of 5.00%	Approximately \$7,418 to the General Fund
Director of Maintenance Services	Increase of 5.00%	Total Fiscal Impact: \$7,418 Approximately \$2,967 to the General Fund \$4,451 to various other funds
Director of Public Works	Increase of 3.00%	Total Fiscal Impact: \$4,622 Approximately \$1849 to the Water Fund \$1849 to the Sewer Fund \$924 to various other funds
Assistant to the City Manager	Increase of 10% effective 11/7/2022	Approximately \$13,645 to the General Fund

Total Fiscal Impact for FY 2023

\$52,637

Recommendation

- That Council adopts a resolution approving the revised salary plan for FY 2023.