

**PLANNING COMMISSION MEETING  
THURSDAY, JULY 22, 2021**

**DOCUMENTS RECEIVED AFTER  
PUBLISHED AGENDA**

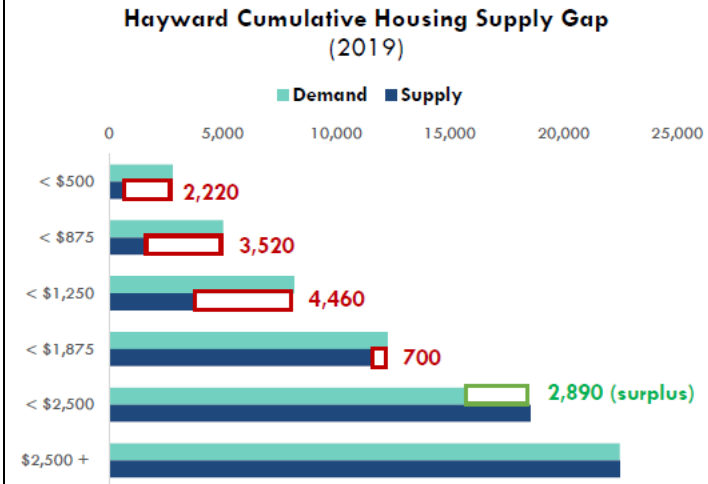
## **Staff Responses to Commissioners' Questions**



## July 22, 2021 – Planning Commission Questions

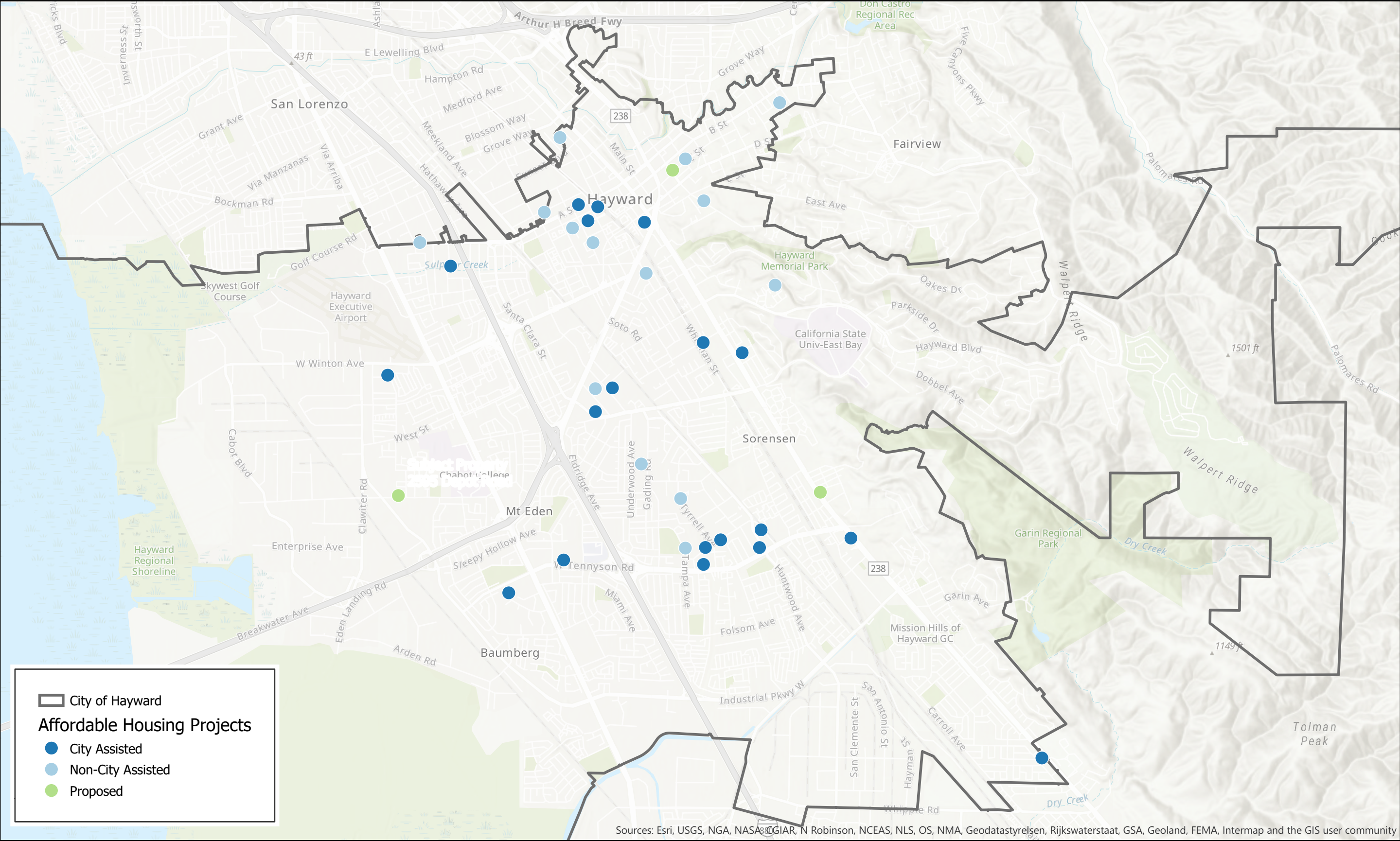
ITEM #	QUESTION	STAFF RESPONSE
#1	<p>What is done to notify local affordable housing advocates? One thing that has always struck me is that we don't seem to hear from those folks that would benefit from such a development. I would really like to hear public input from families or advocacy groups that might benefit. Does the city send out notices to that population?</p>	<p>There is no formal direct outreach to affordable housing advocacy groups. Sometimes these groups will become aware of projects in Hayward, but that is not as a result of direct outreach by Planning staff.</p> <p>For this project, postcard notices advertising the public hearing were circulated to a mailing list of 1,126 property owners, businesses, residents, and interested stakeholders within 500 feet of the project site. In addition, an ad was posted in The Daily Review newspaper. A community meeting was also held via Zoom in September 2020. The community meeting was publicized via fliers to the same 500-foot radius mailing list used for the public hearing.</p> <p>In many cases, it is people who are strongly opposed to a project who most often will take the time to attend a public meeting on the item. Those in support of a project may not feel the same urgency to have their opinions heard.</p> <p>Staff continues to have ongoing discussions about how to improve outreach efforts to better reach a wider, more representative sample of community members. We will continue to update the Planning Commission on methods used in staff reports and presentations.</p>
#1	<p>Do you have a map showing where other developments are, or a planned map of potential projects?</p>	<p>Attached is a map of existing affordable housing, which includes the three City subsidized developments, but not all proposed developments. Looking at the existing projects, Hayward has a dispersion of affordable housing throughout the city.</p>

The attached Displacement Study highlights the housing supply gap at a lower price point and the surplus of units at market rate. (See chart below.) The demand referenced below is based on what Hayward residents can afford. The gap in red indicates the number of units needed to stably house existing Hayward residents.



# City of Hayward Affordable Housing Project Locations

Scale: 1:44,000  
1 inch equals 1 miles



Sources: Esri, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community





# CITY OF HAYWARD DISPLACEMENT STUDY

## Final Report

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April 2021

HR&A  
Analyze. Advise. Act.



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Produced by **HR&A Advisors, Inc.** for  
the **City of Hayward** | April 2021

# Executive Summary

Displacement Trends

Disparate Impacts

Live / Work Preference

Appendix



# THE HAYWARD DISPLACEMENT STUDY

**The City of Hayward Displacement study provides a framework for policymakers, community stakeholders, and residents to understand the displacement that has occurred in Hayward as a result of the unprecedented housing pressures experienced in the Bay Area over the last decade.**

The study is prepared for the City to request a live/work preference established in the City's Affordable Housing Ordinance for the receipt of Measure A1 funding from Alameda County, allowing existing Hayward residents or workers to have priority access to affordable units developed within A1 funding; and to inform the development of the City's Notice of Funding Availability (NOFA) for affordable housing development.



# THE HAYWARD DISPLACEMENT STUDY

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The City of Hayward Displacement study provides a framework for policymakers, community stakeholders, and residents to understand the displacement occurring in Hayward as a result of the unprecedented housing pressures experienced in the Bay Area over the last decade. To contextualize this analysis, the study compares Alameda County and Hayward. The study is organized into three sections. The first two sections evaluate trends that quantify the effects of displacement through key indicators and assess the disparate impacts that these trends have on critical populations. The third section focuses on the efficacy and benefits that a live/work preference may have on the housing challenges that Hayward face.



## Displacement Trends

*What trends can help us understand potential displacement in Hayward and Alameda County?*



## Disparate Impacts

*How have these trends had outsized impacts on vulnerable communities?*



## Live / Work Preference

*How can a live/work preference begin to help the challenges outlined?*

# KEY DISPLACEMENT TRENDS

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**This study uses five indicator types to identify displacement pressures in Hayward.**

## 1. Changes in property values and rents

There have been drastic increases in rents and home values that have outpaced income growth, leading to indirect displacement—i.e. when low-income renters and homeowners leave the City, they can only be replaced with higher income households. Additionally, rapidly increasing home values across the region has meant that middle-income renters who would otherwise buy a home remain in the rental market, putting further pressure on low-income renters.

## 2. Pressure from investment in neighborhood and region

The Bay Area has seen a historic number of new jobs in the region since the recovery from the great recession. Housing production has not kept pace with the number of jobs—leading to escalating housing costs and families moving further and further away from job centers. This affects every city in the Bay Area, including Hayward, where the jobs to housing mismatch persists, albeit to less drastic extent.

## 3. Change in tenure and demographic changes

Newer residents moving into Hayward in the last five years on average have incomes 25% higher than existing residents. In addition, the City has 29% fewer lower income households (earning below \$50K). This factor, coupled with a lack of commensurate housing production, suggests that lower-income households are getting displaced. Additionally, migration trends indicate an increase of higher-income households towards the interstate 880 and BART corridors. Indicators in Hayward's central neighborhoods near BART stops suggest higher rates of displacement along these corridors, especially for Black and Hispanic households.

## 4. Critical population changes

In extreme cases, homelessness can be the result of displacement. An increasing homeless population—especially a working homeless population—suggests high levels of displacement.

## 5. Coping strategies and displacement impacts

As a result of the displacement experienced in Hayward, there are indicators of *coping strategies*—these include crowding of existing housing units and workers commuting from longer distances to their jobs in the City.

## KEY DISPLACEMENT TRENDS

Each of the five indicators are further expanded with supporting evidence that shows signs of displacement in Hayward.

### 1. Changes in property values and rents

**+32%**

change in Hayward median rents over the last decade.

*As rents continue to increase across the city and incomes do not keep up, low-income households will face increased housing pressure.*

**< 10%**

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

*Middle-income renters who would otherwise be homeowners are shut out of the ownership market, putting added pressure on the rental market.*

**+56%**

change in Hayward home values over the last decade.

### 2. Pressure from investment in neighborhood and region

**17:100**

Bay Area homes created for every 100 jobs created

*The Bay Area has massively underproduced housing relative to the immense job and economic growth the region has seen in the last decade. This underproduction affects the whole region—especially previously affordable cities like Hayward.*

**+458 units**

New multifamily units built in Hayward since 2010.

*Although Hayward is not wholly responsible for the underproduction across the region, housing development in the City has not kept up with new unit production. Only 14 new multifamily units were built for every 100 new jobs over the last decade and 49% of the housing units from the city's regional housing needs allocation (RHNA) is still outstanding. A concerted effort to build both affordable and market-rate housing regionally is required to ensure regional growth does not displace existing residents.*

**49%**

units outstanding from RHNA allocation

### 3. Change in tenure and demographic changes

**-29%**

change in low-income households in Hayward

*From 2010-2019, Hayward experienced a 29% decrease in households earning below \$50,000 and a 72% increase in households earning above \$100,000. While some of this can be attributed to real income increases for households, resident salaries do not appear to have increased this drastically.*

**+72%**

change in high-income households in Hayward

**+\$22K**

difference between the median income for new households and existing households

*New households moving into Hayward are wealthier than those who living in the city—further suggesting that existing households are facing displacement pressure.*



## KEY DISPLACEMENT TRENDS

Each of the five indicators are further expanded with supporting evidence that shows signs of displacement in Hayward.

### 4. Critical population changes and effects

**+23%**

new people experiencing homelessness in Hayward since 2017

*As of 2019, 487 people are experiencing homelessness in the City of Hayward, compared to 397 in 2017, reflecting an overall 23% increase.*

**50%**

of 211 calls and texts are for housing expense referrals and emergency shelter requests

*From July 2019 to June 2020, housing was the top referral for local 211 calls and texts for the City of Hayward.*

### 5. Coping strategies and displacement impacts

**88%**

Of renter households earning below \$50K are housing cost burdened

*88% of Hayward renter households earning below \$50K are cost-burdened, indicating that the tight rental market is placing increased pressure on residents.*

**+29%**

increase in Hayward workers commuting more than 50 miles.

*As Hayward's housing supply becomes less affordable, more Hayward workers are likely to move to more affordable areas and commute to work.*

**+91%**

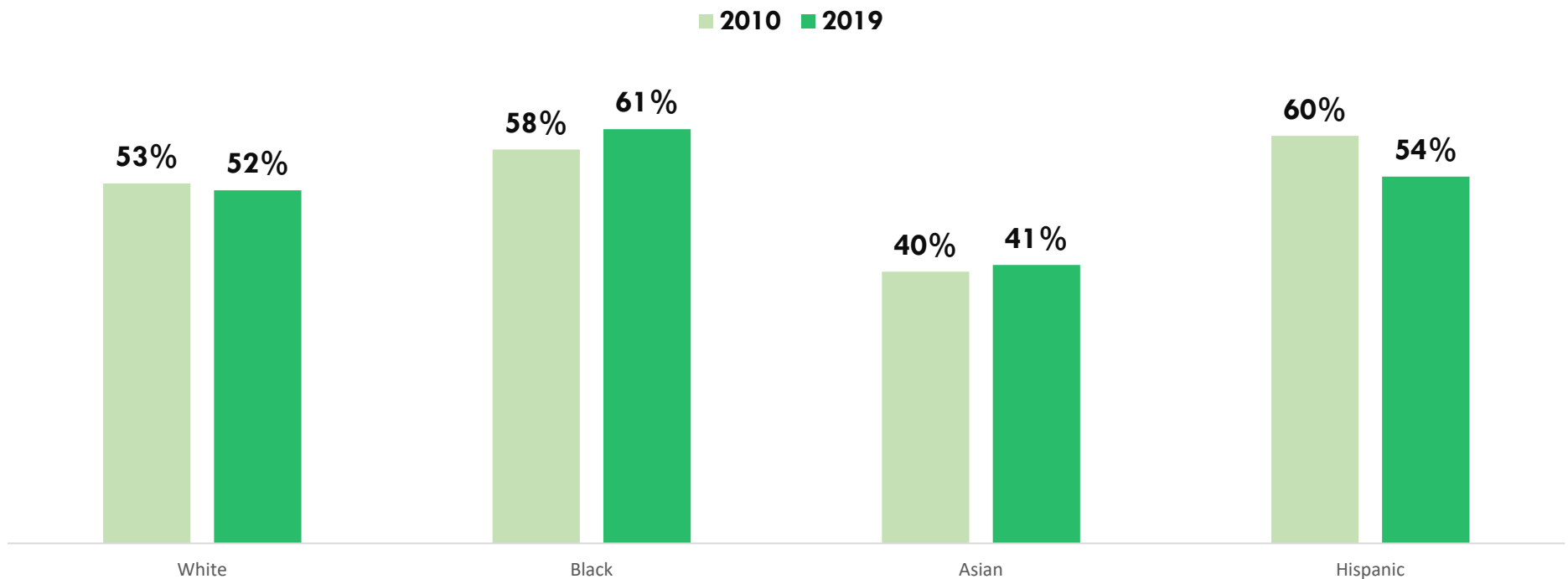
increase in overcrowded units in Hayward from 2010 to 2019.

*Overcrowding, a key indicator of displacement, significantly increased by 91% from 2010 to 2019 in Hayward.*

## DISPARATE IMPACTS

As displacement pressures continue to affect Hayward, the impacts are felt acutely on vulnerable households, with a greater share of Black and Hispanic households facing cost burden compared to White and Asian households.

Hayward Renter Cost-Burden by Race



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

## DISPARATE IMPACTS

As displacement pressures continue to affect Hayward, the impacts are felt acutely on vulnerable households.

### SENIORS



**+71%**

Cost-burdened senior renters since 2010

### IMMIGRANTS



**+172%**

Cost-burdened immigrant households earning above \$35K

### FAMILIES WITH CHILDREN



**+153%**

Cost-burdened families with children earning above \$50K

### STUDENTS



**74.2%**

Students qualify as socioeconomically disadvantaged

Senior renters, age 65 or over, in Alameda County and Hayward are increasingly cost-burdened. There was a 71% increase in cost-burdened seniors in Hayward, compared to a 51% increase in Alameda County.

Since 2010, Hayward experienced a 35% decrease in immigrant households earning below \$35K. At the same time, the remaining Hayward immigrant households are increasingly cost-burdened with 51% paying over 30% of their income to housing costs.

Since 2010, Hayward experienced a 153% increase in cost-burdened families earning above \$50K. This is particularly acute for larger families that require larger accommodations.

In 2019, 74.2% of students within the Hayward Unified District qualified as socioeconomically disadvantaged – which increased by 2.2% from 2017.

## LIVE / WORK PREFERENCE

**A local preference for new affordable housing units will allow for households facing disparate impacts to access affordable housing options in Hayward.**

**Hayward remains one of the most affordable parts of the Bay Area—a characteristic that the city is quickly losing.**

New migrants moving into Hayward have lower average incomes compared to those moving into the rest of the County, but are still 20% higher than existing residents.

As of January 2021, for-sale home listings in Hayward accounted for **23% of all listings countywide** that are affordable to households below 80% of AML, despite being only **8% of all listings**.

**Our findings indicate that Hayward residents face outsized market impacts compared to their counterparts across Alameda County.**

**Hayward rents have increased by 32%** in the last decade, compared to 28% for the county overall.

Neighborhoods in Hayward, Oakland, and Fremont have seen the **largest increases in home values in the last 5 years**.

**This has led to residents facing displacement pressure at a higher rate than their counterparts across the County.**

Hayward lost **33% of their residents earning below \$35,000**, compared to 23% countywide.

There was a **71% increase in cost-burdened seniors in Hayward**, compared to a 51% increase in Alameda County.

Hayward experienced a **91% increase in overcrowded units from 2010 to 2019**, while Alameda County experienced an 83% increase.



## LIVE / WORK PREFERENCE

**A local preference for new affordable housing units will allow for households facing disparate impacts to access affordable housing options in Hayward.**

Lower-income residents, particularly those that are also seniors, Black, Indigenous, or People of Color (BIPOC), or families with children, will continue to face displacement without housing that addresses their specific needs. Hayward stands to lose its position as an affordable option in the Bay Area, with easy train and bridge connectivity to job centers like Silicon Valley, Oakland, and San Francisco. As one of the remaining affordable cities in Alameda County, residents displaced from Hayward will likely be displaced from the County as a whole. Residents that would benefit the most from a local housing preference are more diverse in terms of race, age, and household size compared to the city's general population.

**Affordable housing funded through Measure A1 would allow these residents to choose housing options within the City** and maintain their roots and networks in the City, leading to a more healthy, equitable, and affordable Hayward. The Depot Road project will offer small micro units and supportive housing, creating more affordable housing for Hayward residents most vulnerable to displacement.



Executive Summary

# **Displacement Trends**

Disparate Impacts

Live / Work Preference

Appendix

# DEFINING AND MEASURING DISPLACEMENT

Displacement is notoriously tricky to measure through available data sources. There also are multiple *types of displacement* identified in literature,<sup>1</sup> ranging from direct displacement— “when residents can no longer afford to remain in their homes due to rising housing costs”, or residents are physically forced out due to evictions, eminent domain, lease non-renewals, or uninhabitable dwelling conditions.<sup>2</sup> There can also be exclusionary displacement or chain displacement, where “units being vacated by low-income households are no longer affordable to other low-income households.”<sup>3</sup>

Measuring displacement can be an even murkier field of inquiry. The Federal Reserve’s 2015 working paper by Zuk, Bierbaum, et. al. concede that **a specific measurement of low-income households leaving a city can be both incomplete and difficult to measure.** As a result, the paper offers a table of up to 21 indicators that together can identify displacement and further gentrification. This study uses a modified version of those indicators to provide a more holistic view of the displacement experienced in Hayward.

Indicator Type	Hypothesis
Changes in property values and rents	Increases in rent and sales values that outpace income growth leads to indirect displacement.
Investment in neighborhood and region	If the number of new jobs in a region outpace housing production, existing residents will face housing pressure with increased competition, resulting in displacement.
Change in tenure and demographic changes	If new residents have higher incomes than existing residents along with the absence of new supply, existing residents face displacement pressure.
Critical population changes	In extreme cases, homelessness can be the result of displacement. An increasing homeless population—especially a working homeless population—can suggest high levels of displacement.
Coping strategies and displacement impacts	Crowding of existing housing units and increased travel distances and time to and from work demonstrate the effects of displacement.

1. Zuk, Beirbaum, et.al “Gentrification, Displacement, and the Role of Public Investment: A Literature Review”, Federal Reserve of San Francisco, August 2015

2. Ibid.

3. Ibid.

# 1. CHANGES IN PROPERTY VALUES AND RENTS

**Increases in both rents and housing prices outpace income growth in both Alameda County and Hayward, leading to indirect displacement—greater demand pressure for housing in Hayward.**

## Indicator Type

Changes in property values, rents, and available housing units for low and middle-income can be indicators of indirect displacement.

## Hypothesis

As property values and rents increase, the ability of low-income households to replace previous low-income residents decreases, resulting in new households being higher-income

## Findings

Rents and home values have out paced income growth, leading to low-income renters and homeowners leaving the city and being replaced with higher income households. Additionally, rapidly increasing home values has meant that middle-income renters who would otherwise buy a home remain in the rental market, adding further displacement pressure on low-income renters.

## Limitations

If increases in property values and rents occur in an environment of low-income housing production and commensurate incomes, it may not lead to displacement. However, this has not proven to be the case in Hayward.

**+32%**

change in Hayward median 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.

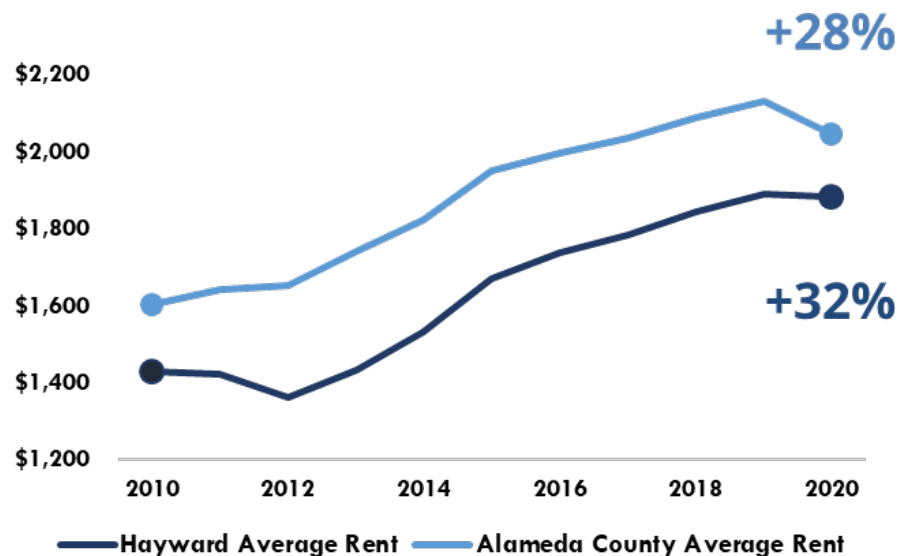


# 1. CHANGES IN PROPERTY VALUES AND RENTS

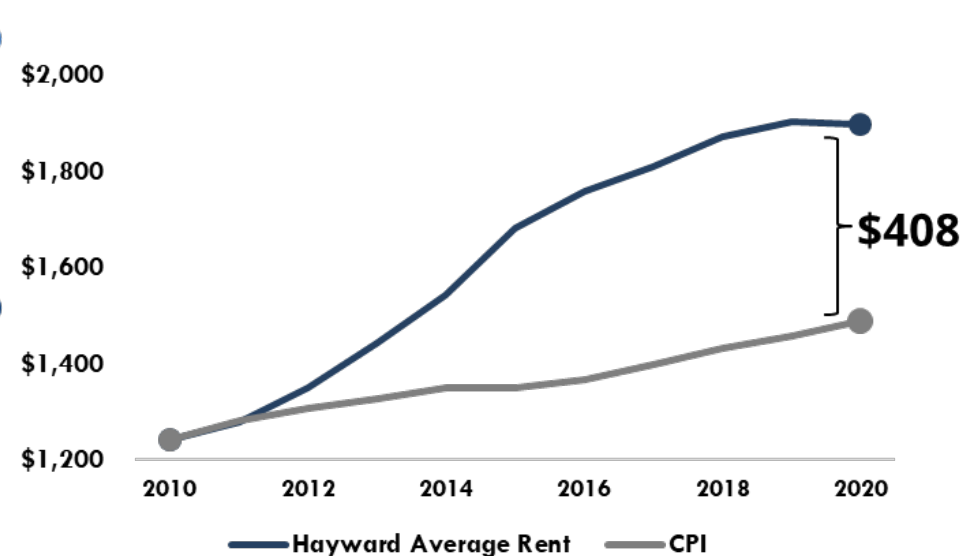
**Multifamily rents have increased by 32% in Hayward—faster than Alameda County overall, and \$408 more than CPI inflation.**

The average multifamily rent in Hayward is \$1,880—approximately \$200 lower than the average rent in Alameda County overall. While rents in Hayward remain below Alameda County, rent has increased faster than the County—by 32% since 2010, compared to 28% for the County. Rents in Hayward are increasing significantly above inflation. If rents grew at the same rate as inflation since 2010, the average rent would be \$1,490—about \$400 less than current rents.

**Multifamily Rents 2010 - 2020**



**Hayward Multifamily Rents vs Inflation**



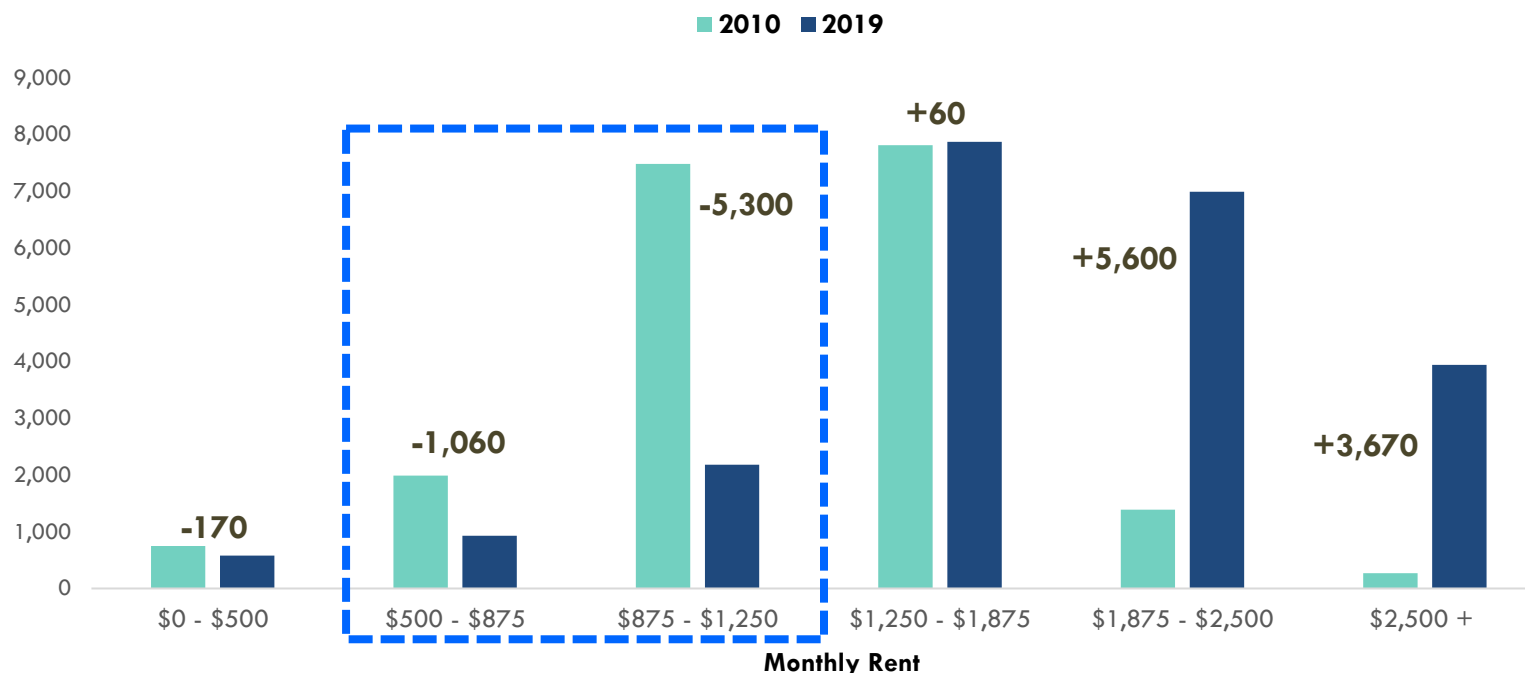
Source: CoStar

# 1. CHANGES IN PROPERTY VALUES AND RENTS

**There has been a significant loss in low to middle income units—renting for between \$500 to \$1,250. Only 3,690 units are affordable to households earning below \$50,000.**

There has been a loss in units renting between \$500 to \$1,250 (affordable to incomes between \$20,000 and \$50,000) by 6,300 units, with a significant increase in units renting for more than \$1,875 (affordable to incomes above \$75,000). This includes all units—both deed-restricted and unrestricted. While all deed-restricted housing is affordable at or below the income levels required by the program, unrestricted housing rents are subject to market forces. Factors like citywide rent pressure, unit quality, age, and other unit-, building-, and neighborhood-level attributes influence how much a landlord can charge in rent. 3,690 units are currently affordable to the 8,150 households earning at or below \$50,000. The units at these rent levels are considered to be *naturally occurring affordable housing* and are being lost at a significant rate.

**Hayward Rental Unit Distribution (2010 - 2019)**



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

# 1. CHANGES IN PROPERTY VALUES AND RENTS

**There is a 4,460-unit gap available for rent under \$1,250 and the units required to serve households earning below \$50,000.**

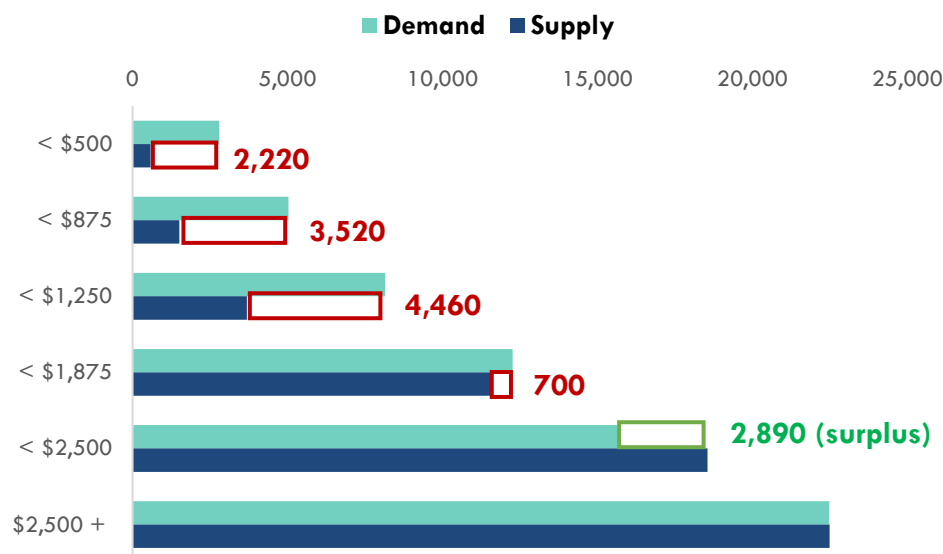
The current rental housing gap is the gap between what households can afford to pay in rent and the supply of units at those levels. This analysis considers the gap at different income levels and is the largest for households earning below \$50,000. This gap is further felt by large families and senior renters, who face a proportionally larger gap. The lack of supply for households who can only afford lower rents increases the demand for higher priced rentals.

Among renter households earning less than \$50,000, there are populations (e.g. persons experiencing homelessness, incarceration, veterans) that may require supportive services in addition to housing.

## Calculating the current Rental Housing Gap

The current housing supply gap measures the difference between what people can afford to pay in rent (demand) and the housing options available to them at that price point (supply). For housing to be affordable, it is assumed that housing should cost no more than 30% of total monthly pre-tax household income. The demand calculation examines the maximum amount of affordable rent each household can pay. The supply calculation evaluates how many units are available at current levels of monthly rent. The difference between the demand and supply is the rental housing gap (housing gap). Housing gaps are summed cumulatively at varying income thresholds. A housing supply gap at each level (non-cumulative) can be found in the appendix.

**Hayward Cumulative Housing Supply Gap (2019)**

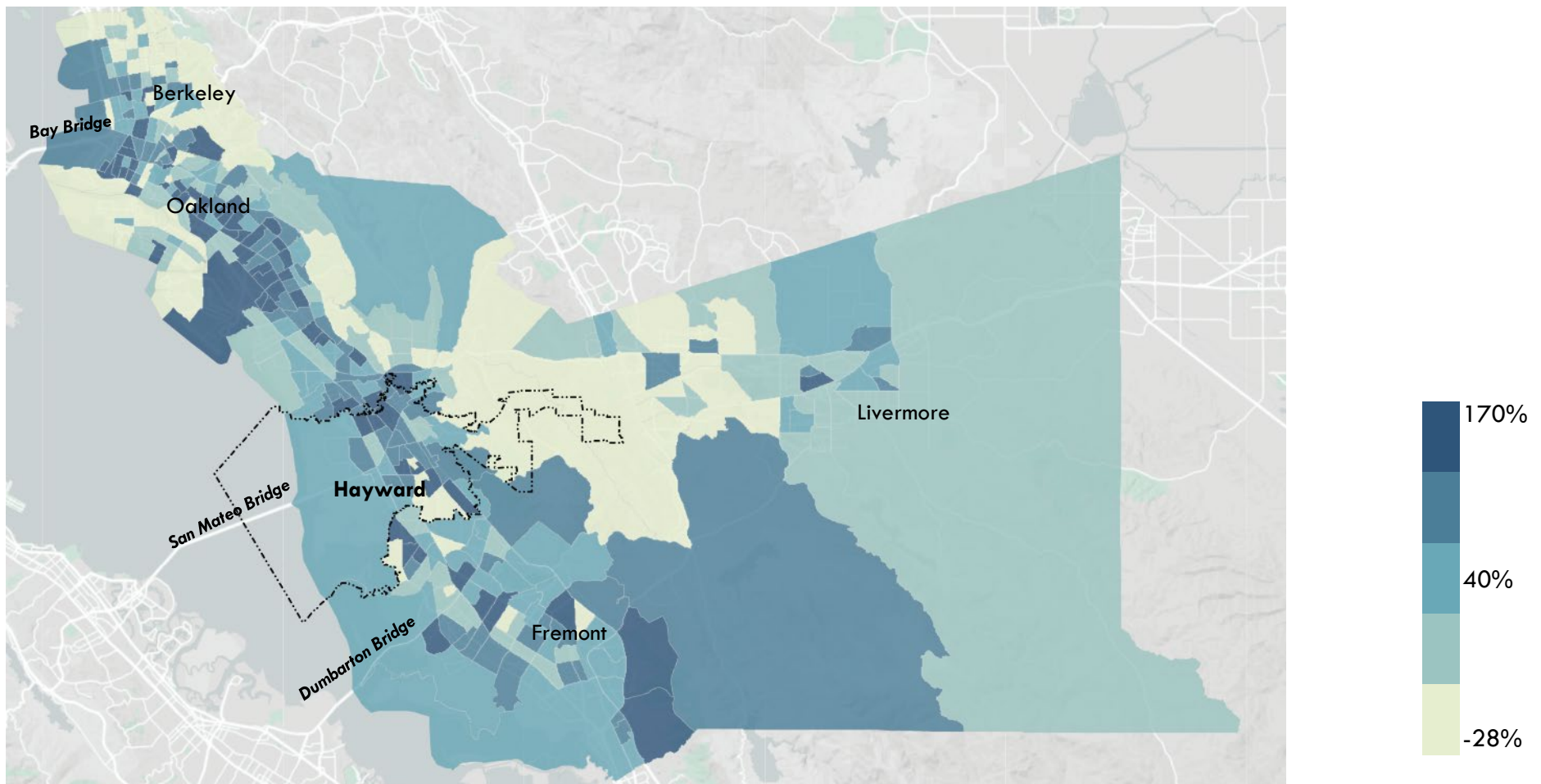


Source: 2019 PUMS 5-year, 2019 ACS 5-year

# 1. CHANGES IN PROPERTY VALUES AND RENTS

Home values in Hayward and across Alameda County are increasing rapidly, with the greatest increases seen in Oakland, parts of Hayward, and Fremont.

Change in Median Home Value (2014 - 2019)



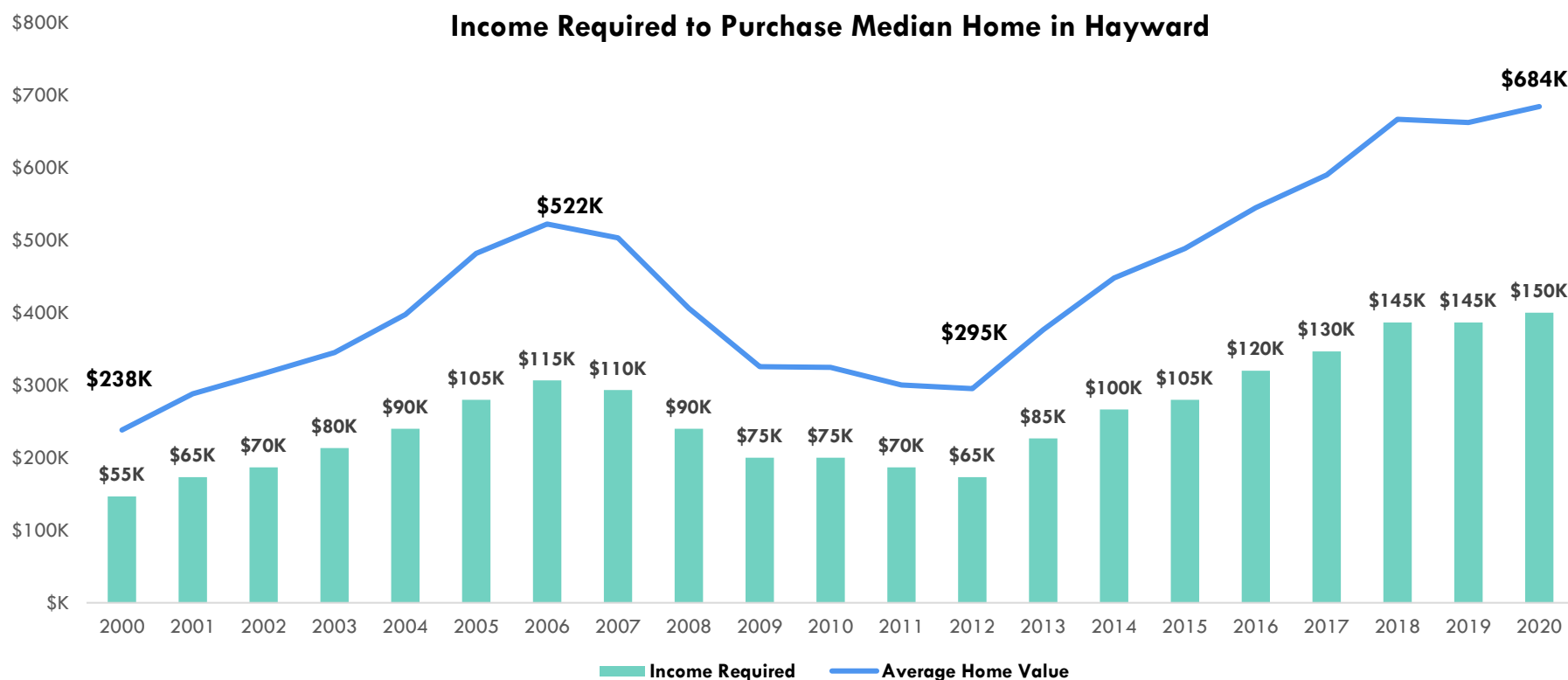
Source: 2014-2019 5-year ACS



# 1. CHANGES IN PROPERTY VALUES AND RENTS

Since the depth of the recession in 2012, housing prices have increased by 56%, with the average home value at \$684,000 in 2020.

In 2000, with an average home value of \$238,000, households required an income of \$55,000 to be able to afford the median home. Almost 20% of the renters in 2000 had an income over \$55,000. In comparison, to be able to afford a home in 2020, **households need an income greater than \$150,000, representing just 6% of current renters.** As this trend continues to exacerbate, homeownership falls out of reach for many current renters, causing them to remain in the rental housing market or move to lower cost cities.



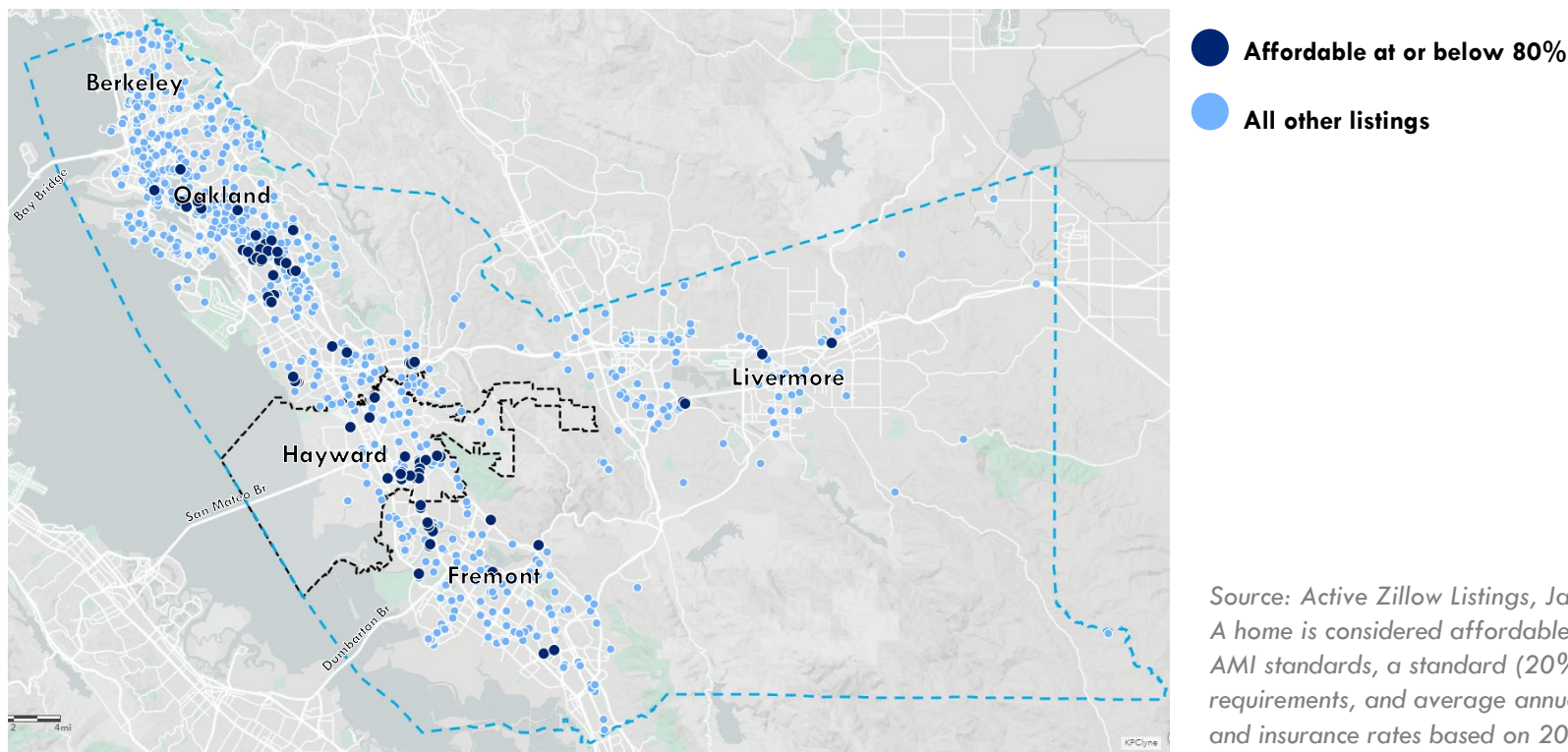
Source: Zillow, 2010, 2020. Income calculated using standard (20%) down payment requirements, and average annual mortgage, property tax, and insurance rates.

# 1. CHANGES IN PROPERTY VALUES AND RENTS

**Less than 10% of current home listings in Alameda County are affordable to households earning at or below 80% of AMI. An outsized portion of these homes are in Hayward.**

Of about 1,050 active MLS listings in Alameda County, only 10% (105 listings) are affordable to households earning at or below 80% AMI, and less than 50% of the listings are affordable to households earning at or below 120% of AMI. Hayward represents a disproportionate number of these listings—while Hayward represents only 8% of all listings county-wide, **the city accounts for 23% of all listings affordable to households below 80% of AMI.** As the city still has some of the last remaining affordable homes for-sale in the County to middle-class families, a consistently tight regional housing market threatens the stability of low-and middle-income families in Hayward.

## Active For-Sale Listings by Affordability



## 2. PRESSURE FROM INVESTMENT IN CITY AND REGION

**Housing production has not kept pace with the number of jobs—leading to escalating housing costs and families moving further and further away from job centers.**

### Indicator Type

The pressure from investment in a region can be an indicator of displacement, which can be measured through job growth, large infrastructure projects, and increases in amenities.

### Hypothesis

Growth in jobs and incomes through a buoyant tech sector has not kept up with housing production and non-tech incomes, leading to a market mismatch and displacement.

### Findings

The Bay Area has seen a substantial increase in jobs since the aftermath of the Great Recession, while housing production has not met the pace of demand. This mismatch leads to rising housing costs and increasing displacement pressures.

### Limitations

Data on the effects of housing supply on housing costs is mixed—many advocates argue that increasing supply may not reduce costs in the short-term. Nevertheless, given the vast mismatch in the Bay Area, there is general consensus around housing production being part of the solution to the region's housing crisis.

**17:100**

Bay Area homes created for every 100 jobs created.

**+458 units**

New multifamily units built in Hayward since 2010.

**49%**

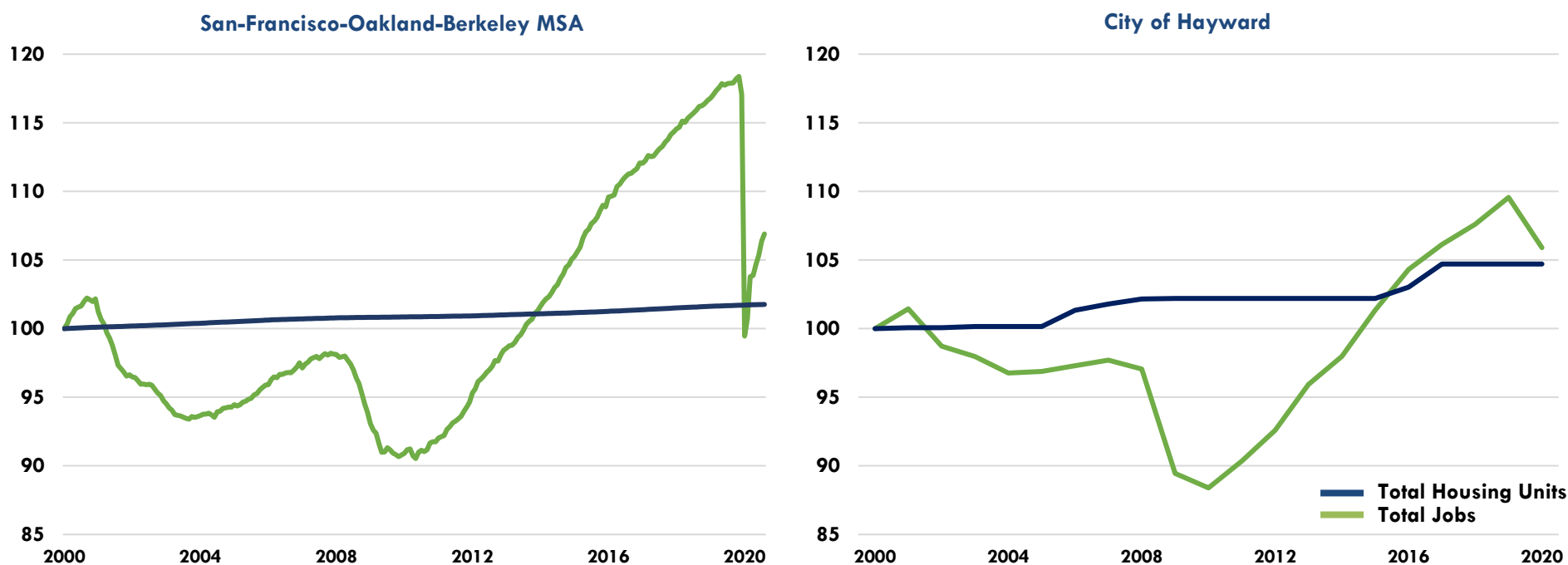
units outstanding from RHNA allocation.

## 2. PRESSURE FROM INVESTMENT IN CITY AND REGION

**The Bay Area's housing supply has not kept up with the region's economic growth and increase in jobs.**

The Bay Area's housing shortage and crisis has been well documented over the last decade. As the region recovered from the Great Recession, the pace of new jobs far outpaced that of new units being constructed. This has led to a supply crunch that has increased rents and prices across the region and has led to the displacement seen across the region—both in communities in which households are being displaced and in communities in which displaced households are moving to.

**Total Jobs and Total Housing Starts 2000-2020**



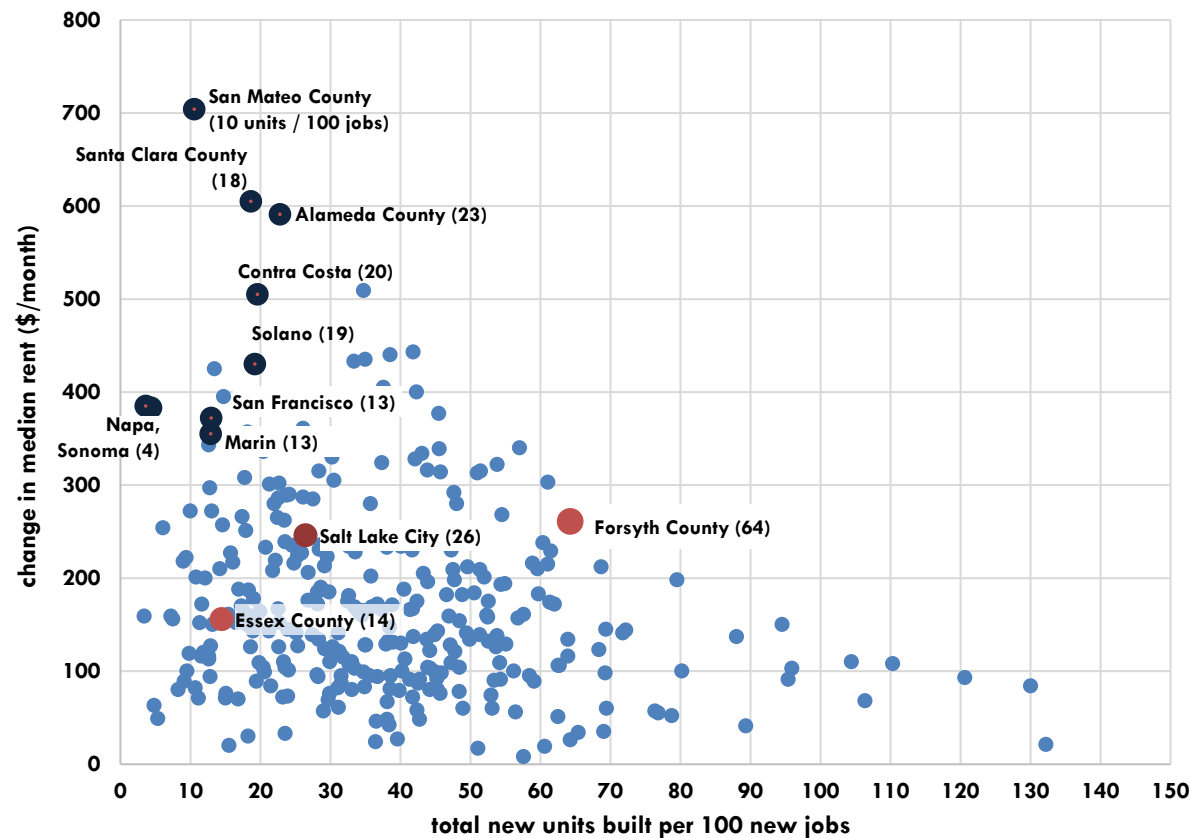
Source: FRED, U.S Census Bureau, EMSI, CoStar. Values from 2000 indexed to 100.

## 2. PRESSURE FROM INVESTMENT IN CITY AND REGION

**The Bay Area has one of the lowest ratio of units created to the number of jobs created in the nation—which directly correlates to record high median rent increases.**

Between 2014 and 2019, the nine-county Bay Area built approximately 17 units for every 100 jobs created. Alameda County has the highest ratio of units created to jobs at 23, while Sonoma and Napa County built less than 5 units for every 100 jobs. While the specifics of each county is different, these examples show that the economic growth that the Bay Area has experienced does not have to result large increases in median rent, if supply can keep up.

**Units per 100 new Jobs x Change in Median Rent  
2014-2019**



Source: 2019 ACS 5-Year; EMSI

The number of jobs in Santa Clara County increased by **15%**, similar to the increase in Salt Lake County, Utah. Salt Lake County built 26.4 new units per 100 jobs, compared to 18, and saw a median rent increase of \$240, compared to \$605 in Santa Clara County.

The number of jobs in Napa County increased by **8%**, similar to the increase in Essex County, New Jersey (in metro New York City). Essex County built 14.4 new units per 100 jobs, compared to 4, and saw a median rent increase of \$155, compared to \$385 in Napa County.

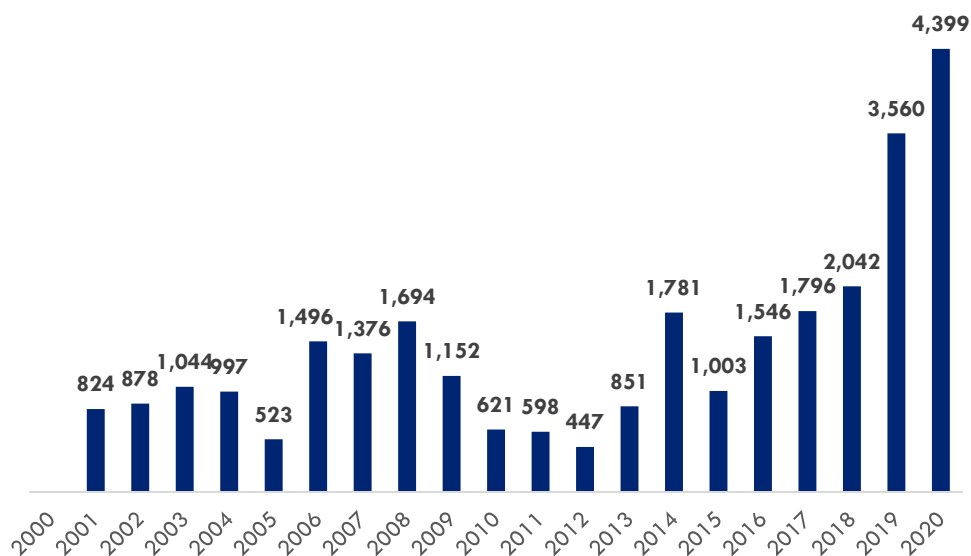
Forsyth County in Metro Atlanta had one of the largest increases in total jobs—**up 27%**. However, the County built 64 new units per 100 jobs, leading to a more modest increase in rent of \$260 per month over 5 years.

## 2. PRESSURE FROM INVESTMENT IN CITY AND REGION

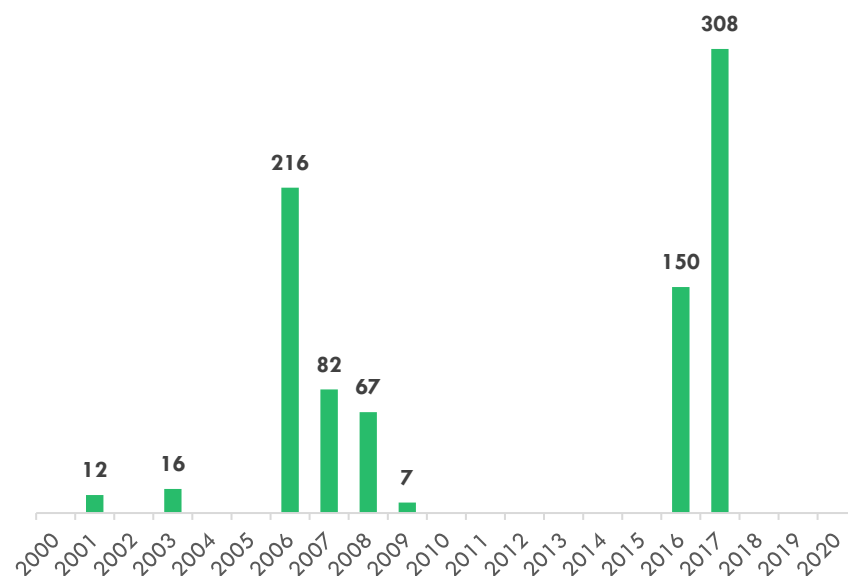
**Since 2010, multifamily development is not occurring in Hayward with only 458 new multifamily units, increasing the City's multifamily housing stock by only 2%.**

There has not been enough multifamily development in Hayward over the last decade since recovering from the recession and comparatively less than the County overall. Alameda County added 18,000 new units since 2010—representing a 11% increase. These minimal increases continue to shift vacancy rates even lower.

**Alameda County Multifamily Net New Unit Growth**



**Hayward Multifamily Net New Unit Growth**



Source: Costar



## 2. PRESSURE FROM INVESTMENT IN CITY AND REGION

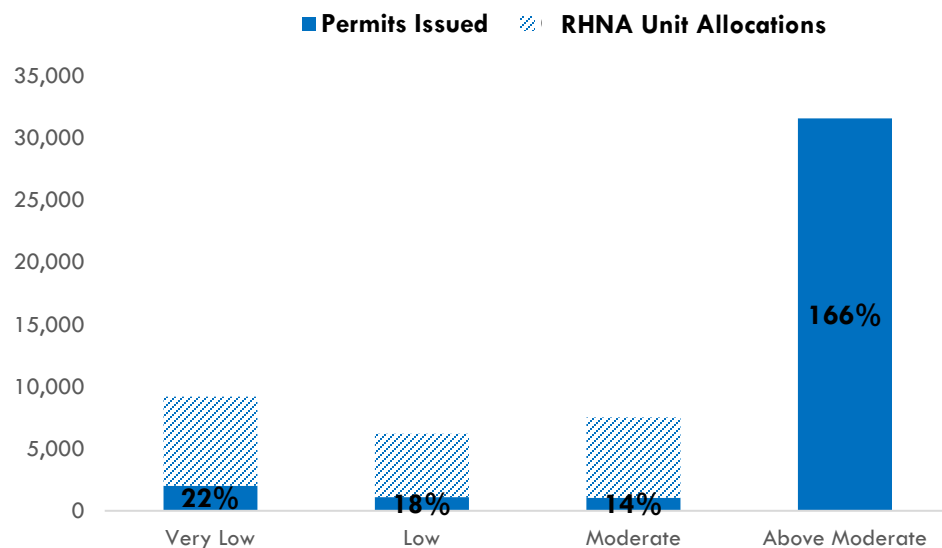
**Hayward has begun to permit more units, and is close to meeting the above-moderate RHNA allocation, but remains drastically behind on affordable housing targets—meeting only 51% of the overall target.**

Comparing Hayward's housing permits to Hayward's RHNA, only the Above Moderate category met its regional need allocation with 1,912 outstanding units total. In particular, the lowest income categories have the largest gaps with only 5% of RHNA for units below 120% AMI have been met.

As the current 2015-2023 RHNA period is ending, the next RHNA has set ambitious targets that both the Bay Area and Hayward are already behind on.

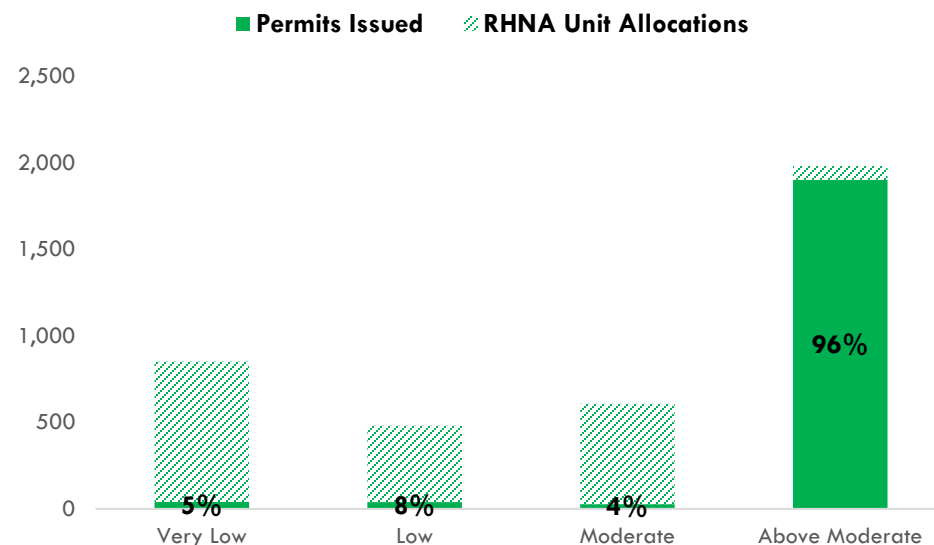
### Alameda County Housing Permits Compared to RHNA Allocations

Permits Issued 2015-2019  
2015-2023 RHNA



### Hayward Housing Permits Compared to RHNA Allocations

Permits Issued 2015-2019  
2015-2023 RHNA



Source: California Department of Housing and Community Development

### 3. TENURE AND DEMOGRAPHIC CHANGES

**Increasing displacement pressures are pushing lower-income households out of Hayward, while higher-income residents are moving in.**

#### Indicator Type

Changes in tenure and demographics measured by tenure type, in- vs. out- movers, evictions, and foreclosures can be an indicator of displacement.

#### Hypothesis

Changes in tenure and demographic data reveal low-income residents are leaving Hayward likely due to displacement pressures.

#### Findings

New Hayward residents are higher-income than existing residents. In addition, the City has experienced a decrease in low-income households over the last decade. These two findings, coupled with a lack of commensurate housing production, suggests that lower-income households are getting displaced.

#### Limitations

Existing data is unable to sufficiently measure intra-city migration trends, which provides greater insight into potential displacement within Hayward itself.

**-29%**

loss in low-income households in Hayward decade.

**+72%**

increase in high-income households in Hayward

**+\$22K**

difference between the median income for new households and existing households.

*Note: There was a 29% or 5,090 decrease in low-income households and a 72% or 8,620 increase in high-income households in Hayward.*

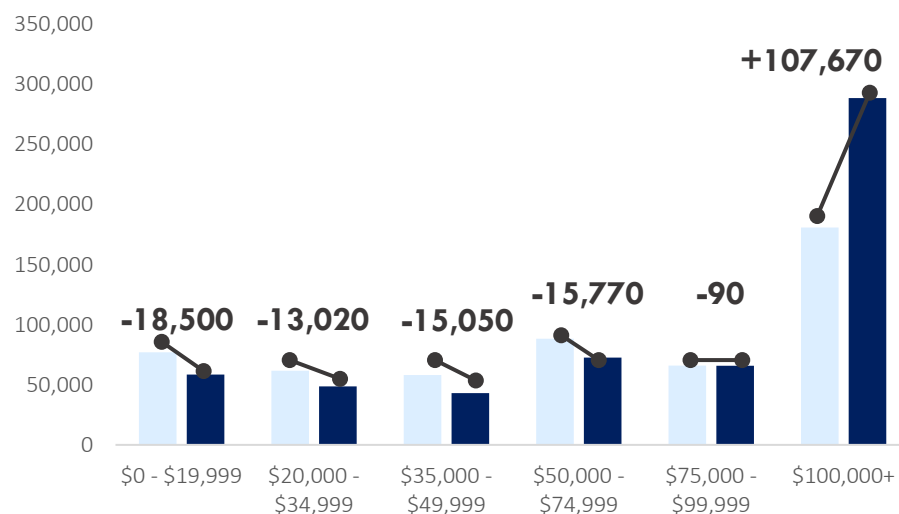
### 3. TENURE AND DEMOGRAPHIC CHANGES

**Alameda County and Hayward's income distribution is skewed towards higher income households—a trend that has been exacerbated since 2010.**

Over the last 10 years, Hayward has experienced a decline in low-income households with a 33% decrease in households that earn less than \$35K, compared to a 23% decrease in Alameda County. At the same time, there has been a 72% increase in households earning more than \$100K in Hayward, compared to a 60% increase in Alameda County. Although this trend is aligned with Alameda County, Hayward's shift in household income distribution is much greater and can be a significant indicator of displacement.

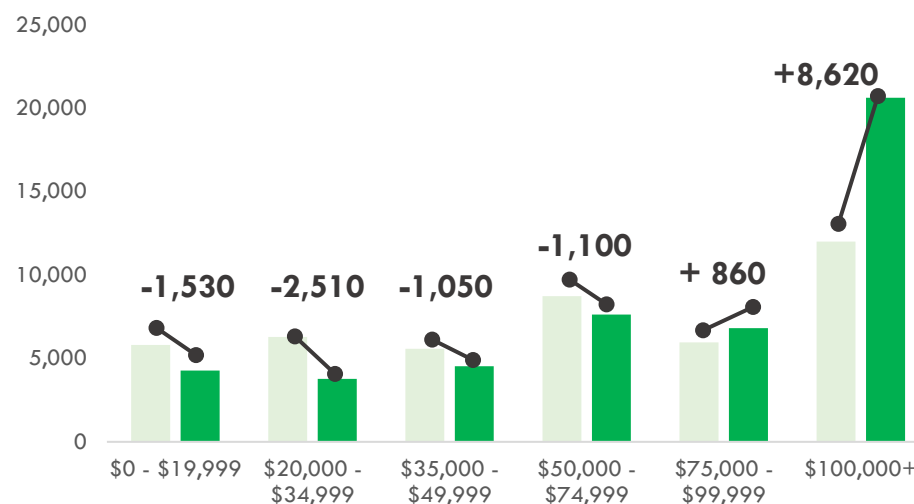
**Alameda County Household Income Distribution**

■ 2010 ■ 2019



**Hayward Household Income Distribution**

■ 2010 ■ 2019



Note: 2010 data is adjusted for inflation.

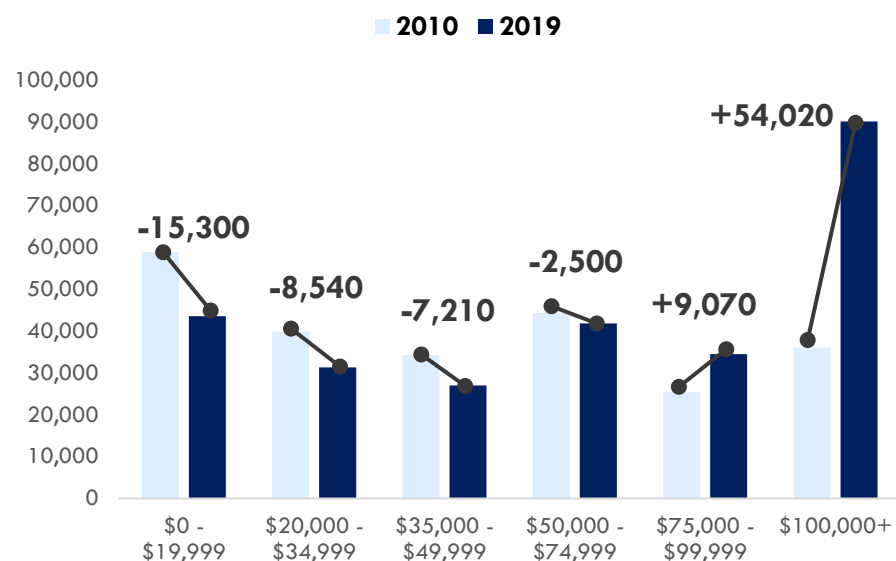
Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

### 3. TENURE AND DEMOGRAPHIC CHANGES

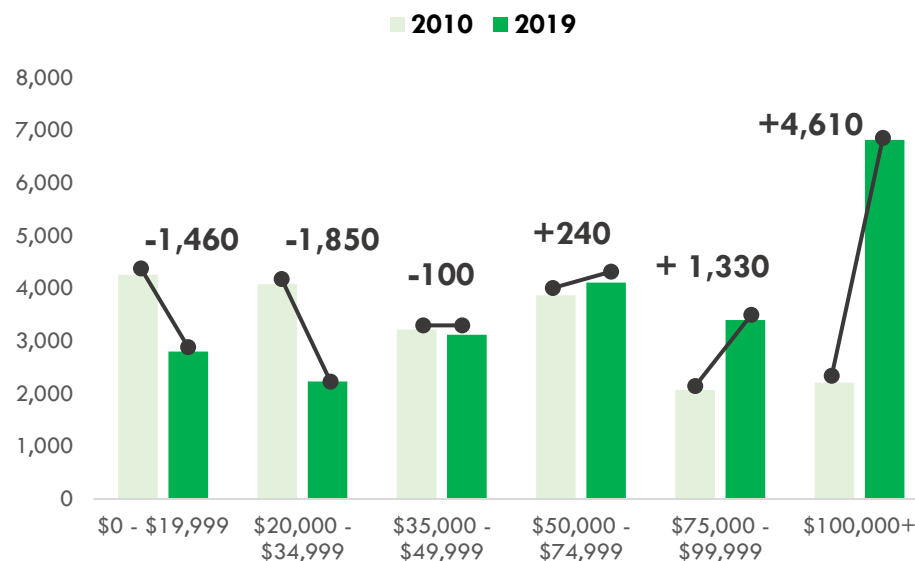
**This decline in low-income households is further pronounced for renters—Hayward has experienced a decrease of almost 3,300 renter households (40%) since 2010 earning below \$35K.**

As the number of low-income renters decline, Hayward has experienced a 209% increase in higher income renters that earn above \$100K. In comparison, Alameda County saw a 24% decrease in renter households earning below \$35K and 150% increase in renters households earning above \$100K. Although Alameda County has experienced similar shifts, they are not as drastic as Hayward's renter household changes.

**Alameda County Renter Income Distribution**



**Hayward Renter Income Distribution**



Note: 2010 data is adjusted for inflation.

Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

### 3. TENURE AND DEMOGRAPHIC CHANGES

**New migrants, households moving from outside of the city into Hayward, have lower average incomes compared to households moving into the rest of Alameda County.**

However, migrants coming into Hayward have a significantly higher income compared to existing residents. While Hayward is one of the most affordable places for households to move into Alameda County, new households moving in earn \$22,000 more.

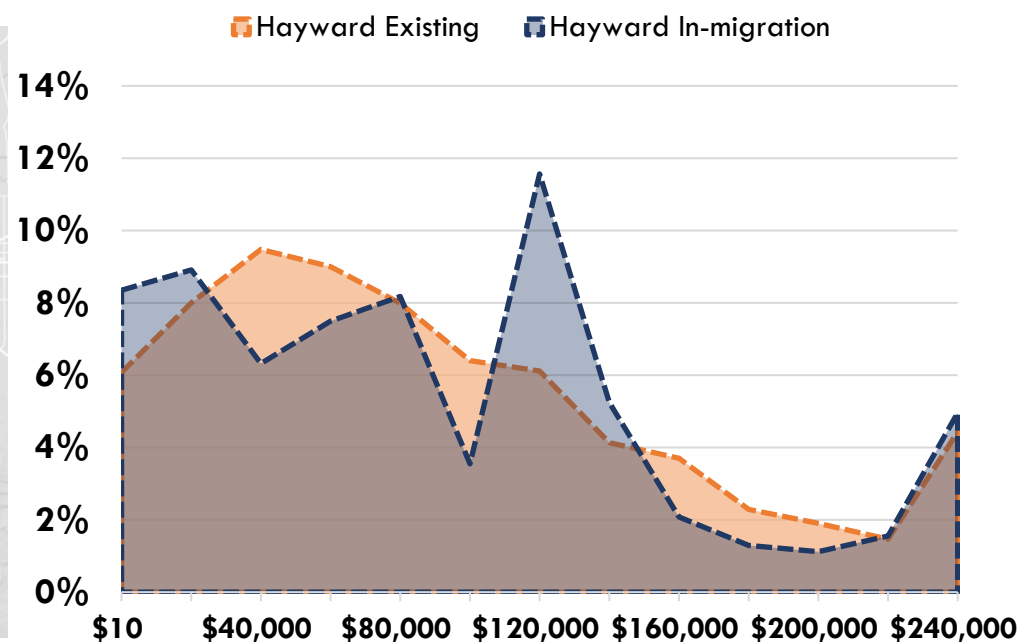
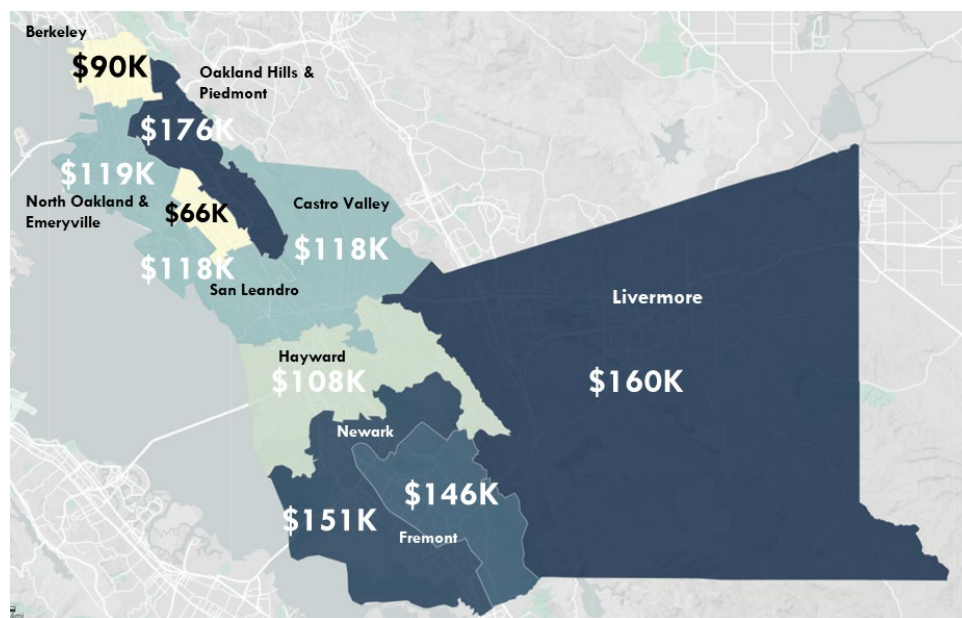
**\$86,000**

Existing Residents Average  
Income

**\$108,000**

New Residents Average  
Income

#### Average Income of In-Migrants in Alameda County



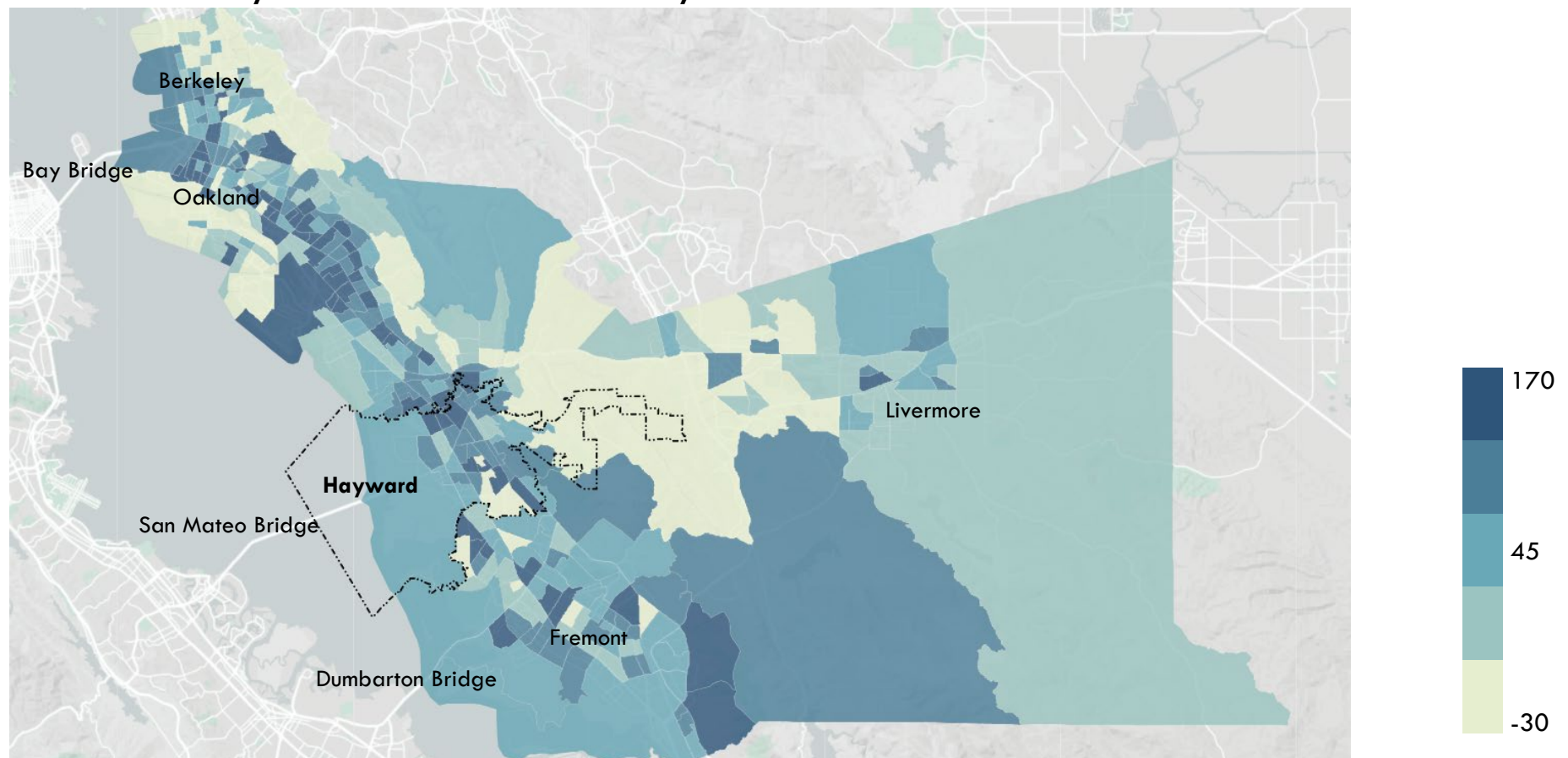
Source: 2010-2019 PUMS 5-Year

### 3. TENURE AND DEMOGRAPHIC CHANGES

**Households are moving from other parts of the County towards the BART / 880 corridor, from Fremont to Oakland and through Hayward.**

This trend also shows us that areas in Berkeley and Oakland that are already gentrified and have higher housing prices are experiencing less intra-county mobility. It is also likely that central Berkeley's high mobility in 2019 is due to the large student population, which is largely transient.

#### **Household Mobility: Moved within the Same County between 2014 and 2019**



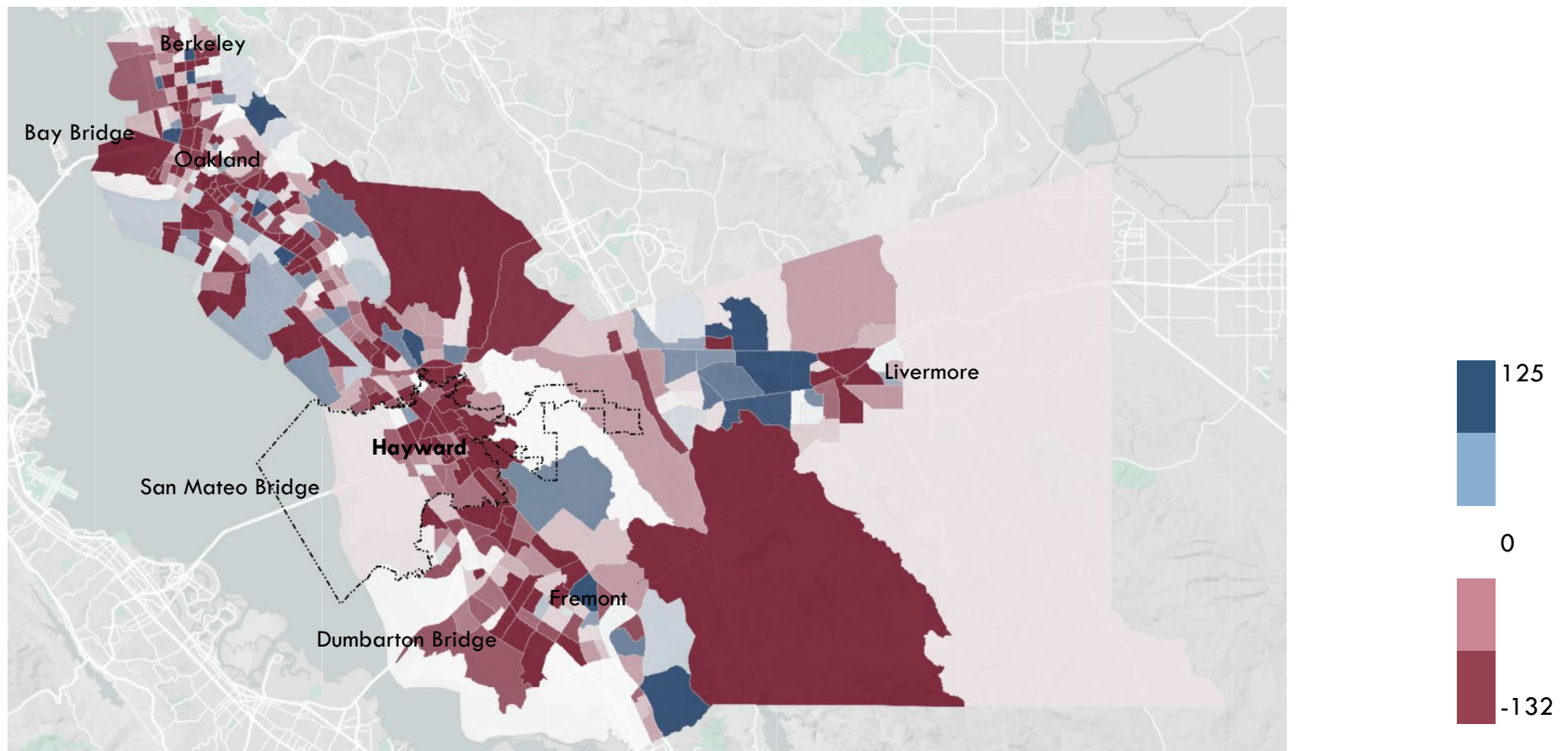
Source: 2019 5-year ACS



### 3. TENURE AND DEMOGRAPHIC CHANGES

Census tracts along the BART/880 corridor have seen a decrease in households earning less than \$50,000. This trend is consistent in Hayward, where there is a large decrease in households earning less than \$50,000.

#### Household Income Change: Earning Less than \$50K (2014 - 2019)



Source: 2014-2019 5-year ACS

## 4. CRITICAL POPULATION CHANGES

---

**Homelessness is the most extreme outcome of displacement as residents can no longer afford shelter.**

### Indicator Type

Demographic shifts of critical populations, including residents experiencing homelessness can be an indicator of displacement.

### Hypothesis

As displacement occurs throughout a region, residents that are the most vulnerable—due to circumstances surrounding income, disability, and additional factors, are at risk of homelessness. A sharp increase in residents experiencing homelessness can signify widespread displacement.

### Findings

Homelessness is increasing in both Hayward and Alameda County, with a sharp increase of 23% in the population experiencing homelessness between 2017 and 2019. In addition, 50% of Hayward 211 calls and texts are for housing expense and emergency shelter referrals.

### Limitations

While homelessness can be a result of displacement, counties and cities may also bear a larger share of residents experiencing homelessness than displacement may suggest—due to warmer climates, accessible services, or forced bussing from other states.

**+23%**

new people experiencing homelessness since 2017

---

**50%**

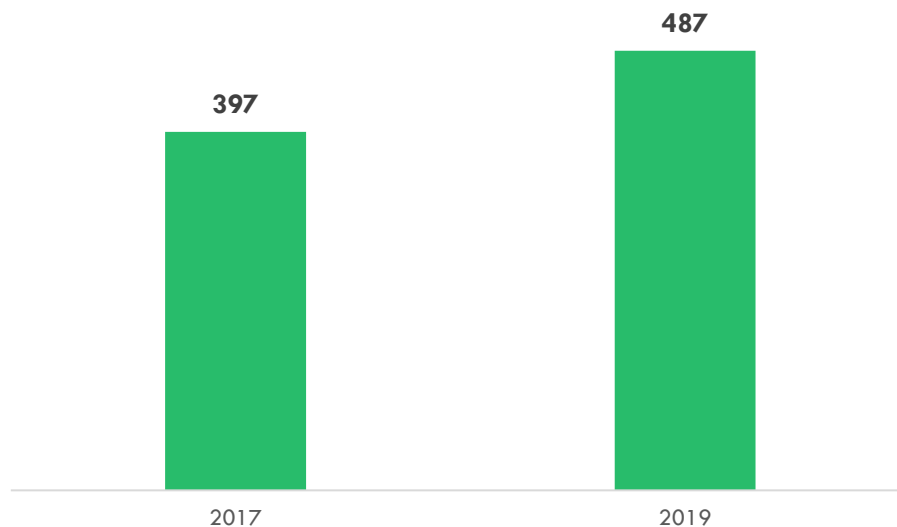
of 211 calls and texts are for housing expense referrals and emergency shelter requests

---

## 4. CRITICAL POPULATION CHANGES

Since 2017, Hayward has seen a 23% increase in new people experiencing homelessness. This increase exceeds the capacity of current care systems with 76% of Hayward residents experiencing homelessness are unsheltered.

Hayward Homeless Census Population



### Who is this population?

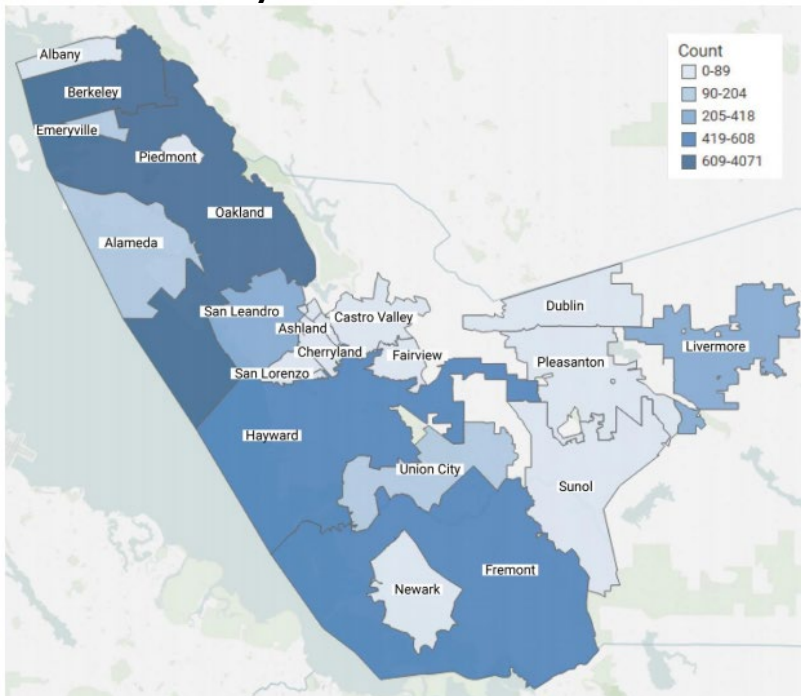
- The primary causes of homelessness were attributed to a lost job (14%), incarceration (13%), family/friends couldn't afford to let me stay (9%), family/domestic violence (9%), argument with family/friends/roommate (8%), and rent increase (7%).
- Residents facing both mental and physical health challenges that can be barriers to employment and housing are overrepresented in this population. Survey respondents reported that 51% have psychiatric/emotional conditions, 39% use alcohol and drugs, 32% have a physical disability, 31% experience Post-Traumatic Stress Disorder, 25% have chronic health problems, 15% have a traumatic brain injury, and 2% have a HIV/AIDS related illness.

Source: City of Hayward 2019 EveryOne Counts Homeless Point-in-Time Count & Survey; Alameda County 2019 EveryOne Counts Homeless Point-in-Time County & Survey

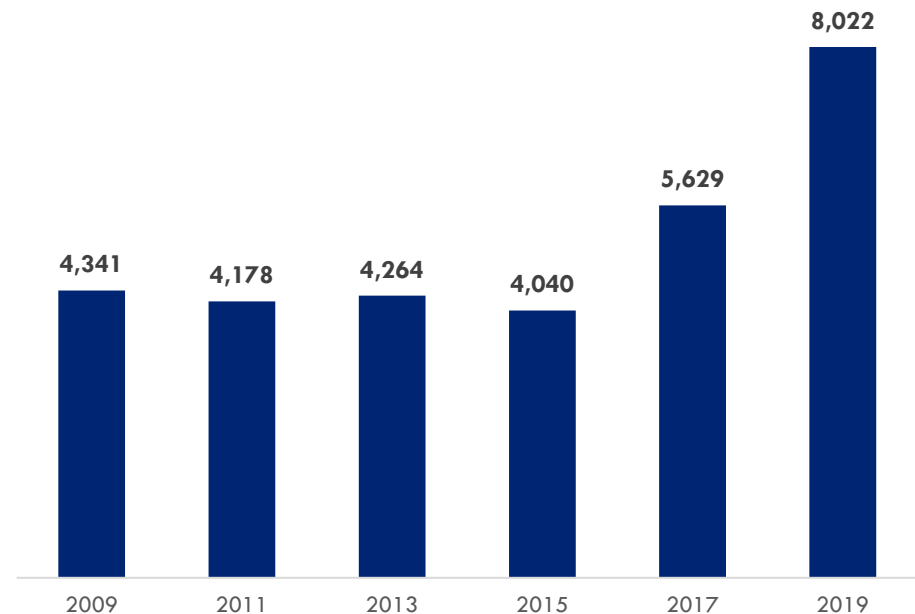
## 4. CRITICAL POPULATION CHANGES

Alameda County overall has seen a drastic increase in people experiencing homelessness—doubling since 2015.

### Total Number of Persons Experiencing Homelessness by Jurisdiction



### Alameda County Homeless Census Population



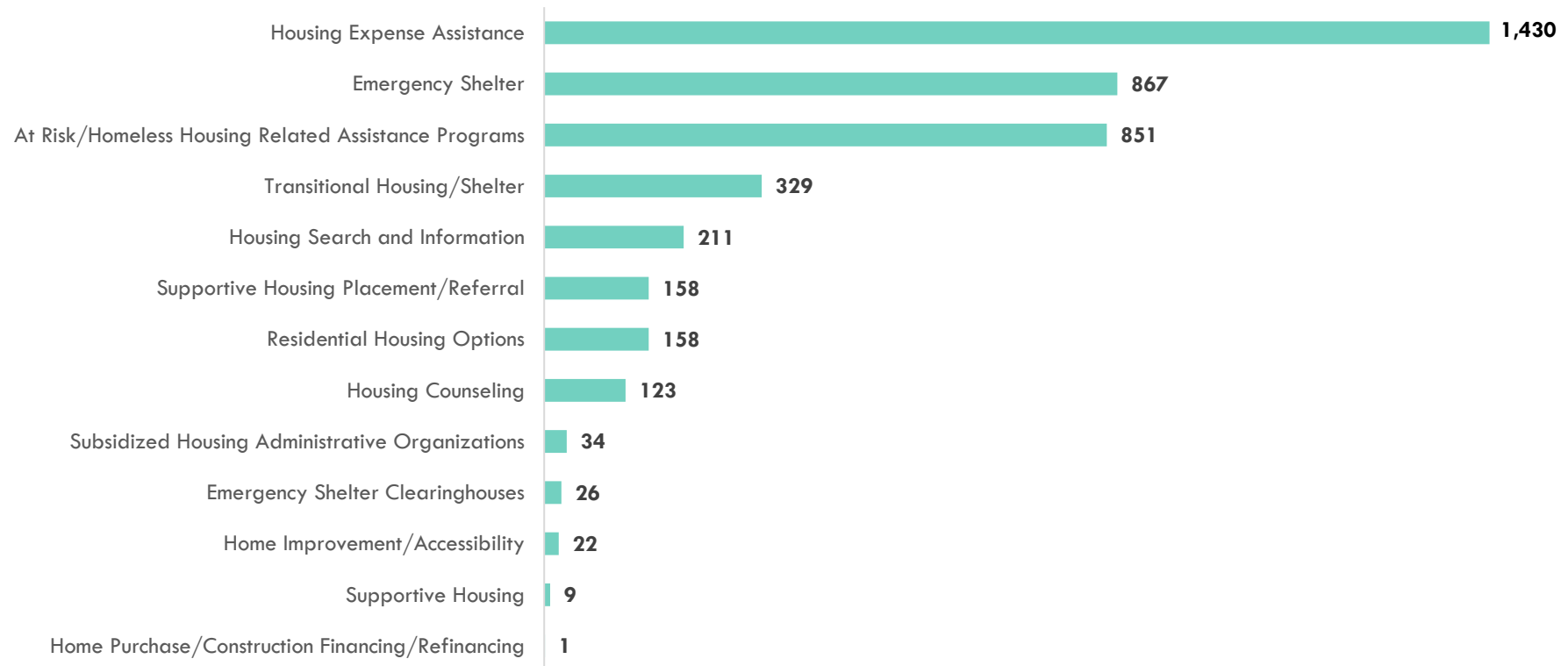
Source: City of Hayward 2019 EveryOne Counts Homeless Point-in-Time Count & Survey; Alameda County 2019 EveryOne Counts Homeless Point-in-Time County & Survey

## 4. CRITICAL POPULATION CHANGES

**Housing is the top referral for local 211 calls and texts for the City of Hayward. Housing expense referrals and emergency shelter requests account for more than 50% of these requests.**

From July 2019 to June 2020, 39% of referrals from Eden I&R were housing focused with housing expense assistance cited as the most frequent need.

**Top Housing Referrals**  
(July 2019 – June 2020)



Source: Eden I&R

## 5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

**Indicators of coping strategies, such as crowding of existing housing units and workers commuting from longer distances to their jobs are a result of displacement pressures experienced in Hayward.**

### Indicator Type

Coping strategies such as overcrowding and increased work travel distance and time, and renter cost-burden can be an indicator of displacement.

### Hypothesis

Changes in cost-burden and increases in overcrowding and travel distance/time demonstrate Hayward residents already experiencing the impacts of displacement.

### Findings

88% of Hayward renter households earning below \$50K are cost-burdened, indicating that the tight rental market is placing increased pressure on residents. In addition, overcrowding and travel distance have increased in Hayward, further proving residents are experiencing displacement pressures.

### Limitations

Additional utility data and qualitative data, including interviews and surveys, would provide more in-depth information on the type and the dynamic of displacement pressures facing residents.

**88%**

of renter households earning below \$50K are housing cost burdened.

**+29%**

increase in Hayward workers commuting more than 50 miles.

**+91%**

increase in overcrowded units in Hayward from 2010 to 2019.

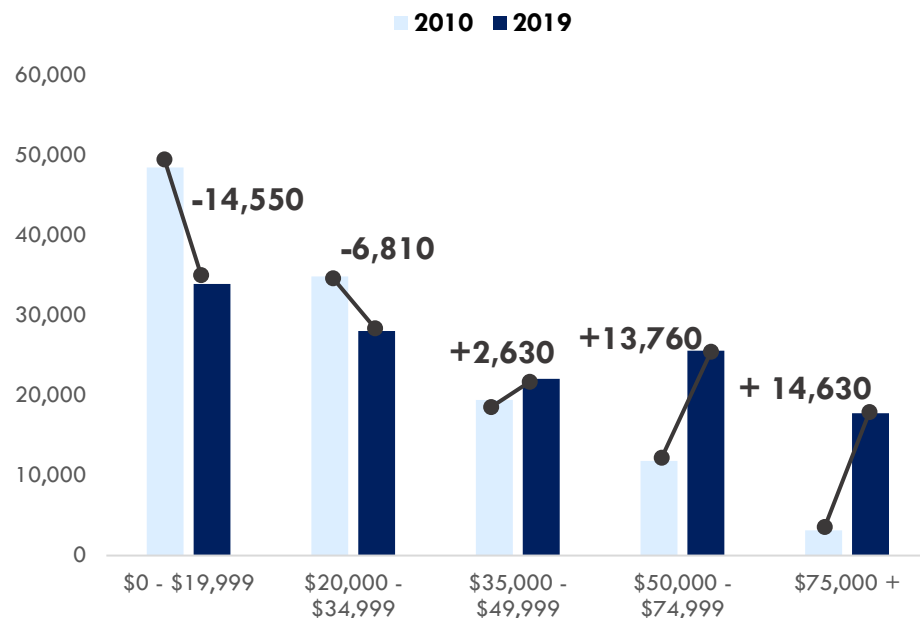


## 5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

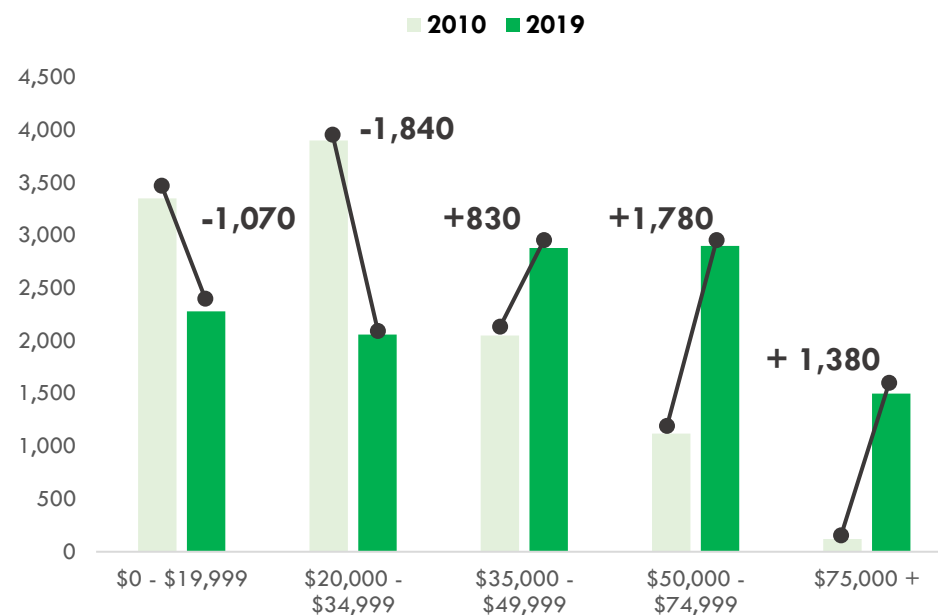
**As both the City and County lose low-income households, those that remain are increasingly cost-burdened.**

In 2019, there were approximately 22,480 renters in Hayward and of these renters, 52% or 11,600 renters are cost-burdened. Cost-burdened households are those who pay over 30% of their income on housing costs. The numbers of cost-burdened households in Hayward increased at a faster rate than Alameda County as a whole. In Hayward, there was a 40% decrease in cost-burdened renter households that earn below \$35K which is commensurate with the 40% decrease in low-income renters. At the same time, there was a 255% increase in cost-burdened renter households earning above \$50K.

**Alameda County Renter Cost Burden**



**Hayward Renter Cost Burden**



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

## 5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

**Overcrowding, a key indicator of displacement, significantly increased in both Alameda County and Hayward.**

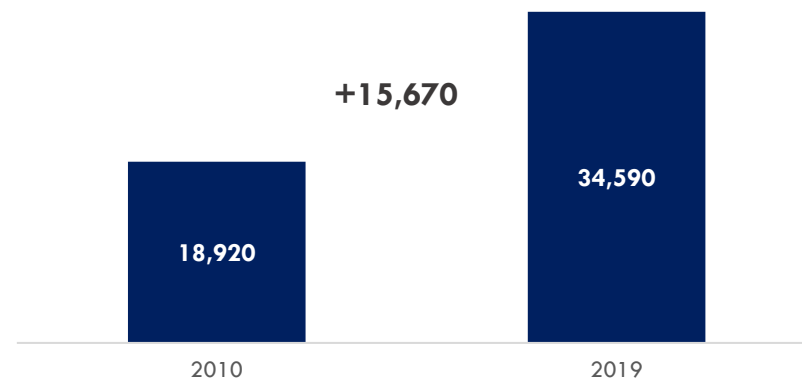
Hayward experienced a 91% increase in overcrowded units from 2010 to 2019, while Alameda County experienced an 83% increase.

In 2019, 21% of Hayward renter households and 13% of Alameda County renter households were overcrowded.

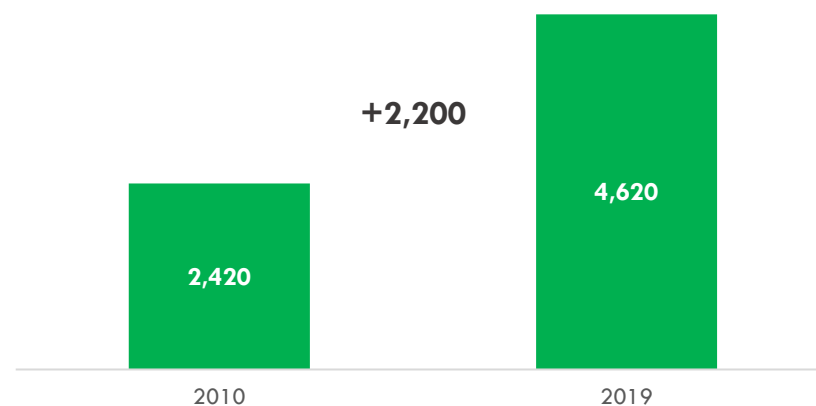
### Defining overcrowded renter households

The US Census defines overcrowding as having more than 1.01 persons per bedroom in a housing unit. Overcrowding can be an early sign of displacement – when households can no longer afford market rents, households may then move into an overcrowded housing condition before moving to a new area.

**Alameda County Overcrowding Renter Households (2010-2019)**



**Hayward Overcrowding Renter Households (2010 - 2019)**



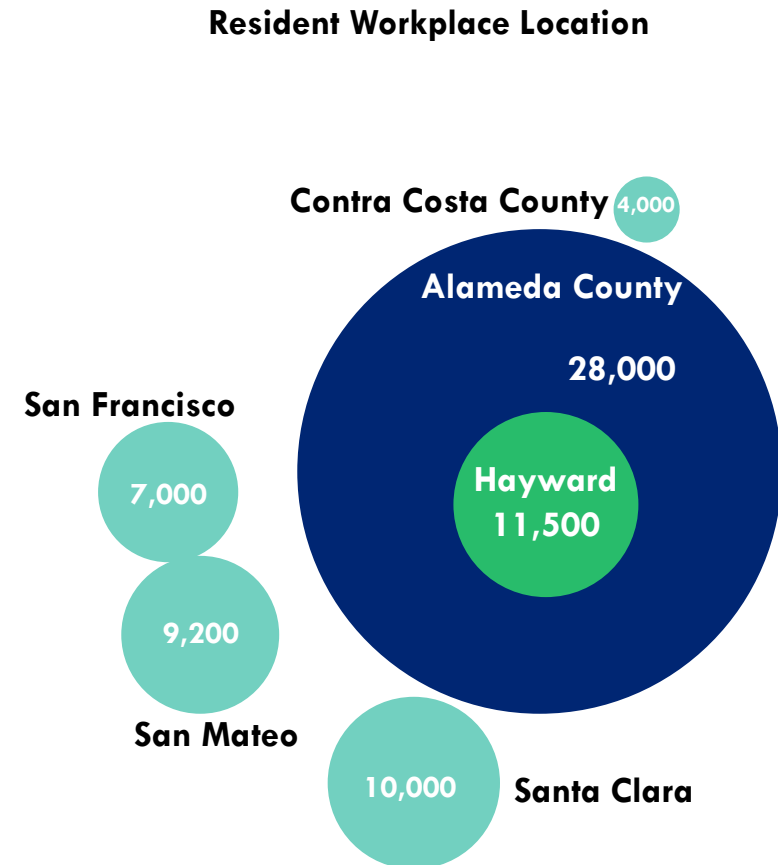
Source: 2010-2019 ACS 5-Year

## 5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

**Only 14% of Hayward workers live in Hayward, down from 16% in 2010.**

Given Hayward's rising incomes of its residents and comparative domination low-wage jobs, most residents are now commuters. 86% of all Hayward residents who work commute outside the city, up from 84% in 2010.

Most workers commute within Alameda County, with 16,000 workers crossing the Bay into either San Francisco or San Mateo County.



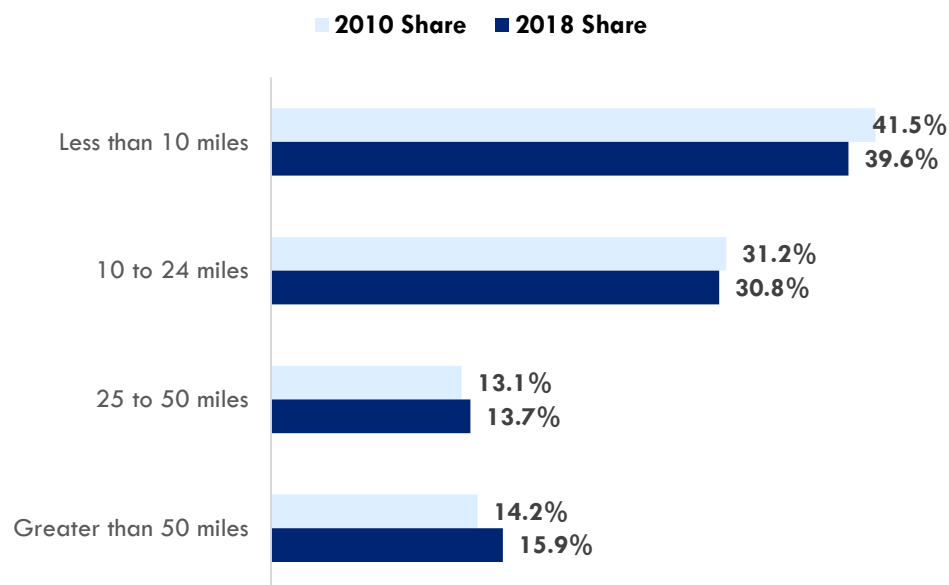
Source: OnTheMap 2010-2018

## 5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

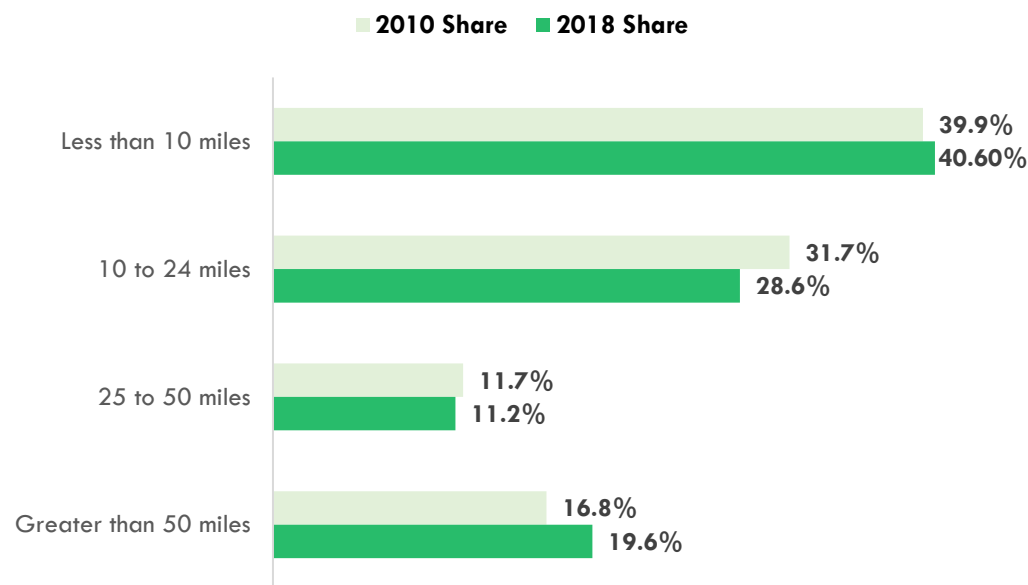
**As Hayward's housing supply becomes less affordable, more Hayward workers are likely to move to more affordable areas and commute to work.**

As the Bay Area's employment growth outpaces housing production, residents will have to move farther away from their workplace to afford rent. From 2010 to 2018, Alameda County saw a 40% increase in workers commuting greater than 50 miles to their job within the County, in comparison Hayward saw a 29% increase in workers commuting greater than 50 miles to their job in Hayward.

**Alameda County Workers Commuting Distance**



**Hayward Workers Commuting Distance**



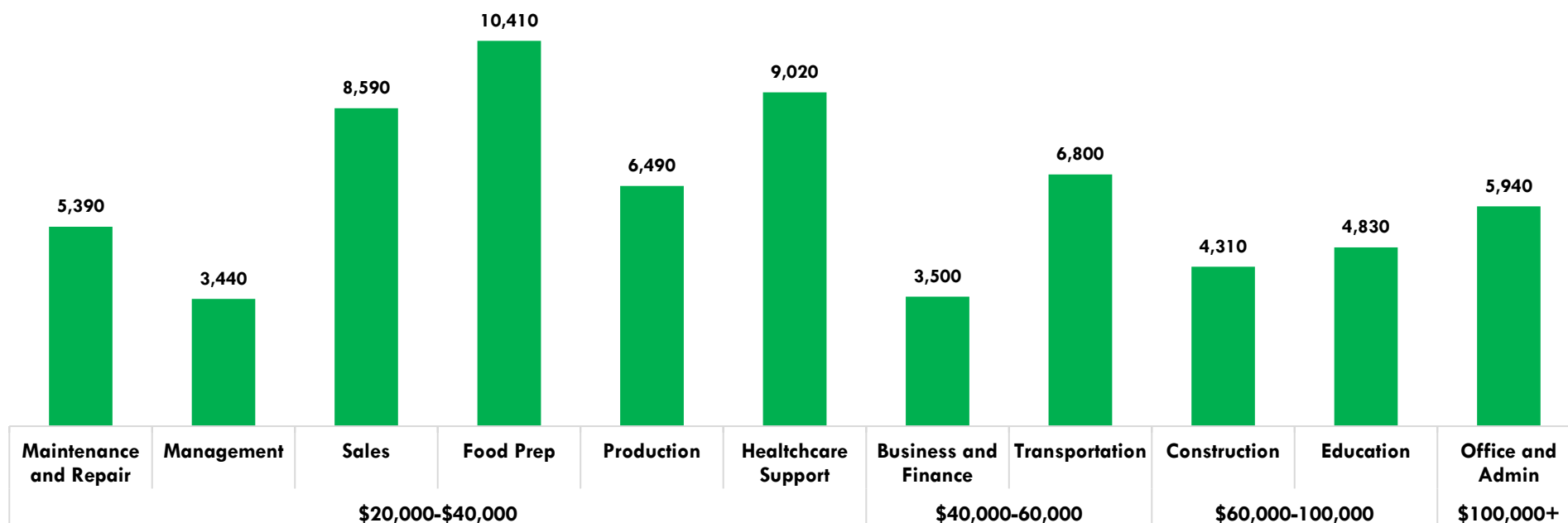
Source: OnTheMap 2010-2018

## 5. COPING STRATEGIES AND DISPLACEMENT IMPACTS

**Almost half of all jobs in Hayward pay less than \$40,000, with the median wage around \$56,000.**

A single-householder or a single-parent earning \$40,000 can afford to pay \$1,000 per month in rent to not be housing cost-burdened. Less than 10% of the city's rental housing stock (2,000 units) are available at that price point. As a result, most of the people working in Hayward cannot live in the city.

**Hayward Top Employment Sectors: Number of Jobs and Median Wage  
(2020)**



Source: EMSI 2018

Executive Summary

Displacement Trends

# **Disparate Impacts**

Live / Work Preference

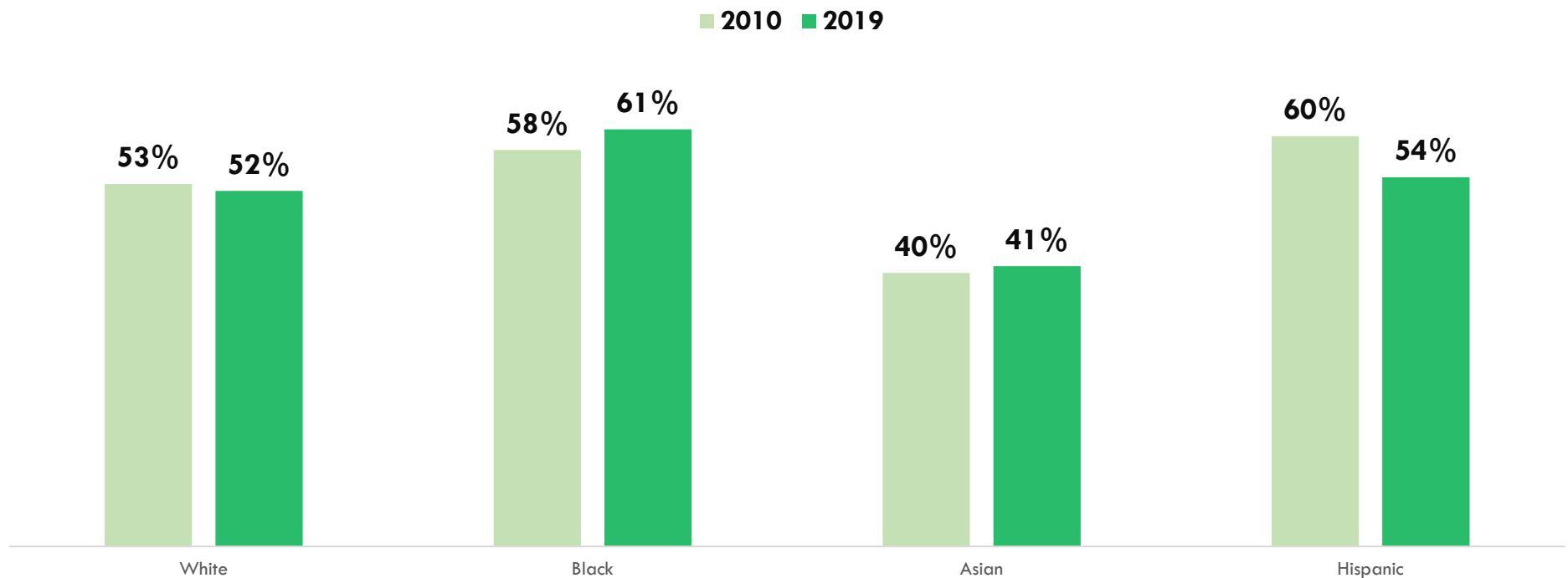
Appendix



## EXAMINING DISPARATE IMPACTS

As displacement pressures continue to affect Hayward, the impacts are felt acutely on vulnerable households, with a greater share of Black and Hispanic households facing cost burden compared to White and Asian households.

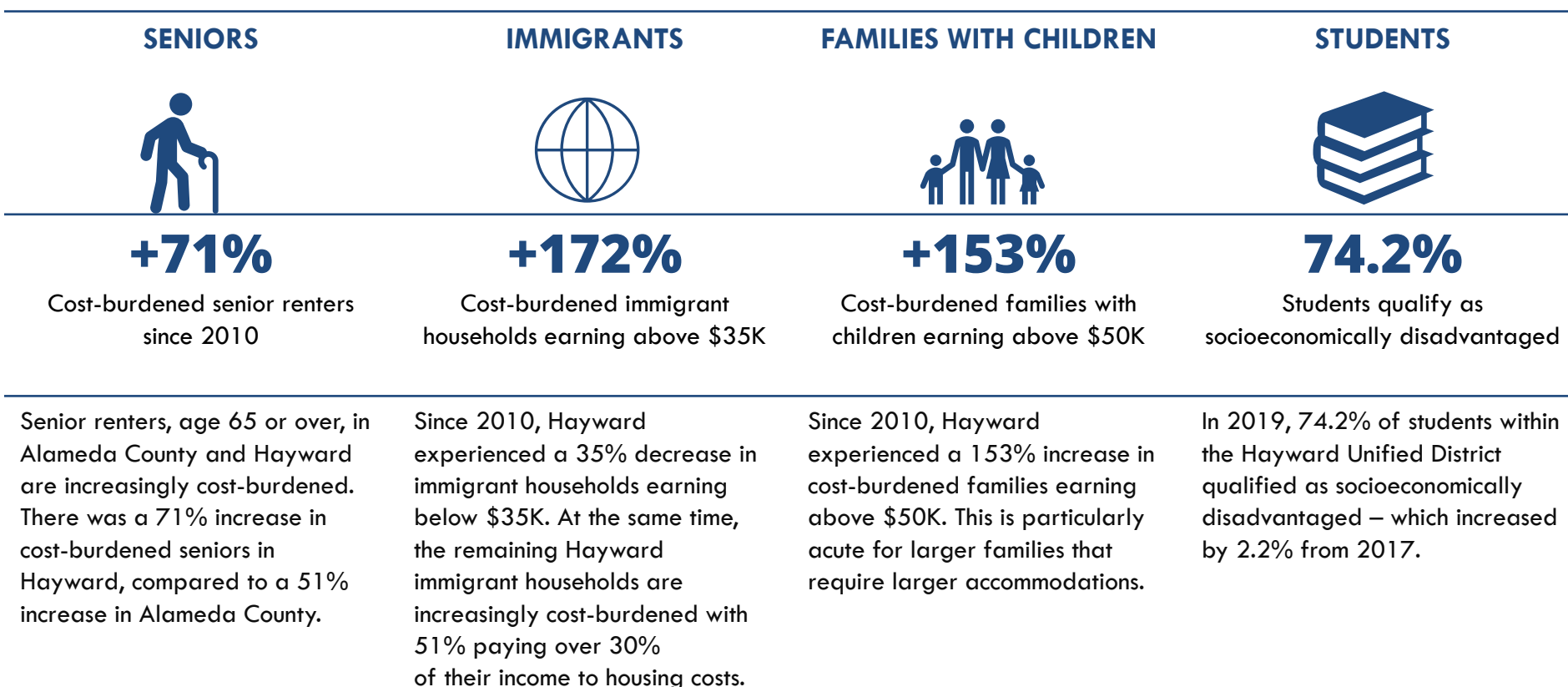
Hayward Renter Cost-Burden by Race



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

## EXAMINING DISPARATE IMPACTS

As displacement pressures continue to affect Hayward, the impacts are felt acutely on vulnerable households.



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year, California Department of Education

# EXAMINING DISPARATE IMPACTS

**The impacts of displacement are not felt evenly among residents. Across the region, these impacts are felt disproportionately by seniors, BIPOC, and families with children.** Displacement impacts are far reaching, across community and individual health, well-being, and quality of life.

## Displacement is a public health issue.



- **Tradeoffs.** Rising housing costs force working families to make decisions on housing quality, often leading to substandard or overcrowded housing conditions. This makes displaced residents more likely to be exposed to toxins and mold. This also impacts whether families can afford essentials like food and medical care.
- **Increased mental stress.** Research shows that displacement of all forms results in less social support, increase in mental stress, and can influence the onset of diseases such as asthma. In Alameda County, for example, a survey of Public Health Department and Behavioral Health Care Services staff and contractors found that 94% had clients that have been significantly affected by the San Francisco Bay Area's housing crisis.
- **Life expectancy.** Access to health care and food have a direct impact on life expectancy. Studies have found that a resident's zip code is more of a determinant of life expectancy than their genetic code. "Low-income households that can comfortably afford their housing are able to spend almost five times as much on healthcare and a third more on food than their severely cost-burdened peers."<sup>1</sup>

## Displacement is an economic issue.



- **Increased commuting.** Moving further away from their job, displaced residents can experience increased commuting times and transportation costs.
- **Financial instability and loss of assets.** Challenges in accessing jobs can lead to lower earnings or job loss. This can ultimately decrease a resident's economic mobility potential. Displaced residents also lose investments made in their home, job, or business.

## Displacement is a social issue.



- **Disruption of social networks.** Displacement typically leads to a loss of social ties and network, and social cohesion.
- **Loss of community power.** Displacement contributes to a decrease or dilution of community power as communities become dispersed, which can prevent communities or voting blocks to be organized and advocate for needs.
- **Decrease in access.** Displacement often forces residents to move neighborhoods with less access to essential resources such as jobs, schools, medical care, public transit, and culturally relevant goods and services. Even if residents relocate to a place with equal access, the disruption can create additional barriers to maintaining care and services.

1. Bay Area Regional Health Inequities Initiative (BARHI), "Housing Displacement Brief," February 2016.

Sources: Urban Displacement Project; Development without Displacement: Resisting Gentrification in the Bay Area; Bay Area Regional Health Inequities Initiative; Health Happens Here

## DISPARATE IMPACTS | HOUSEHOLDS BY RACE

**Most of Hayward's household growth in the last ten years has been driven by increases in high-income Asian and Hispanic households.**

Hayward has seen a **1% increase in white households**. This slight increase is due to a 50% increase in white households earning above \$100K.

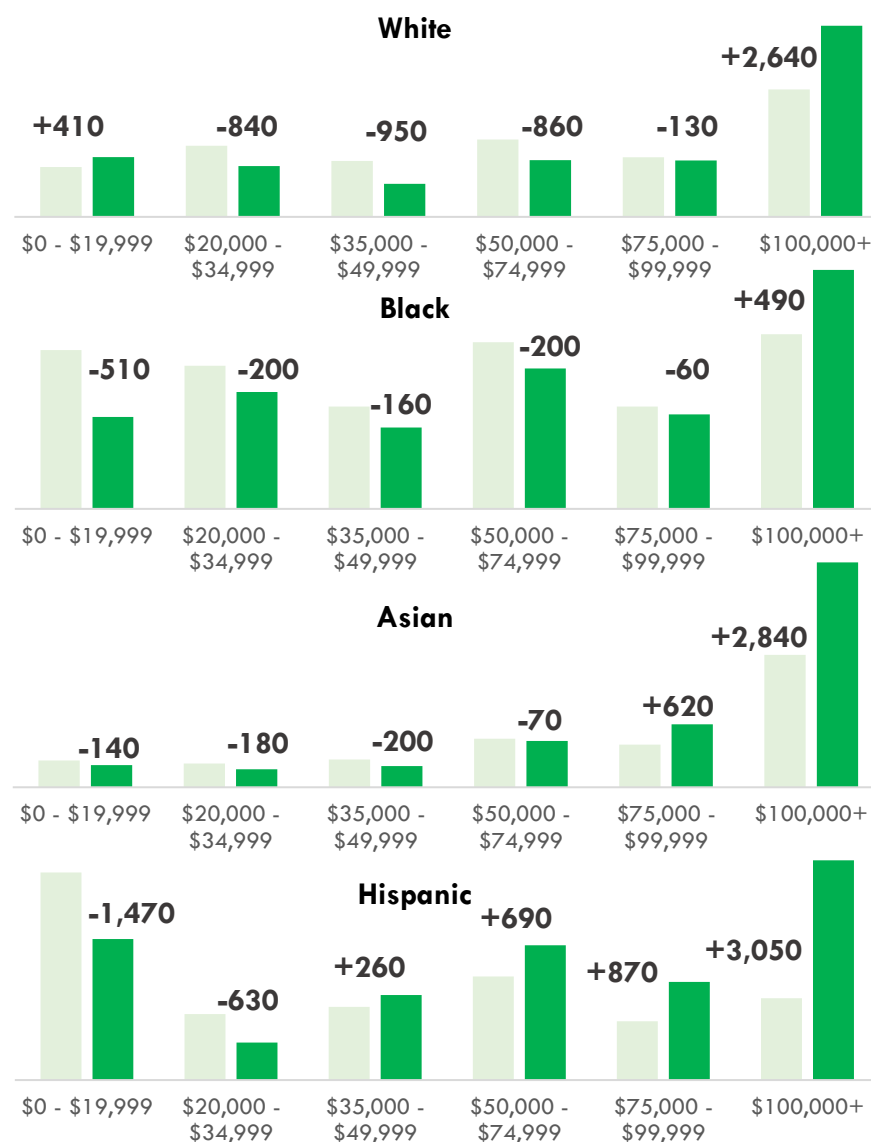
Throughout Hayward, there's a **10% decrease in Black households**. This is primarily seen in a 31% decrease of Black households earning less than \$35K.

Hayward experienced a **31% increase in Asian households**, in particular a 64% increase in higher-income households that earn above \$75K. At the same time, there was a 22% decrease in Asian households that earn less than \$50K.

Across Hayward, there was a **21% increase in Hispanic households**. This increase was seen in a 126% increase in Hispanic households earning above \$75K. There was also a 35% decline in Hispanic households earning less than \$35K.

**Change In Households by Race**  
(Hayward, 2010 – 2019)

2010  
2019



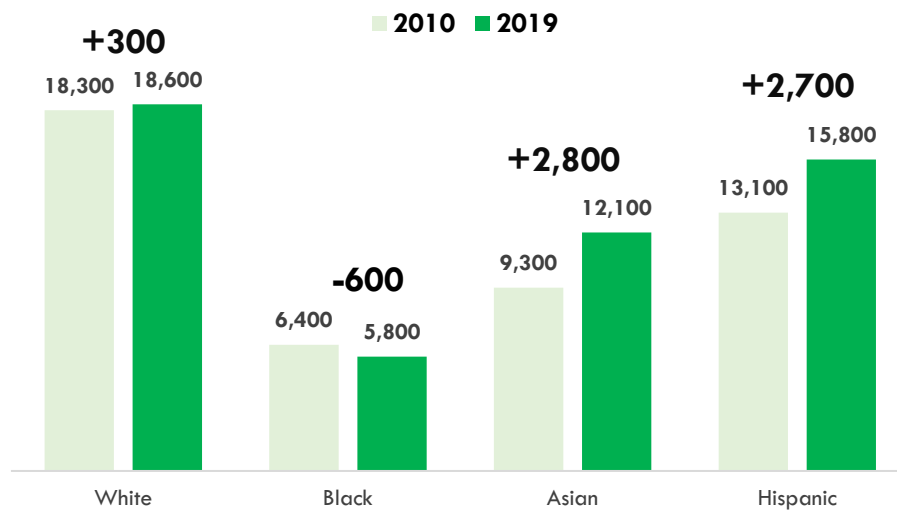
Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

## DISPARATE IMPACTS | RACIAL DISPARITIES

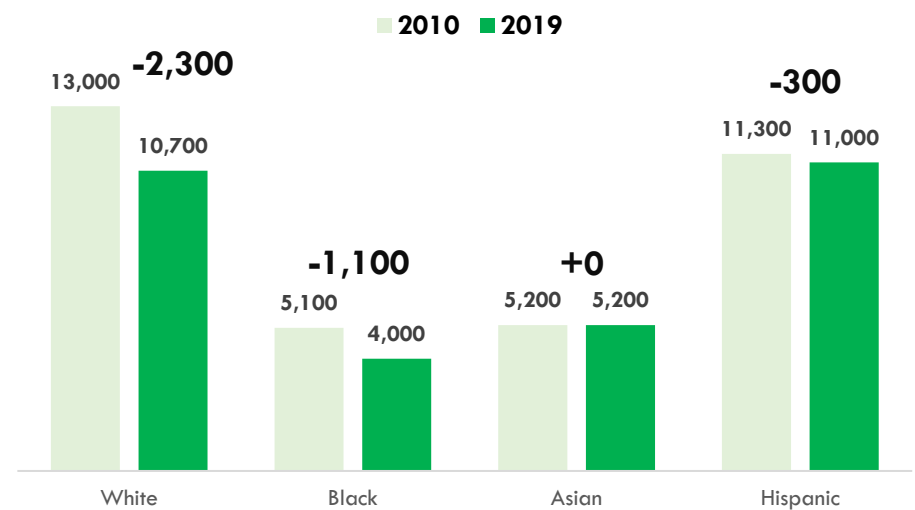
### The city has lost lower-income Black households faster than any other racial group.

Among the four largest racial groups, Black households are the only group that decreased since 2019, losing 600 households overall. For households earning below \$100,000 all racial groups except Asians lost households overall, but Black households declined the fastest—declining by 22%, with white households declining by 18%.

Change In Hayward Households by Race



Change In Hayward Households by Race <\$100K



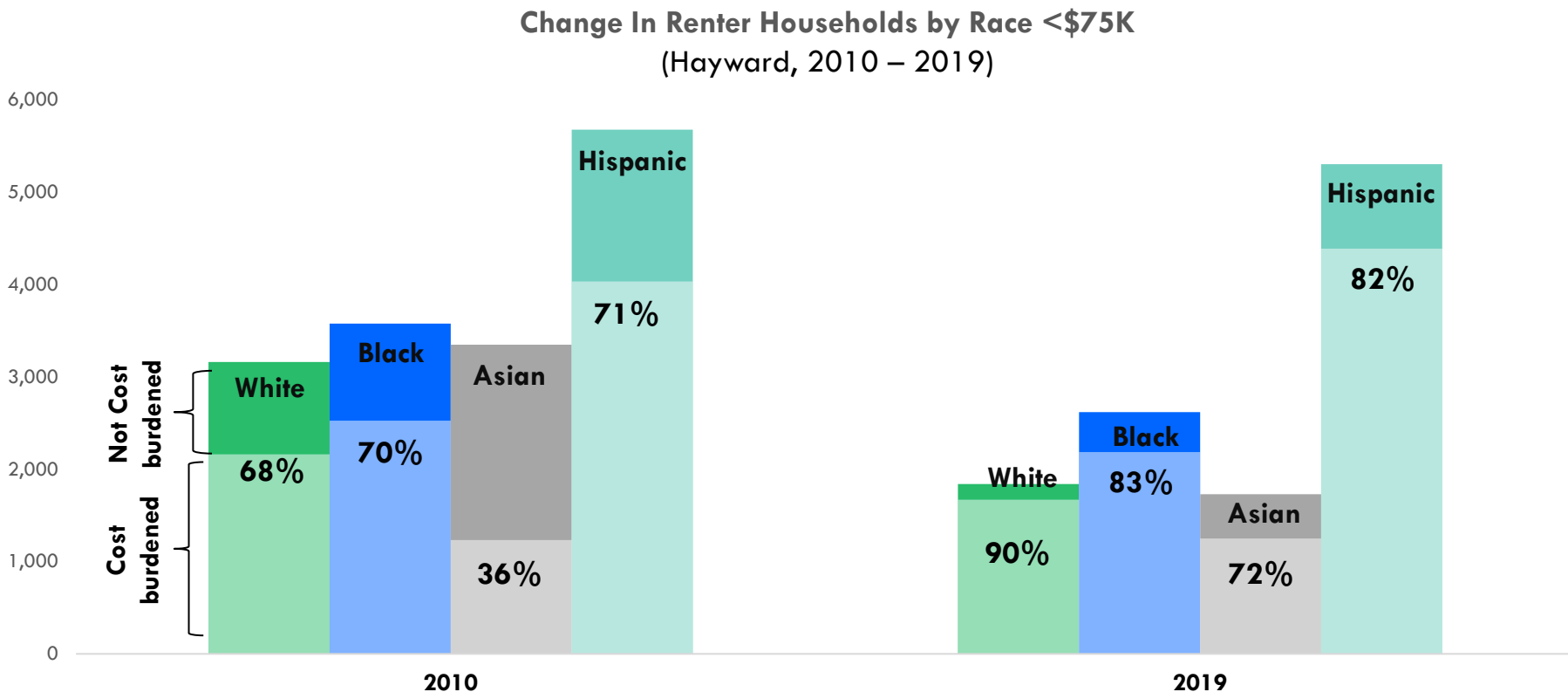
Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

## DISPARATE IMPACTS | RACIAL DISPARITIES

### Among the lower-income renter households that have remained, a larger share are cost-burdened.

Households earning below \$75,000 that have remained in Hayward have much higher cost burdens in 2019 compared to 2010. Only 68% of White renter households earning below \$75K were cost burdened in 2010, compared to 90% in 2019.

Additionally, Black households represent a disproportionate share of cost burdened renters. Black renters represent 18% of Hayward renters overall, but **22% of cost burdened renters**. Hispanic renters represent 41% of renters overall, but **almost half of all cost burdened renters**.



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

As the senior population in Alameda County grows, senior residents are particularly impacted by displacement.

Stable housing enables senior residents to age in place, which is connected to improved mental and physical health. However, many seniors experience instability and are at risk for displacement. According to the Senior Services Coalition of Alameda County, 1 in 11 older adults live below the federal poverty line (\$1,011/month) and half of all seniors live below the California Elder Economic Security Standard Index, which is a measure of basic living costs.

From 2017-2019, the number of Hayward residents age 60+ experiencing homelessness increased by 5%. In comparison, Alameda County residents age 60+ experiencing homelessness increased by 4%.

High housing costs force low-income older adults to cut back on other essentials.



Healthcare

Severely cost-burdened households aged 50-64 spend 70% less on health care than those living in housing they can afford.



Food

Households spending more than half their income on housing spend over 40% less on food than those living in housing they can afford.



Savings

Those aged 50-64 who spend more than half their income on housing spend over 70% less on retirement savings.

Adapted from Senior Services Coalition

Source: City of Hayward 2019 EveryOne Counts Homeless Point-in-Time Count & Survey; Alameda County 2019 EveryOne Counts Homeless Point-in-Time County & Survey; Saving Homes Today: Immediate Anti-Displacement Solutions for the Alameda County Housing Bond; Senior Services Coalition

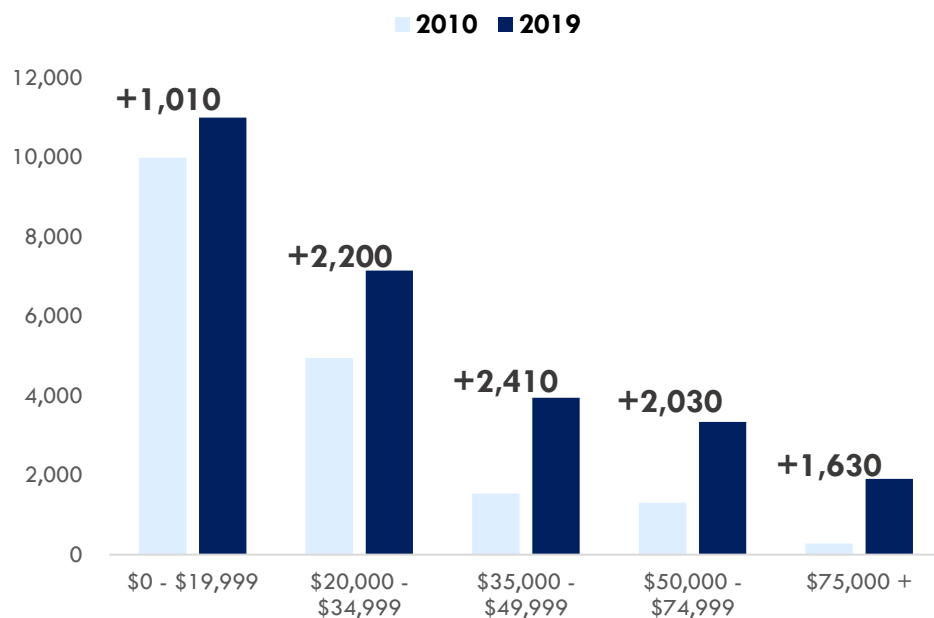


## DISPARATE IMPACTS | SENIORS

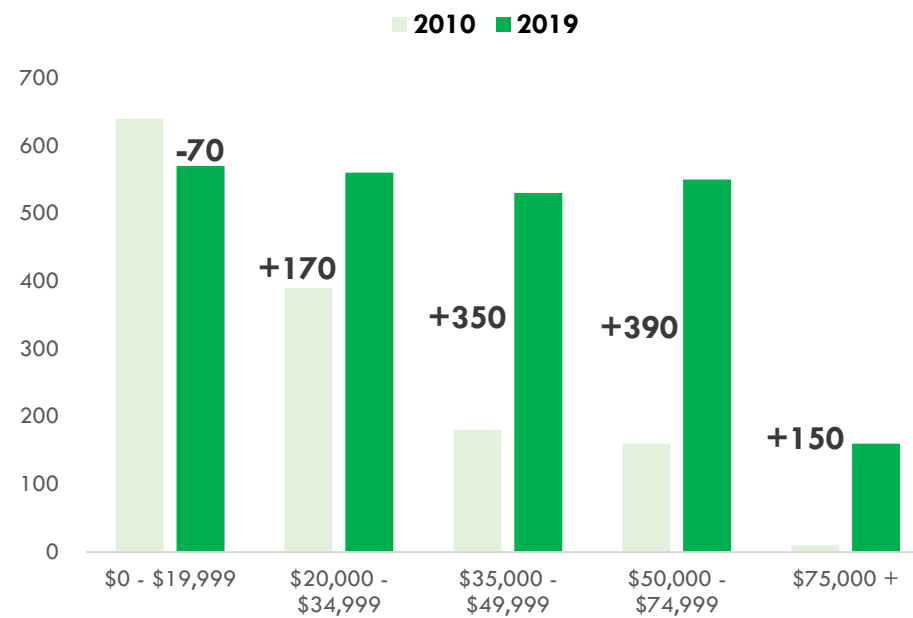
**Hayward has added almost 1,000 new rent-burdened seniors since 2010, with most senior renters earning below \$75,000.**

Senior renters, age 65 or over, in Alameda County and Hayward are increasingly cost-burdened. There was a 71% increase in cost-burdened seniors in Hayward, compared to a 51% increase in Alameda County. While there has been a minimal decrease (11%) in the number of cost-burdened low-income senior renters earning below \$20K, there has been a 2.5x increase in cost-burdened seniors earning \$35K and above.

**Alameda County Renter Cost Burden by Seniors**



**Hayward Renter Cost Burden by Seniors**



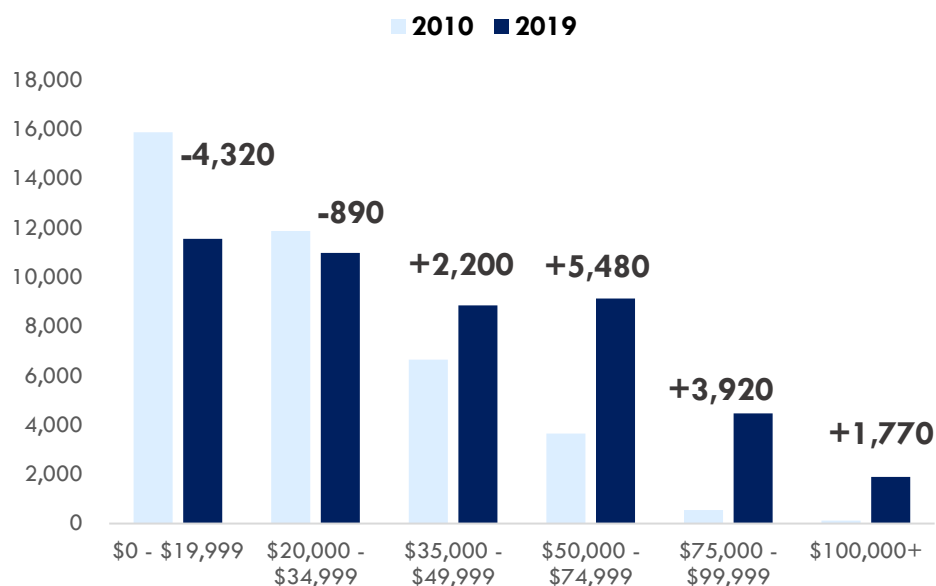
Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

## DISPARATE IMPACTS | IMMIGRANT HOUSEHOLDS

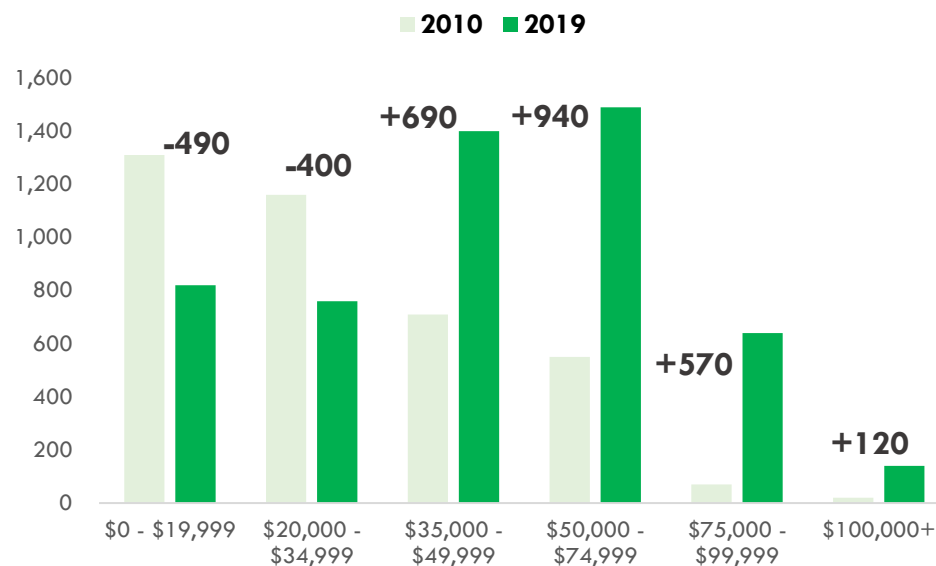
### Hayward added 5,250 new cost-burdened immigrant renter households in the last decade.

Since 2010, Hayward experienced a 35% decrease in immigrant households (non-American born renters) earning below \$35K. At the same time, the remaining Hayward immigrant households are increasingly cost-burdened with 51% paying over 30% of their income to housing costs. There is also an increase in higher-income immigrants into Hayward overall—with 1,750 new immigrant renters earning above \$100K.

**Alameda County Renter Cost Burden by Immigrant Households**



**Hayward Renter Cost Burden by Immigrant Households**

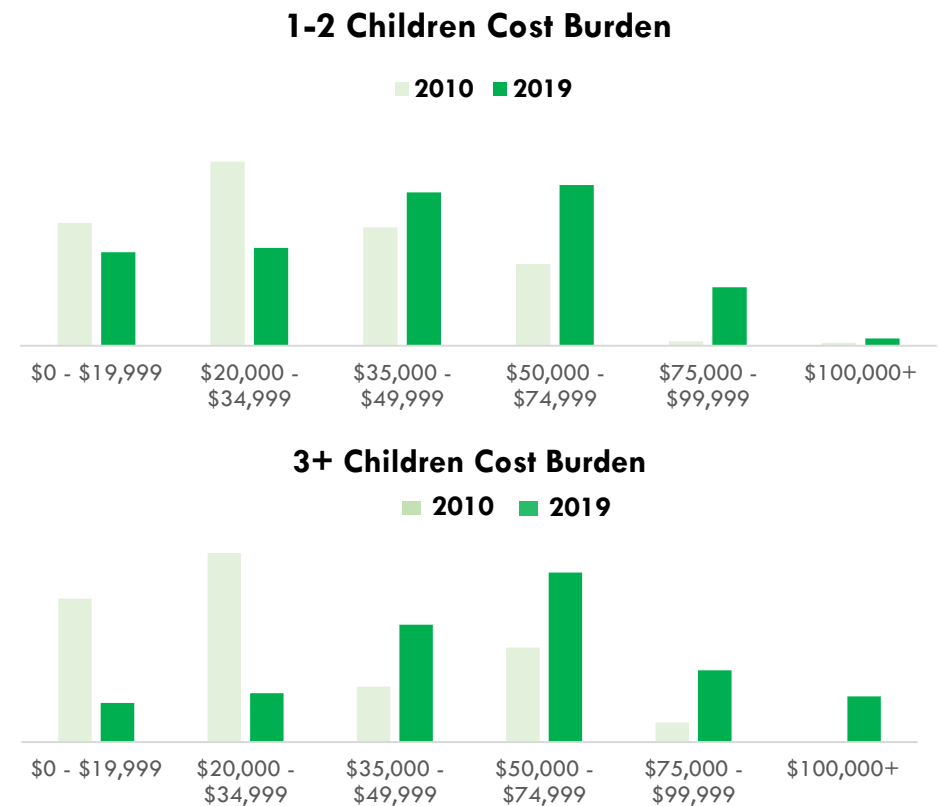
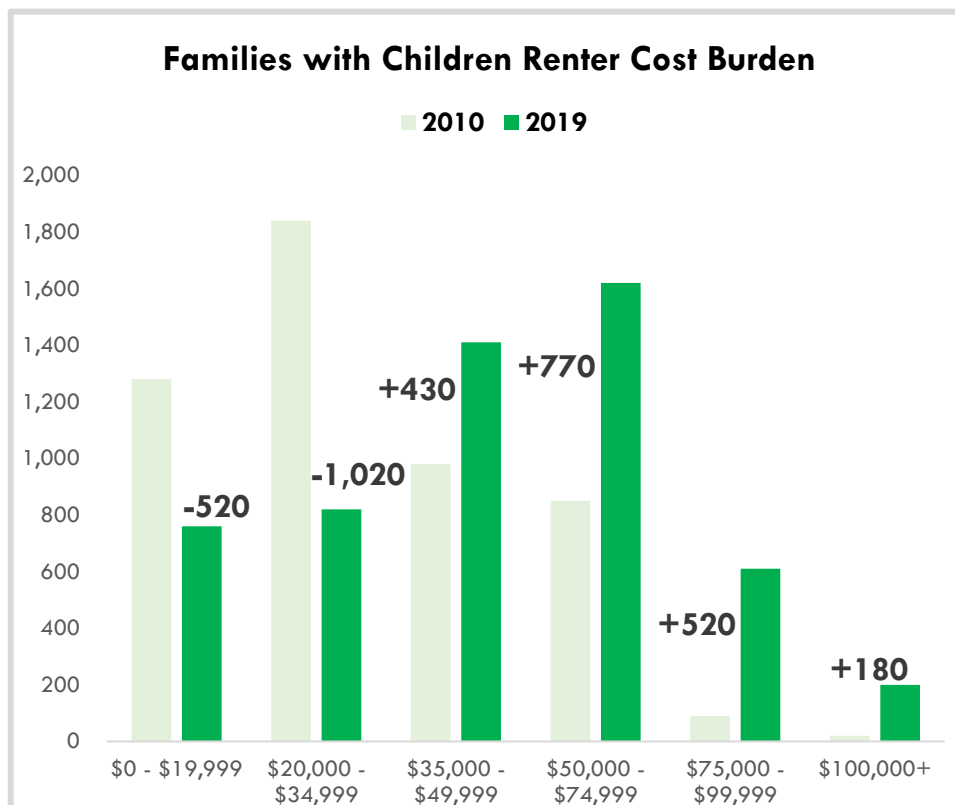


Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

## DISPARATE IMPACTS | FAMILIES WITH CHILDREN

### Family households that remain in Hayward are increasingly cost-burdened.

52% of Hayward families with children are renter cost-burdened, compared to 47% in Alameda County. As the number of low-income families in Hayward decline, aligned with the overall decline in low-income households, there is a natural decline in low-income cost-burdened families. The higher-income families that remain are increasingly cost-burdened - 153% increase in cost-burdened families earning above \$50K. This is particularly acute for larger families that require larger accommodations.



Source: 2010-2019 PUMS 5-Year, 2010-2019 ACS 5-Year

## DISPARATE IMPACTS | K-12 STUDENTS

### 69% of Hayward Unified School District students live in low-income households that are facing displacement pressures.

In 2019, 69% of Hayward Unified District students qualify for Free and Reduced Price Meals, compared to 42% at the County level. The State of California offers the Free and Reduced Price Meals program to students with family incomes under 130 percent of the federal poverty line. Students with family incomes between 130-185% of the poverty line are eligible for reduced-price or low-cost meals. Although the percentage of eligible students has slightly decreased over the last 5 years in the County and Hayward Unified, it is likely due to the overall decrease in low-income residents. In addition, the eligibility criteria is quite low and not commensurate with the local market. These students and their families are experiencing increased displacement pressures.

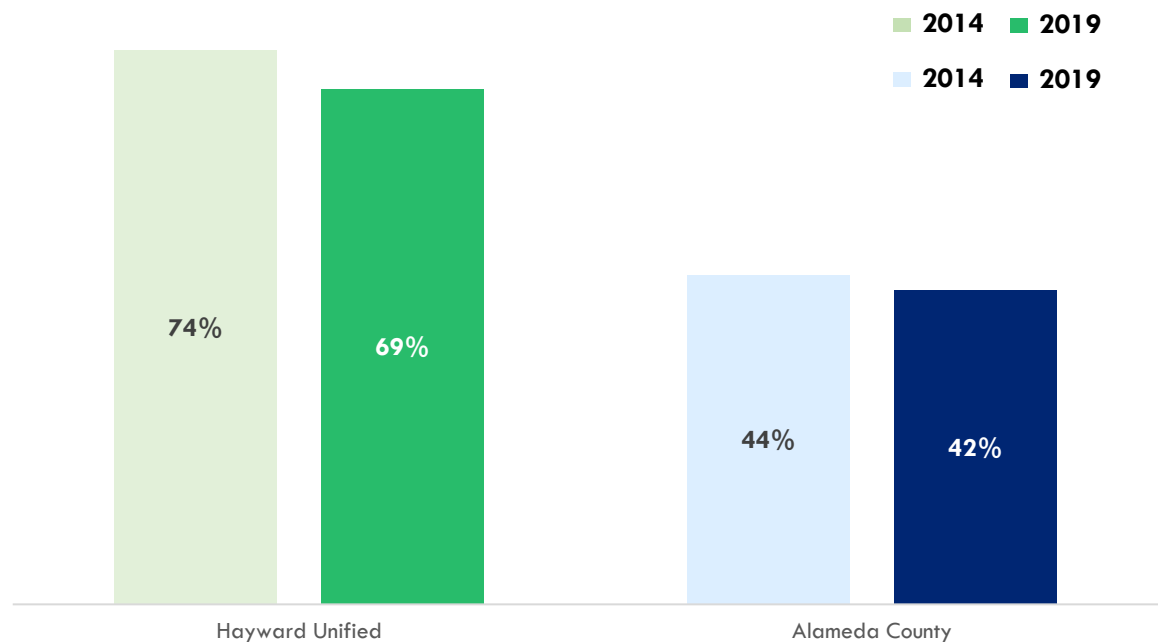
#### Free Eligibility Scale (2019-2020)

Household Size	Annual Income
1	\$16,237
2	\$21,983
3	\$27,729
4	\$33,475

#### Reduced-price Eligibility Scale (2019-2020)

Household Size	Annual Income
1	\$23,107
2	\$31,284
3	\$39,461
4	\$47,638

#### Free and Reduced Price Meals

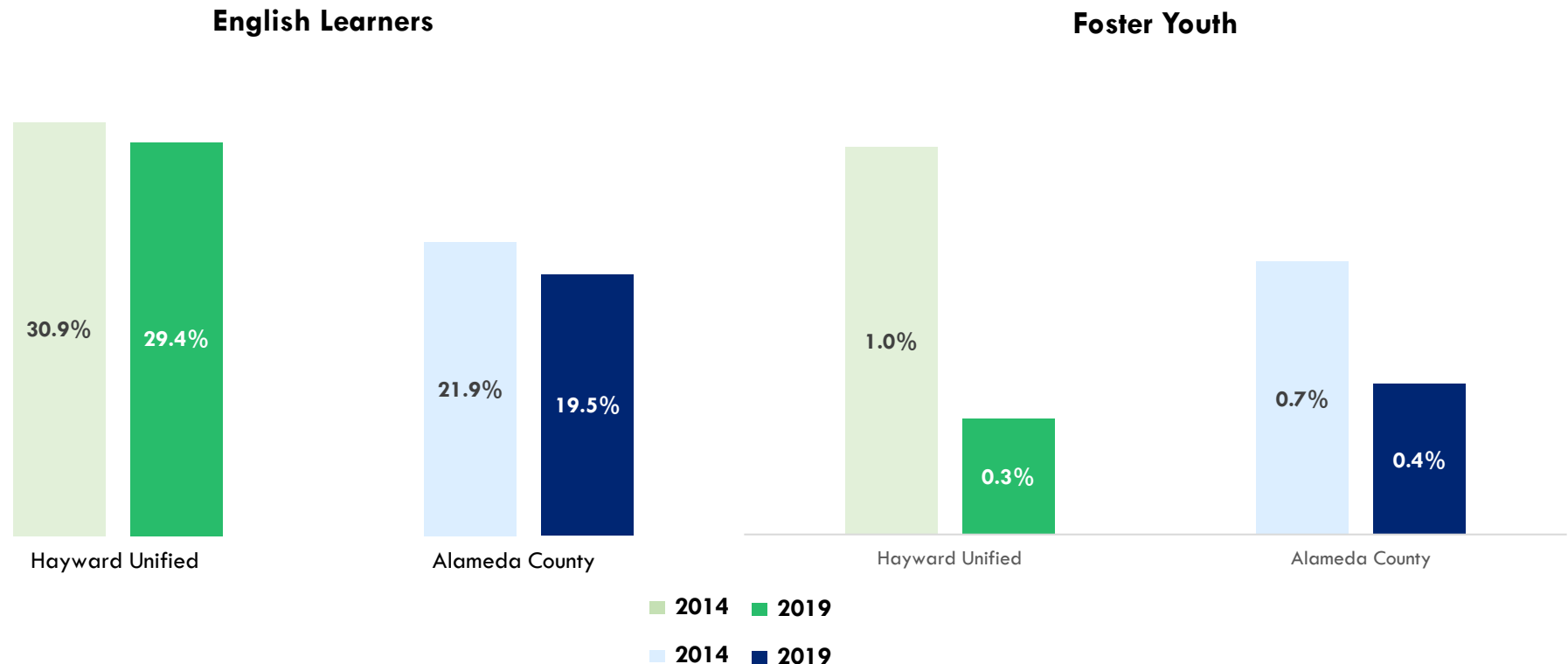


Source: California Department of Education

## DISPARATE IMPACTS | K-12 STUDENTS

**In 2019, 74.2% of students within the Hayward Unified District qualified as socioeconomically disadvantaged – which increased by 2.2% from 2017.**

The State of California Department of Education considers students to be socioeconomically disadvantaged if they are eligible for free or reduced price meals, experiencing homelessness or a foster youth, or the first high school graduate in their family. From 2014-2019, the share of English learners and foster youth in Hayward Unified School District and across the County slightly declined.



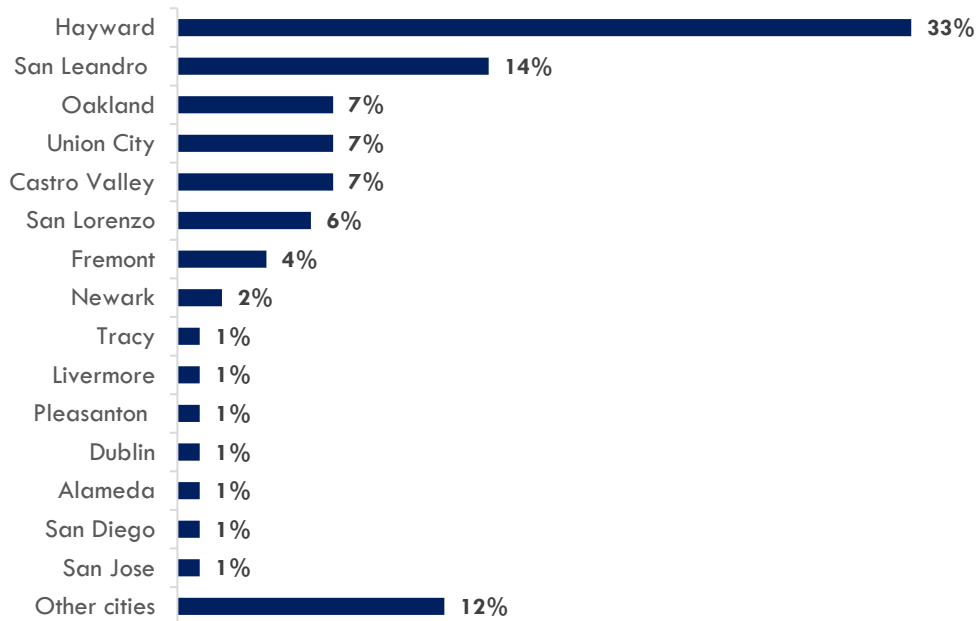
Source: California Department of Education

## DISPARATE IMPACTS | COLLEGE STUDENTS

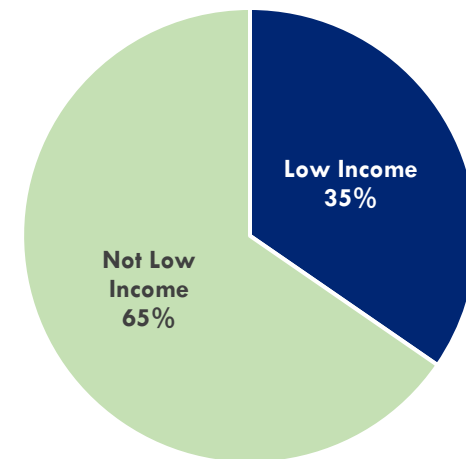
**Hayward has 13,000 students currently enrolled in college or graduate school—mostly at Cal State East Bay and Chabot College.**

There is little available data for students by college, but existing PUMS data suggests that households with college undergraduates or graduates have lower incomes than those without these students. **Households with college students had approximately 20% less income than those without students and graduate-level students had incomes 66% below those without graduate students.**

**Chabot College Student Residence (Fall 2019)**



**Cal State East Bay Student Income Status**



Source: Cal State East Bay, Chabot College

Executive Summary

Displacement Trends

Disparate Impacts

**Live / Work Preference**

Appendix



**A local preference for new affordable housing units will allow for households facing disparate impacts to access affordable housing options in Hayward.**

**Hayward remains one of the most affordable parts of the Bay Area—a characteristic that the city is quickly losing.**

New migrants moving into Hayward have lower average incomes compared to those moving into the rest of the County, but are still 20% higher than existing residents.

As of January 2021, for-sale home listings in Hayward accounted for **23% of all listings countywide** that are affordable to households below 80% of AML, despite being only **8% of all listings**.

**Our findings indicate that Hayward residents face outsized market impacts compared to their counterparts across Alameda County.**

**Hayward rents have increased by 32%** in the last decade, compared to 28% for the county overall.

Neighborhoods in Hayward, Oakland, and Fremont have seen the **largest increases in home values in the last 5 years**.

**This has led to residents facing displacement pressure at a higher rate than their counterparts across the County.**

Hayward lost **33% of their residents earning below \$35,000**, compared to 23% countywide.

There was a **71% increase in cost-burdened seniors in Hayward**, compared to a 51% increase in Alameda County.

Hayward experienced a **91% increase in overcrowded units from 2010 to 2019**, while Alameda County experienced an 83% increase.

**A local preference for new affordable housing units will allow for households facing disparate impacts to access affordable housing options in Hayward.**

Lower-income residents, particularly those that are also seniors, Black, Indigenous, or People of Color (BIPOC), or families with children, will continue to face displacement without housing that addresses their specific needs. Hayward stands to lose its position as an affordable option in the Bay Area, with easy train and bridge connectivity to job centers like Silicon Valley, Oakland, and San Francisco. As one of the remaining affordable cities in Alameda County, residents displaced from Hayward will likely be displaced from the County as a whole. Residents that would benefit the most from a local housing preference are more diverse in terms of race, age, and household size compared to the city's general population.

**Affordable housing funded through Measure A1 would allow these residents to choose housing options within the City** and maintain their roots and networks in the City, leading to a more healthy, equitable, and affordable Hayward. The Depot Road project will offer small micro units and supportive housing, creating more affordable housing for Hayward residents most vulnerable to displacement.

### What is the proposed Depot Road Project?

- Permanent supportive housing with service staff to provide support to residents.
- 125 studio apartments at about 300 SF per apartment
- Units affordable to households earning between 20%-60% of area median income.
- 50% of units set-aside for special needs populations, including persons experiencing homelessness.



# CITY OF HAYWARD DISPLACEMENT STUDY

## Final Report

April 2021

HR&A  
Analyze. Advise. Act.



## **ITEM #1 PH 21-063**

**Proposed Development with 176 Affordable Housing Units and an Approximately 36,000 Square Foot School on the Southern Portion of Parcel Group 3 Located North of Tennyson Road between 16th Street and the Future La Vista Park, Assessor Parcel Nos 078C-0626-00309, 078C-0626-003-16, 078C-0626-001-07, 078C-0641-010-01, 078C-0635-013-03, 078C0640-007-06, 078C-0641-001-00, Requiring Approval of Site Plan Review, Administrative Use Permit, and Density Bonus; Application 202001594. Eden Housing, Inc. (Applicant) on Behalf of the City of Hayward (Property Owner). (Continued from June 24, 2021)**

**Documents and Public Comments**





## Hayward Parcel Group 3 La Vista Residential + The Primary School



Eden Housing and The Pacific Companies' (TPC) proposed community would create 176 new affordable apartment homes as well as an approximately 36,000 square foot school that will serve up to 384 students from preschool through 6th grade. In May of 2018, Eden and TPC came together to submit a joint venture response to the City of Hayward's Request For Proposal (RFP) for an affordable housing and school mixed use development on the Parcel Group 3 lands located in the Hayward hills near the intersection of Mission Boulevard and Tennyson Road. Eden and TPC were ultimately selected as the developers, and since then, they have collaborated closely with City staff to craft a complete entitlements application for approval by the Planning Commission.

This new community will provide Hayward's expanding population with access to much needed affordable housing in the heart of the growing Mission Boulevard corridor. More than 50% of renters in the City of Hayward are rent-burdened, defined as spending 30% of income on rent, according to the National Low Income Housing Coalition 2020 Out of Reach Report. The nearby South Hayward BART station provides plentiful transit options for residents, students, and staff. The 176 new homes will be split into two buildings and will consist of a mix of studios, 1-bedroom, 2-bedroom, and 3-bedroom apartments. All new homes will be offered to individuals or families earning between 30%-80% of the Area Median Income (as defined by the California Tax Credit Allocation Committee, or CTCAC), or approximately \$32,000-\$88,000 for a two-person household. Two apartments will be reserved for live-in property managers hired by Eden Housing's own in-house management services department.

The current design clusters the housing into two separate 5-story buildings on the site's interior, allowing much of the hillside to become part of the future La Vista Park. One building will consist of only residential units while the other will also include an early education center on the ground floor. This development is located at the doorstep of the future La Vista Park, which will be a "go-to" location for area residents for years to come. The development team sees this connection to La Vista Park as a huge community asset and plans to provide pedestrian connections to and from the park for residents, school staff, and students. Trails and walking paths through the La Vista mixed use community are designed to build on the City's vision to strengthen the existing neighborhood's access to high quality open space.

**The Primary School - Hayward** will create a new 36,000 SF community school and early education facility with 18 elementary classrooms, six preschool classrooms, parent meeting rooms, dedicated health space, and two playgrounds. The school will provide early education, schooling, family supports, and health services as part of a three-part strategy: Start Early, Partner with Parents, and Integrate Services. For more information about the school and program, please visit their website: <https://www.theprimaryschool.org/hayward-program>.

**The City of Hayward** - The City has had an active role in the entitlements and design process of the Parcel Group Three Development. If you wish to address comments directly to the City, please contact: **Elizabeth Blanton**, AICP Associate Planner ([Elizabeth.Blanton@hayward-ca.gov](mailto:Elizabeth.Blanton@hayward-ca.gov)). The City of Hayward has additional information about the Route 238 Corridor Lands – Parcel Groups including this project at: <https://www.hayward-ca.gov/content/california-state-route-238-corridor-lands/parcel-groups>

## Examples of Some Occupations that Qualify for La Vista Residential

Unit Size			1 Bedroom/Studio		2 Bedroom		3 Bedroom	
Household Size / 80% Max Qualifying Income			1 / \$76,720	2 / \$87,680	3 / \$98,640	4 / \$109,600	5 / \$118,400	6 / \$127,200
Occupations & Typical Starting Wages	Police Department	Police Cadet @ \$57,209	✓	✓	✓	✓	✓	✓
		Office Assistant @ \$32,802	✓	✓	✓	✓	✓	✓
		Department Clerk @ \$44,031	✓	✓	✓	✓	✓	✓
		Evidence Technician @ \$79,269	✗	✓	✓	✓	✓	✓
	School District	Receptionist @ \$46,624	✓	✓	✓	✓	✓	✓
		Child Welfare Aide @ \$66,233	✓	✓	✓	✓	✓	✓
		Library Media Specialist @ 79,539	✗	✓	✓	✓	✓	✓
		Starting Teacher @ \$33,093	✓	✓	✓	✓	✓	✓
	Health Care	Dental Assistant @ \$34,746	✓	✓	✓	✓	✓	✓
		Emergency Medical Tech. @ \$37,877	✓	✓	✓	✓	✓	✓
		Nursing Assistant @ \$37,423	✓	✓	✓	✓	✓	✓
		Counselor @ \$49,067	✓	✓	✓	✓	✓	✓
	Downtown	Retail Worker @ \$27,507	✓	✓	✓	✓	✓	✓
		Restaurant Worker @ \$34,442	✓	✓	✓	✓	✓	✓
		Maintenance Technician @ \$49,338	✓	✓	✓	✓	✓	✓
		Retail Manager @ \$83,637	✗	✓	✓	✓	✓	✓

**From:** James Wilcox <[jamesw@strategicgrowthpartners.com](mailto:jamesw@strategicgrowthpartners.com)>

**Sent:** Thursday, July 15, 2021 3:13 PM

**To:** Jennifer Ott <[Jennifer.Ott@hayward-ca.gov](mailto:Jennifer.Ott@hayward-ca.gov)>; Elizabeth Blanton <[Elizabeth.Blanton@hayward-ca.gov](mailto:Elizabeth.Blanton@hayward-ca.gov)>

**Cc:** Kate Blessing-Kawamura <[Kate.Blessing-Kawamura@edenhousing.org](mailto:Kate.Blessing-Kawamura@edenhousing.org)>; Chris Grant <[ChrisG@tpchousing.com](mailto:ChrisG@tpchousing.com)>

**Subject:** School Partner Update: Letter to City Council and Planning Commission

**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Jen and Elizabeth,

As we approach our planning commission hearing, we wanted to take this opportunity to introduce our school tenant and partner for the La Vista project at PG3, and update the Council and Planning Commission on their progress.

As you know, we chose The Primary School as our school partner because of the extensive benefits they will bring to Hayward families, in addition to the much needed affordable housing that Eden and The Pacific Companies will bring to the community through this project.

Please forward the attached letter to the City Council and Planning Commissioners on our behalf, and please also express our gratitude for the opportunity to partner with the City in support of their vision for Parcel Group 3.

Regards,  
James Willcox

James R. Willcox  
[www.strategicgrowthpartners.com](http://www.strategicgrowthpartners.com)



To: City Council / Planning Commission members,  
From: The Pacific Companies  
Re: La Vista/Parcel 3 Project: School Update

Dear City Council and Planning Commission members,

As you know, plans are well underway with the La Vista/Parcel 3 project, and we continue to be deeply invested in this opportunity to bring together a meaningful and diverse set of benefits for the Hayward community at a time when it's more needed than ever.

While much of our focus has been on the development process and on the large component of this project that is dedicated to affordable housing, it's been some time since we provided an update on the school component of the project.

When the City first initiated this project, it was specified to include a combination of affordable housing and a new school. Since then, our developer partner has built a relationship with The Primary School as the proposed school tenant. We are very interested in the innovative approach The Primary School represents, as well as their focus on serving "high benefit" families in our community. Their unique new model includes:

- A focus on starting early with children, even before they start preschool
- A program that supports parents in their own well being
- A unique approach to integrating health partnerships that support the whole child.

Through the more than two years The Primary School has been working in Hayward so far, we've seen the strong foundation they have laid by supporting families enrolled in their child and family programming, forging partnerships with Kaiser-Sleepy Hollow and Tiburcio Vasquez, and engaging actively in community groups. They have begun to work deeply with children and families as they prepare to start preschool later this summer, and they are already seeing the power of this unique model in action in our community.

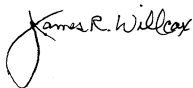


The Primary School has shared since beginning their work in Hayward that they are open to different pathways to serving children and families through elementary school. We want to provide updates to address any questions that may arise as we move through next stages in the planning process.

Over the last two years, The Primary School has explored multiple pathways for this growth, including exploring an “autonomous district partnership school” in Hayward. There is interesting potential alignment here, given our school district’s focus on a community schools approach. After initiating discussions with HUSD in May 2019, a Letter of Intent (“LOI”) was signed in September 2020 to engage in a collaborative planning process to explore this option. A second LOI was signed in June 2021 to extend the timeline of this process. This planning process aims to address a range of issues relating to school design, operations, and staffing. Bringing this unique model to Hayward will require flexibility to innovate and bring together partners to support children and families in a new way. Since the outset of the process, The Primary School has expressed their commitment to key elements - including compensation and benefits - that are on par with our schools here in Hayward, and working with district and labor partners to establish that structure.

Whether The Primary School establishes the flexibility it needs for its innovative approach as a district partnership school with HUSD, or as a charter school, we remain excited about their approach and the benefits it will bring to Hayward children and families. We, and leadership of The Primary School, are available to address any questions as we prepare for upcoming steps in the planning process.

Sincerely,



James Willcox  
Co-founder & Senior Advisor  
Strategic Growth Partners



Chris Grant  
Project Manager  
The Pacific Companies



Caleb Roope  
CEO  
The Pacific Companies

## Elizabeth Blanton

---

**From:** Blake Felson <>  
**Sent:** Tuesday, July 20, 2021 4:10 PM  
**To:** 'Parcelgroup3'; Kate Blessing-Kawamura; Chris Grant; James Willcox; Yajaira Herrera; Diego Castro  
**Cc:** Elizabeth Blanton; Rick Felson  
**Subject:** RE: Hayward Parcel Group Three La Vista Development @ 07/22/2021 Planning Commission Meeting Notification

**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Parcel Group 3 Team –

I read through the City Staff Report in preparation for the Planning Commission Meeting on Thursday. Can someone please email me a copy of the site plan so I can see the traffic (pedestrian & auto) connection points, parking, and setbacks. As you know, the project sponsors are requesting to reduce the setbacks by 5 feet. I want to know if this reduced setback is along the boundary with my property (Mission Heights Apts). I'd also like to review the building elevations plan as it is mentioned in the report to be a concern raised during neighborhood feedback.

Can you also let me know what the unit mix will be for the 176 residential units? I'd like to know how many bedrooms are being proposed. I understand that the proposed parking is within the requirements but still have concern that there it will be underparked and as a result the project will negatively impact the surrounding streets. Is the proposed parking ratio consistent with other Eden projects of similar income affordability levels? Lastly I understand the City's EV parking requirement but allocating 24 parking spaces for EV cars seems illogical due to the probability that residents who are in the lowest affordability residential levels most likely will not have an EV car. Does the project sponsor intend to allow non-EV cars to park in the EV parking spaces? My company operates over 800 conventional apartment units in Hayward and less than 10 of our residents have an EV car.

Thank you,

**Blake Felson**

Felson Companies, Inc.

---

**From:** Parcelgroup3 <Parcelgroup3@edenhousing.org>  
**Sent:** Monday, July 19, 2021 4:55 PM  
**To:** Kate Blessing-Kawamura <Kate.Blessing-Kawamura@edenhousing.org>; Chris Grant <ChrisG@tpchousing.com>; James Willcox <JamesW@strategicgrowthpartners.com>; Yajaira Herrera <Yajaira.Herrera@edenhousing.org>; Diego Castro <Diego.Castro@edenhousing.org>  
**Cc:** Elizabeth.Blanton@hayward-ca.gov  
**Subject:** Hayward Parcel Group Three La Vista Development @ 07/22/2021 Planning Commission Meeting Notification

Hello Community Partner,

Thank you for continuing to express interest in the proposed development of the La Vista Residential development. The project is scheduled to go in front of the Hayward Planning Commission on Thursday, July 22<sup>nd</sup>, 2021, starting at 7 PM. The City of Hayward will host the meeting as a virtual webinar. According to the agenda, the project (PH 21-063) is scheduled to be the first item for discussion. Please note that this meeting is not exclusive to the La Vista project, but the Eden Housing Development and our partner, The Pacific Companies, will attend to provide the latest updates on the development, take note of any concerns, and answer any questions.

Attached is an agenda for the meeting and instructions from the City of Hayward detailing how to join the virtual meeting.

**Please click the link below to join the webinar:**

<https://hayward.zoom.us/j/96977876690?pwd=dmdqTXlHVWlrNG1vdmlrbWZtWmdYQT09>

Webinar ID: 969 7787 6690

Passcode: PC7/22@7pm

**Or to join by Telephone please call the following number:**

One tap mobile :

US: +16699006833, 96977876690#, \*5064043704# or +12532158782, 96977876690#, \*5064043704#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 929 205 6099  
or +1 301 715 8592

More information about the project, a link to join the property interest list, and recordings of previous virtual community meetings can be found on the Eden Housing Project Website: <https://edenhousing.org/properties/la-vista-residential/>

Thank you,

The Eden La Vista Development Team

**From:** Carolyn Robertson < >

**Sent:** Wednesday, July 21, 2021 9:30 PM

**To:** CityClerk <[CityClerk@hayward-ca.gov](mailto:CityClerk@hayward-ca.gov)>

**Subject:** PH 21-063 (176 Unit Affordable Housing and Charter School) - July 22, 2021

**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

RE: PH 21-063

Hello,

My neighbor shared a postcard regarding a Planning Commission public hearing on the proposed 176 affordable housing units and charter school that is being considered between E. 16th Street and the future La Vista Park area.

I did not receive the postcard notifying residents that a hearing was slated for June 24, 2021. According to my neighbor, she spoke to many neighbors who also did not receive the postcard. She also informed me that the public hearing has been rescheduled to July 22nd. Since many of the residents who are going to be impacted by this plan did not receive the postcard, **I ask that you postpone the hearing and re-send the public hearing information once again - this will provide opportunity for residents to share their concerns.** Some of the residents I spoke to do not have access to technology, and/or may not know how to voice their concerns, and we have some residents who are monolingual, which is why I ask that you provide more time for residents to figure out a way to have their voices heard. Sending a flyer with the information in English, Spanish and Mandarin will help. My neighbor has expressed an interest to help residents submit public comments if they require assistance. Just out of curiosity were residents of the new development located at the top of Tennyson Road notified that an affordable housing complex may be built just below their million dollar home?

I'd like to go on record that I am opposed to the building of the housing complex and school based on the following reasons:

**1. Maintenance of property** - complexes becoming "projects" or eyesores could potentially bring undesirable crime-committing tenants to the neighborhood. Even if the complex had a great property management team to maintain the upkeep of the property, or if you offered on-site residential services to provide programs/services intended to help families thrive, it requires dedicated, long-term staff members to build trust and rapport with the tenants. Usually property managers, and residential services provided by organizations such as Mid-Pen, Eden Housing, and Abode Services experience high staff turnover because pay is so low. Therefore, there is no continuity of staff to build rapport, trust or a sense of community with the residents. A revolving door for staff creates a lack of commitment among staff which leads to lack of oversight for the property and/or the well-being of the tenants.

**2. Increased traffic in the neighborhood.** There's already an increase in traffic due to parents dropping their children off at St. Clemente's School and/or Moreau HS, and from HS students who drive to school. Having the Charter School nearby would cause congestion on narrow residential streets (narrow due to parked cars belonging to residents).

**3. Increased number of parked cars in the neighborhood.** According to the plan, the units will have a mix of studios, 1, 2, and 3-bedroom units. Technically a 1-bedroom can accommodate 3 people (2 in a bedroom; and 1 in the livingroom), and a 2 bedroom can accommodate 5 people (2 in each bedroom; and 1 in the livingroom), and a 3 bedroom can accommodate 7 people (2 in each bedroom; and 1 in the livingroom). It's not reasonable to assume that the each unit will only have 1 car owner. Often you will find many adult children living with their parents, or aging parents (who are still driving) living with their adult children, or parents with teens who are of driving age. So if you are only providing 176 parking spaces, where will the other tenants park their cars? They will end up parking their cars on the already crowded streets of our neighborhood. Most of the homes in our neighborhood have no garages and/or single car garages so many of the residents are already parking their cars on the the neighborhood streets.

I understand the need to have more affordable housing units – I get it, but I ask that you find another location and not place a 176 unit complex AND a charter school in a space that impacts a neighborhood that is already experiencing traffic congestion from St. Clemente, Moreau HS, and on Saturdays and Sundays, St. Clemente's Church; and has limited off-street parking. Are there plans for the old K-Mart and/or Holiday Bowl properties? If not, why not build on those lots?

Also, I'm curious how will a 176 unit complex and charter school impact the neighborhoods' sewer and water pipes? If an upgrade needs to be made to infrastructure – who pays for that?

Respectfully,

Carolyn Robertson

## Elizabeth Blanton

---

**From:** Carolyn Robertson <>  
**Sent:** Tuesday, July 20, 2021 7:28 PM  
**To:** Elizabeth Blanton  
**Subject:** My Objection to the the Proposed 176 Affordable Housing Unit & Charter School & Request to Provide More Time for Public Comment

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Hello Ms. Blanton,

My neighbor shared a postcard regarding a Planning Commission public hearing on the proposed 176 affordable housing units and charter school that is being considered between E. 16th Street and the future La Vista Park area.

I did not receive the postcard notifying residents that a hearing was slated for June 24, 2021. According to my neighbor, she spoke to many neighbors who also did not receive the postcard. She also informed me that the public hearing has been rescheduled to July 22nd. Since many of the residents in the neighborhood, who are going to be impacted by this plan, did not receive the postcard, **I ask that you postpone the hearing and re-send the public hearing information once again - this will provide opportunity for residents to share their concerns.** Some of the residents I spoke to do not have access to technology, and/or may not know how to voice their concerns, and some are monolingual, which is why I ask that you afford residents more time to figure out a way to have their voices heard. Sending a flyer with the information in English, Spanish and Mandarin will help.

I am opposed to the building of the housing complex and school based on the following reasons:

1. **Maintenance of property** - complexes becoming "projects" or eyesores and would bring undesirable crime-committing tenants to the neighborhood. Even if the complexes had a great property management team, or residential services to maintain the property and to provide programs/services intended to help families thrive, it requires dedicated, long-term staff members. Usually property managers, and residential services provided by organizations such as Mid-Pen, Eden Housing, Abode Services experience high staff turnover because pay is so low. There's no continuity of staff to build rapport and trust with residents.
2. **Increased traffic in the neighborhood.** There's already an increase in traffic due to parents dropping their children off at St. Clemente's School and/or Moreau HS, and from students who drive to school.

On another note (totally unrelated), I'm happy that the City **FINALLY** put up a yield sign & painted

yield on the street corner of E. 15th & Kellog. To me, it made total sense to have signage there - it was long overdue. I noticed it went up shortly after an accident occurred at that location (two cars collided and one ended up upside down).

3. **Increased number of cars that will be parking in the neighborhood.** Most families, even low-income families, own at least 2 cars so if you provide 176 parking spaces for the residents, the

other residents will end up parking their cars on the already crowded streets of our neighborhood. Most of the homes in our neighborhood have no garages and/or single car garages, so many residents are already parking their cars on the neighborhood streets.

I shall go to the City's website to provide my comments, but I also wanted to share them with you.

Thank you for your time.

Regards,  
Carolyn Robertson  
Neighborhood Resident



**From:** Collin Thormoto <>  
**Sent:** Thursday, July 22, 2021 1:41 PM  
**To:** CityClerk <[CityClerk@hayward-ca.gov](mailto:CityClerk@hayward-ca.gov)>  
**Subject:** Comment on PH 21-063

**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear City Clerk,

Please see the attached comment letter for the Hayward Planning Commission Meeting for July 22nd.

All the best,  
Collin Thormoto  
The Hayward Collective



Dear Planning Commissioners,

We hope you are well. The Hayward Collective wanted to reach out to you all regarding the proposed development consisting of 176 affordable housing units and 36,000 square foot charter school to be constructed in Parcel Group 3.

We want to start by voicing our support for this development's commitment to constructing wholly affordable housing for Moderate- to Very Low-Income households. Adding 176 units to the current slate of available housing will not only improve the RHNA Goals in Hayward, but will also obviously meet the needs of many Moderate to Very Low income households in the area. Housing is in short supply, and with an additional 176 units, this would go a long way toward making affordable housing more available to those who need it. We also think that it's important to have additional support for Low-Income residents in the form of the charter school and the wrap-around services which they will provide.

With that being said, we also have some concerns which we would like to raise about the project which we hope can be addressed during this hearing and subsequent approval processes:

1. Proportionality of units for different Income groups.
2. Access to shortcuts for those with mobility issues.
3. Questions about The Primary School

## Units for Different Income Groups

As the Staff Report lays out, there are deficiencies in the stock of housing for Moderate- to Very Low-Income groups in the City of Hayward and this development will go some way to address that. And while a development entirely dedicated to affordable housing is to be commended, it would be helpful to have further information on what proportions of the units are being held for which income levels.

According to the Department of Housing and Community Development for California, a Moderate Income household for a family of 4 in Alameda County is over \$150,000 whereas Extremely Low-Income is \$41,000. With such a huge disparity in income levels being covered in this development, it would be helpful to have some more information on how many units are dedicated to which income levels, or at least how rent payments are going to be handled for the different income levels.

The staff report does not make it clear how this process would work, and in order to better serve our local populations and bring down the 524 unit deficiency in Very Low-Income Affordable Housing Units. Clarity from the developer on this point should be required before the project is approved.

## Access to Shortcuts for Those With Mobility Issues

According to the Staff Report, there are plans to have a staircase from the project site to Tennyson Rd in order to improve access to South Hayward BART. While this is definitely an important addition to the development, we encourage the developer to find a way to include ADA accessible ramps to allow those who would use the 10 ADA Accessible parking spots full access to the amenities available at the development.

## Questions About The Primary School

The inclusion of a Low Income-specific charter school could be a big boon for the local area, especially for those Low to Very Low-Income tenants. However, the top-level plans provided by The Primary School raises some questions which it would be helpful to have answered.

1. Do they provide a food program for the students? The inclusion of a food program is vitally important for Low to Very Low-Income residents as food insecurity is a big concern.
2. Who are the specific partners of The Primary School? They mention that they partner with Kaiser for some of the medical screenings, but it would be important to know and ensure that the partners for this Hayward campus are from the Hayward area and not relying on partners from the East Palo Alto area.
3. Will Hayward residents be prioritized for this campus? It mentions several times the general make-up of the Hayward Unified School District students and the general income/demographic make-up of Hayward households, however it never explicitly states that it will be serving primarily Hayward students. This may be implied as a charter school in the area, but having it explicitly stated would be beneficial.

Again, The Hayward Collective would like to thank City Staff for putting together the Staff Report and believe that this is, generally speaking, a positive development for the City of Hayward. We hope that the above points are given consideration and are brought to the developers.

In the future, it would also be helpful to have a Public Lands policy to ensure that not only the CalTrans Parcels, but all public lands are developed in a transparent way which is beneficial to the Hayward community. We look forward to working with you all in the future on developing Hayward housing in a way that is just, equitable, and in service to all of the members of our community.

In Community,  
The Hayward Collective

**From:** Joanne Lam < >  
**Sent:** Thursday, July 22, 2021 10:45 AM  
**To:** CityClerk <[CityClerk@hayward-ca.gov](mailto:CityClerk@hayward-ca.gov)>  
**Subject:** 7/22/2021 Planning Commission Meeting Agenda #1

**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

To whom it may concern,

Regarding agenda item 1 for today's meeting, I have the following thoughts as a resident on 16th Street:

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- The portion of 16th Street between Kellogg Ave and Webster St is relatively narrow and would not support two way
- traffic with cars parked on the street. With the construction of the school, while it will be accessible via Tennyson Road, there will still be anticipated additional traffic on 16th Street which can pose a problem for residents like myself. With increased
- traffic on this narrow street, we may run into issues with exiting our driveway during morning commute hours. The school traffic will also be exacerbated by the residents in the new units leaving for their morning commute. Although not it's not clear to me
- from the provided drawings, the school seems to be accessible from 16th Street. In the case that the traffic from Tennyson is backed up, drivers will eventually find their way to the school from 16th Street (or Google Maps will).
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- The proposal indicates that there will be 176 units but only 183 parking spots dedicated to residents, 24 which
- are EV charging stations and 10 ADA spots. This effectively only leaves about 150 regular parking spots for 176 units (most people don't EVs). With many households owning more than 1 vehicle, there can be up to 200+ vehicles without available parking on site
- forcing them to park on the streets, when the building becomes fully leased. There are already apartment complexes between Webster and Hancock where residents occupy street parking and if additional residences are built in the area, street parking will become
- an issue.
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- While there are new construction methods that will mitigate the effects of earthquakes, the Hayward fault is known
- to have the potential to release a 6.8-7.0 magnitude earthquake which could be fatal for the residents regardless of how well the building is constructed or the fact that it is positioned away from the fault zone. While the need for affordable housing is understandable,

- I don't think that constructing five story buildings in such close proximity to the fault line is safe for future residents should a violent earthquake occur. Affordable housing should not only be affordable but also safe.
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- Construction of these new units and the school will come with months, potentially years of noise and dust. There
- are plenty of open lots on Mission Blvd away from quiet residential areas where this can be done. There is no room and no need for this to be built at this location. There are clearly a lot of physical constraints on this development and although this parcel
- is developable according to the city's standards, there can still be a lot of unpredicted risk.
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- "While the project still has a significant presence from 16th Street, the entire development is situated adjacent
- to existing multifamily development located just south of the terminus of 16th Street, leaving the land adjacent to the single-family homes on the northwest side of the parcel group as open space that will be incorporated into the future La Vista Park." It
- is not acceptable to create more multifamily units in the area just because the new development is adjacent to existing multifamily developments. The problem is not the proximity of the units to the single family residences but the fact that this area cannot
- support additional multifamily buildings due traffic and parking constraints and the proposal's lack of consideration for the worst case scenarios.
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## Elizabeth Blanton

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**From:** Asha Ladhar <>  
**Sent:** Tuesday, July 20, 2021 5:08 PM  
**To:** Elizabeth Blanton

**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Hi Elizabeth,  
How can apply for appartments or house in low income in la vista residence?  
Sincerely,  
Joga Ladhar

**From:** Rene Tiongquico < >

**Sent:** Thursday, July 22, 2021 8:34 AM

**To:** CityClerk <[CityClerk@hayward-ca.gov](mailto:CityClerk@hayward-ca.gov)>

**Subject:** Public Testimony for Planning Commission, 7/22/2021

**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

Hello:

Please find attached my written public testimony for the Planning Commission meeting tonight, 7/22/2021. I will also be requesting to speak during the public comment period for tonight's meeting. Thank you.

-Rene Tiongquico

City of Hayward, Planning Commission  
777 B Street  
Hayward, CA 94541  
[cityclerk@hayward-ca.gov](mailto:cityclerk@hayward-ca.gov)

File #: PH 21-063

RE: Proposed Development with 176 Affordable Housing Units and an Approximately 36,000 Square Foot School on the Southern Portion of Parcel Group 3 Located North of Tennyson Road between 16th Street and the Future La Vista Park, Assessor Parcel Nos 078C-0626-00309, 078C-0626-003-16, 078C-0626-001-07, 078C-0641-010-01, 078C-0635-013-03, 078C0640-007-06, 078C-0641-001-00, Requiring Approval of Site Plan Review, Administrative Use Permit, and Density Bonus Application 202001594. Eden Housing, Inc. (Applicant) on Behalf of the City of Hayward (Property Owner). (Continued from June 24, 2021)

**Agenda Item #1, 22 July 2021**

Dear Planning Commission:

My name is Rene Tiongquico and I am a former resident of Hayward, California. I was raised in Hayward from 1992 until I left in 2005 for college. Although I no longer live in the city where I spent my formative years, I've come to appreciate my upbringing in Hayward. I attended: Eldridge, Glassbrook, Schafer Park, Strobridge Elementary Schools. I also attended King Middle School and Tennyson High School so I am a Hayward boy at heart. When my family and I immigrated to the United States in 1992, we lived in the Schafer Park neighborhood until we moved to Gading Road. We also lived in north Hayward off of Foothill Blvd. near the 238/580 exchange. But, one thing was constant: my family was and always remained renters.

As a bit of background of me now, I live in our nation's capital, Washington, DC, where I work as a policy analyst for a federal agency. I am the first in my family to own a home. I joke with my friends and family that the exorbitant cost of the Bay Area has prepared me well for the cost of real estate in DC which trails behind only two metropolitan jurisdictions: the San Francisco Bay Area and New York City.

I write today to support the proposed development of 176 affordable housing units. Every time I go back to Hayward, I am astonished at how expensive it is to live in Hayward. The 176 affordable housing units makes it clear that 176 families will have the opportunity to make Hayward their home. I think of my family members who still live in Hayward, including my mother and uncle who are on fixed incomes and whose source of income cannot possibly keep pace with the rising housing costs. I think of my friends from K-12 Hayward schools who are still renters but are clinging on to the little security they have left to remain in their homes and fear displacement. All it takes is one layoff or as we've recently experienced, a worldwide pandemic to have the little security left be taken from you. It feels dejecting and it is morally unconscionable to displace Haywardians who have spent their lives there because of inability to



afford housing. The Planning Commission ought to keep this at the forefront when considering the 2040 General Plan.

Take the example of my mother and uncle, both on fixed incomes through Social Security Disability Insurance. The amount that they receive on a per monthly basis makes it nearly impossible to care for their other needs, namely health costs. They both receive health care coverage through Medi-Cal but if the vast majority of their limited funds is spent on rent, I am afraid they will eventually be displaced or worse, put on the streets. My siblings and I contribute as much as we can and it is never enough. It often feels unfair that while our peers are able to start families, take on opportunities to advance one's career, etc. those of us with families with very limited means must put our dreams on hold. The burden is passed to another generation and the cycle of the haves and the have-nots continues.

Although it is not a panacea for solving all of Hayward's problems, the dignity of having secure housing will relieve so many Hayward families. The Planning Commission has a rare opportunity to extend that security and to change the trajectory of so many Haywardians' lives by approving the proposed affordable housing plan.

The affordable housing plan also provides an environment for low-income Hayward families to thrive. After reviewing the plans, green space adjacent or nearby this planned development is space that could foster a healthy lifestyle. Research consistently shows that access to outdoor activities and spaces result in better health outcomes for individuals. Additionally, the proposed affordable housing plan ensures that families and residents have great access to critical transportation options including public transit such as BART and enough parking spaces for these individuals to get to their place of employment or their children to get to school.

The environmental impact analysis is also an important consideration for the Planning Commission and one that I think very important. Safe housing is the right of every Haywardian. The environmental impact analysis from the documents show the extensive efforts to ensure a safe environment for all but the Planning Commission should ensure that the developers follow all of the plans. Last year my mother was diagnosed with lung cancer. She is not a smoker and my family questions if the cause was partially or wholly attributable to her living arrangements such as exposure to asbestos in the older rental apartments. Federal laws provide adequate notices and disclosures about lead but little other disclosures on radon. I implore the Planning Commission to ensure that the developers remain accountable to other hazards to low-income residents.

Although I am now in an incredible place of privilege and get to see the awesome power and authority of the federal government, local jurisdictions, like the City of Hayward, are the closest form of governance able to help their citizens. The 176 planned affordable housing units is a testament and an opportunity to ensure all Haywardians have a shot at being good productive members of society.

Sincerely,

Rene Tiongquico

CC:

President, Eden Housing

## **ITEM #2 PH 21-067**

**Proposed Mixed-Use Neighborhood Consisting of Nine Live/Work Lofts Fronting Mission Boulevard and 46 Townhome Units Totaling 55 Units Requiring Approval of Vesting Tentative Map 8556 and Major Site Plan Review Application 202005195 and Approval of an Affordable Housing Plan at 27177 and 27283 Mission Boulevard (Assessor Parcel Nos. 452-0056-007 and 452-0056-008). TTLC Moreau-Pestana-Acton LLC/3 M Properties LLC and James and Nadine Pestana (Applicant/Owners)**

**Documents Received**



## **COUNCIL ECONOMIC DEVELOPMENT COMMITTEE**

### **MEETING MINUTES – May 6, 2019**

**CALL TO ORDER:** Mayor Halliday called the Regular meeting to order at 4:05 p.m.

### **ATTENDANCE (September 2018-July 2019):**

Committee Member	Present 5/6/19	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Halliday (Chair)	✓	7	0	6	0
Council Member Mendall	✓	7	0	6	0
Council Member Salinas	✓	4	0	4	0

\* Council Member Salinas appointed as of Feb 2019

### **OTHERS IN ATTENDANCE:**

Kelly McAdoo, City Manager; Jennifer Ott, Deputy City Manager; Laura Simpson, Director of Development Services; Sara Buizer, Planning Manager; Paul Nguyen, Economic Development Manager; Catherine Ralston, Economic Development Specialist; Elizabeth Blanton, Associate Planner; Suzanne Philis, Senior Secretary; Leah Beniston and Kelley Rutchena, The True Life Companies; Kim Huggett, Chamber of Commerce

### **PUBLIC COMMENTS**

Hayward Chamber of Commerce President and CEO Kim Huggett announced upcoming events and that the B Street Apartments (formerly known as the Green Shutter Hotel) were available for lease.

#### **1. APPROVAL OF MINUTES OF REGULAR MEETING APRIL 1, 2019**

A motion to approve minutes with minor corrections was made by Council Member Mendall with a second by Council Member Salinas. Minutes from the April 1, 2019 Regular Meeting were approved.

#### **2. PRELIMINARY CONCEPT REVIEW FOR A NEW HOUSING DEVELOPMENT LOCATED AT 27177 AND 27283 MISSION BOULEVARD BY THE TRUE LIFE COMPANIES.**

True Life Land Acquisition and Development Manager Kelly Rutchena gave the presentation noting the 2.5-acre property was located across the street from Moreau Catholic High School and was zoned ST4 under the City's form-based code.

Council Member Salinas mentioned that Bowman Elementary School, located behind the site, may close. He said he wasn't sure if that would impact the project, but regardless, he wanted to maintain the Council's desire for retail space on the ground floor of all new development along Mission Boulevard.

Council Member Mendall said any commercial use, not just retail, would be acceptable over exclusively housing. Ms. Rutchena asked him if he would consider a live/work option and he said yes, but it wasn't his first choice. He said the front of the development along Mission should have a commercial feel.

Council Member Mendall suggested True Life have a conversation with the school district to confirm the plan for Bowman Elementary because he had heard the school was going to be rebuilt to front Mission Boulevard. If that was the case, he said he was OK with no retail behind the school, but if HUSD was selling the property then he encouraged True Life to assemble the parcels into a larger development. He also noted a larger development would make it financially feasible to include the ground floor commercial space.

Council Member Mendall expressed support of a higher density development of two buildings of stacked flats rather than multi-story townhomes. He also confirmed with representatives that the proposed development would not have garages facing Mission.

Mayor Halliday said the Council's vision was high density housing and commercial uses along Mission Boulevard and she couldn't approve a project without a commercial component. She was sorry to hear they were having problems securing a daycare provider for the commercial space but noted with Moreau High School and St. Clements Church, there was enough vehicular and foot traffic at the site to attract other services. She also expressed support for stacked flats, a better presentation toward Mission and some connectivity within the development.

Council Member Salinas commented that there was a big need for daycare and at that site made perfect sense. Mayor Halliday cautioned against any commercial or retail services that were not appropriate near a school.

True Life Vice President of Entitlements Leah Beniston thanked the committee and said the feedback was very helpful. She said that they would continue to speak to daycare providers when the project was further along and it was more realistic to sign a lease. She also commented that the cost for new construction was substantially higher than improving an existing structure.

Council Member Mendall commented that they were going profit on the housing units and that should subsidize the construction cost of the commercial component. Overall, he said, they would still come out ahead. Ms. Beniston said that wasn't exactly true and noted the site required a lot of grading and site preparation.

Council Member Salinas mentioned a new program at both CalState East Bay and Chabot that taught adults how to open and run a daycare center. Ms. Beniston said SoHay developers were also looking for a daycare provider and that project would be up and running before theirs. She said they would reevaluate what services were needed later in the process.

Council Member Salinas also mentioned the Packing House in downtown Anaheim which was a new destination spot that combined food and entertainment. When he visited, he said it was packed with students and people of all ages. Mayor Halliday agreed a food-oriented use could do well at that location.

Mayor Halliday reiterated that if Council allowed housing-only developments to go in along Mission and left no room for commercial there would be no way to correct the situation later.

### **3. PARK NEXUS STUDY FEE CALCULATIONS**

Associate Planner Elizabeth Blanton gave the presentation noting the park impact fee calculations showed the maximum allowable park in-lieu fees for both residential development (current practice under the Quimby Act) and non-residential developments (if added under Mitigation Fee Act). She asked the Committee to provide direction on 1. whether park impact fees should be applied to non-residential developments; 2. should fees be reduced below the maximum allowable, and if so, by how much and for which type of developments; 3. were there any types of development that should be exempt from park fees such as accessory dwelling units (ADUs), affordable housing or senior housing; and, 4. should park impact fees for residential be set by development type or bedroom count.

Council Member Salinas asked why Oakland's fee were so low. City Manager McAdoo observed that Oakland didn't charge any park fees at all.

When comparing fees charged by neighboring cities, Council Member Salinas asked if it made a difference that Hayward had a separate Park District. City Manager McAdoo said that Hayward gave most impact fees to HARD (Hayward Area Park and Recreation District).

For context, City Manager McAdoo added that besides the park in-lieu fee, Council was also considering a traffic impact fee and modifying the affordable housing ordinance to either raise fees or require units on-site for new development. She mentioned that earlier that day a developer had complained to her about how high fees were in Fremont and said that was why some of their projects were not being constructed. She cautioned the Council to think about these factors and find a balance.

City Manager McAdoo also mentioned that charging fees by bedroom count versus building type helped to keep costs affordable for studios and 1-bedroom units.

Planning Manager Buizer pointed out this was a NEXUS study and there was no reason why fees had to be set at the highest level. She also said staff would recommend that fees have an inflationary factor that would have fees adjust over time rather than becoming stagnant.

Council Member Mendall thanked staff for the report and said the comparison of fees to other cities was excellent. He asked if fees could be set high but with the flexibility to be lowered by Council if certain amenities were included. Planning Manager Buizer said developers wanted certainty and expressed that too much ambiguity with the total cost of impact fees could cause problems. Council Member Mendall acknowledged the point but asked staff to consider it because trade offs had been successfully negotiated in the past.

Deputy City Manager Ott said the ordinance could state that these fees could be negotiated in the development agreement. Council Member Mendall was supportive of this idea.

Council Member Mendall said fees should be immediately increased by 50% and questioned why they hadn't been raised sooner. He said he was open to the idea of charging fees on all development types, but expressed concern that unlike housing, adding fees might hurt the City's ability to attract retail, commercial and industrial uses. He said he would consider approving fees on non-residential developments at no higher than the industrial level.

Going down the list of questions from staff, Council Member Mendall said no, or very low, for number one; he wasn't sure about number two, commenting that jumping to the max made him nervous but maybe in the context of other development fees; three, no exemptions except for affordable senior housing and at least zero bedroom fees for all types; and four, by bedroom.

Finally, Council Member Mendall emphasized the need to complete a traffic impact fee study so Council could make the two decisions together. City Manager McAdoo said it would be another year before staff could come back with an analysis of traffic impact fees and she didn't want to wait until then. Council Member Mendall agreed and asked if staff could compromise by looking at neighboring jurisdictions' traffic impact fees and provide a typical range or average.

Council Member Salinas said he appreciated staff's comments about the ambiguity of costs for development and said it had been a big issue in the past. He expressed support for Deputy Manager Ott's suggestion of using the development agreement to add flexibility. One thing he didn't want to do was to raise fees so high that it stymies development.

Going down the list of questions from staff, Council Member Salinas said he supported at least a token fee on all development so the City could start adding amenities like linear parks; he didn't want to increase fees so high that developers questioned coming to Hayward; for number three, he was unsure and expressed more concerned at the amount of traffic and cars generated by ADUs; and yes, he preferred fees based on bedroom count.

Mayor Halliday pointed out the City's ability to raise fees would be moot if current state legislation passed especially regarding ADUs. She also said a developer recently pointed out to her that although fees were lower in Hayward, so were values. She said the City should really look at that before raising fees and noted that could change with all the new development.

Going down the list, Mayor Halliday said she was very reluctant to consider fees for non-residential developments at any rate higher than the very minimum and expressed surprise at the capital improvement fees charged by other cities; no to raising fees to the maximum but instead look at rates for similar cities like San Leandro and Union City; yes to a 0 bedroom fee for ADUs (which would cut current costs in half); and yes on bedroom count.

Council Member Mendall confirmed that moving forward all fees would be adjusted for inflation.

#### **4. UPDATE ON VACANCY RATES AND TRENDS FOR DIFFERENT PROPERTY TYPES**

Economic Development Specialist Catherine Ralston gave the presentation that included rates and trends for office, industrial, retail and multi-family residential.

Council Member Mendall confirmed that the office space at City Center was not showing in her office vacancy rates because it was not currently on the market.

Council Member Salinas asked if there was a difference between vacancy and totally uninhabitable. Specialist Ralston said if the property wasn't on the market, it wasn't being counted.

Mayor Halliday asked for the definition of a power center. Specialist Ralston explained that a power center was a created downtown and gave the example of Santana Row in San Jose.

Council Member Mendall and staff identified the source of three growth spikes on the Multi-Family chart as the affordable housing project by the South Hayward BART station, the AmCal project next to BART and the senior housing at 880 A Street.

Council Member Salinas said when he and his wife recently visited Arizona, the number topic of conversation was the cost of living in California. He said he didn't hear one good opinion about California.

Council Member Mendall said he appreciated the data, especially the numbers showing a demand for office space. He said preconceptions about the lack of demand for office in Hayward needed to change. He said if he was a developer for office space, he would be looking at the empty lot by the Hayward BART Station. Deputy City Manager Ott said staff was in discussions with BART about office at that location. Council Member Mendall said the City should be pushing for more development of commercial office space.

Mayor Halliday also thanked staff and predicted the desire for brick and mortar retail would come back as shoppers realized touching and feeling the product was more satisfying than looking at pictures. Council Member Mendall disagreed saying his kids never leave their rooms to shop. City Manager McAdoo said retailers were changing how they interact with shoppers by creating more flexible return policies. Mayor Halliday said Macy's reported negative sales because more items were returned than purchased.

Council Member Mendall asked staff to share the information about office space with other Council Members.

## **5. FUTURE MEETING TOPICS AS OF MAY 6, 2019**

Council Member Mendall suggested keeping the schedule of upcoming topics flexible so the new Economic Development Manager could get settled and develop a work plan. Deputy City Manager Ott noted that master plans for the 238 Project were going to start filtering through the Committee and would push the listed topics back. Council Member said he was fine with that.

Council Member Salinas said he would like to see information about enforcement efforts of the City's ordinance included with the report on the impact of cannabis. City Manager McAdoo said a full report, including feedback from PD, would be coming back to the full Council. She noted an annual check in to Council was required for dispensaries. City Manager McAdoo said enforcement wasn't related to Economic Development and said it shouldn't be included on Future Meeting Topics. She said the impact of cannabis pushing other businesses out of the industrial sector was something ED staff could address.



Council Member Mendall said he wanted Economic Development staff to weigh in on effect of cannabis on the market. Council Member Salinas noted he spoke to one downtown property owner who was holding out for cannabis businesses to lease his space at the cost of other businesses.

Mayor Halliday said there was an assembly bill that would force the City to expand the number of cannabis businesses in Hayward from three to 10. She said she was preparing a letter of opposition.

Economic Development Manager Nguyen said Development Services staff was preparing a report for June on a possible vacant building ordinance.

#### **COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS**

Council Member Mendall requested an update the Development Pipeline Brochure. He said he brought the brochure to community meetings and people loved it. Staff said an update was underway.

Economic Development Manager Nguyen announced the upcoming Business Appreciation Event on May 16<sup>th</sup> at Stonebrae County Club. He invited members to attend.

**ADJOURNMENT:** The meeting was adjourned at 5:51 p.m.