



CITY OF HAYWARD CONSOLIDATED PLAN

2025-2029

Draft for Public Comment
March 10, 2025

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Executive Summary

ES-05 Executive Summary – 24 CFR 91.200(c), 91.220(b)

1. Introduction

The Community Development Consolidated Plan is submitted pursuant to a U. S. Department of Housing and Urban Development (HUD) rule (24 CFR Part 91, 1/5/95) as a single submission covering the planning and application aspects of HUD's Community Development Block Grant (CDBG), Emergency Solutions Grant (ESG), HOME Investment Partnership (HOME) and Housing Opportunities for Persons with AIDS (HOPWA) formula programs.

The purpose of the local 2025-29 Consolidated Plan is to describe priorities and goals that the City of Hayward will undertake in conjunction with HUD programs and funded with Federal Fiscal Year 2025 through Federal Fiscal Year 2029 dollars. The City of Hayward receives both CDBG and HOME funds. Hayward is a CDBG entitlement grantee and a member of the Alameda County HOME Consortium, of which Alameda County Housing and Community Development (HCD) is the lead agency. The priority needs and goals in this plan and the included FY 2025 Annual Action Plan reflect the City's priorities for its CDBG entitlement and align with the priority needs and goals of the Alameda County HOME Consortium, as appropriate.

The following Consolidated Plan is the product of extensive interagency collaboration and community engagement. One of the primary vehicles for interagency collaboration is the City's participation in both the Alameda County HOME Consortium, as well as the EveryOne Home continuum of care (CoC), which integrates homeless services, HIV/AIDS services, and mental health services provided through the County and its constituent cities. The Consolidated Plan also integrates input from Community-Based Organizations (CBOs) and the City's community participation body, the Community Services Commission (CSC). Finally, the Consolidated Plan draws on the needs, goals, and strategies outlined in the City's strategic and planning documents, including the Strategic Roadmap, the Let's House Hayward! Strategic Plan, and the General Plan Housing Element.

2. Summary of the objectives and outcomes identified in the Plan Needs Assessment Overview

The City of Hayward's priority needs and goals for its CDBG entitlement are:

- **Expand & Improve Public Infrastructure & Facilities:** Expand and improve public infrastructure through activities for low- and moderate-income (LMI) persons and households.
- **Preserve, Protect, and Produce Housing Stock:** Preserve Existing Homeownership Housing for LMI households.
- **Provide Public Services & Quality of Life Improvements:** Provide Vital Services for LMI Households, and Provide Supportive Services for Special Needs Populations
- **Economic Development:** Provide for Small Business Assistance

The City's focus on the above priority areas aligns with the Alameda HOME Consortium's priority areas of housing, homelessness, supportive housing, and community development.

3. Evaluation of past performance

Annually, the City submits a Consolidated Plan Annual Performance Evaluation Report (CAPER). The CAPERSs were reviewed in the development of this Consolidated Plan. Through this review, the City adjusted its outcome indicators to reflect more appropriate categories and to adjust target goals based on previous performance.

4. Summary of citizen participation process and consultation process

The City's Community Participation Plan (CPP) is attached as Appendix B and provides details regarding the annual CDBG and Social Services funding process. The CPP designates the Community Services Commission (CSC) as the primary conduit for resident participation in all phases of the CDBG program. The CSC advises and makes recommendations to the City Council on HUD-funded programs including the identification of community development needs, priority setting, and funding recommendations. English and Spanish notices of the public comment period and public hearing will be published in the *Daily Review*, from April 4, 2025 through May 4, 2025.

5. Summary of public comments

Public comments will be added to this section following the Public Hearing scheduled for April 22, 2025.

6. Summary of comments or views not accepted and the reasons for not accepting them

A summary of comments or views not accepted and reasons for not accepting them will be added to this section following the Public Hearing scheduled for April 22, 2025.

7. Summary

As a CDBG Entitlement city, the City of Hayward estimates an annual entitlement of approximately \$1.3 million per year. In addition, CDBG funding is expected to be augmented by an estimate of approximately \$47,000 per year in program income. For PY 2025, resources will also include \$266,379 in prior year unallocated resources. In total, the Consolidated Plan estimates resources of \$6,990,778 over the PY 2025 to 2029 plan period. The City also utilizes local, county, and state resources to facilitate Community Development Block Grant goals, most notably an annual allocation from the City's General Fund.

The City, in collaboration with the community and stakeholders, has identified four community development needs which it will continue to address through eligible activities throughout the PY 2025 to 2029 Consolidated Plan period. These are: 1) Expand & Improve Public Infrastructure & Facilities; 2) Preserve, Protect, and Produce Housing Stock; 3) Public Services & Quality of Life Improvements; and 4)

Economic Development. Activities expected to be carried out in PY 2025 in support of these activities may include improvements to facilities serving special populations, such as emergency shelters; rehabilitation of owner-occupied housing; services for individuals experiencing homelessness; and technical support for microenterprises.

The Process

PR-05 Lead & Responsible Agencies - 91.200(b)

1. Describe agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source

The following are the agencies/entities responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Agency Role	Name	Department/Agency
Lead Agency	HAYWARD	Community Services Division
CDBG Administrator		
HOPWA Administrator	ALAMEDA COUNTY	Department of Housing and Community Development
HOME Administrator		
HOPWA-C Administrator		

Table 1– Responsible Agencies

Narrative

The City of Hayward’s Community Services Division (CSD), part of the City Manager’s Office is the lead entity for the preparation, implementation, and evaluation of the Consolidated Plan and related documents and processes. CSD carries out the City’s Community Agency Funding (CAF) process, distributing funds and acting as liaison to the non-profit community partners and City departments providing the programs and services necessary to meet the City’s community development goals. In addition, CSD coordinates with the City Manager’s Office, Development Services, Library Services, Public Works, Police, and Fire Departments to deliver public services, affordable housing, community infrastructure, and economic development in line with the City’s priorities, as outlined in its Strategic Roadmap. CSD also works with many county organizations such as the EveryOne Home Continuum of Care and the Alameda County HOME Consortium to coordinate the delivery of necessary services to the community. A description of the various partner agencies that work with the City is provided under the heading “Institutional Structure” in this report.

The CAF process specifically directs targeted assistance to low-income residents and is supported by both the City’s CDBG entitlement as well as contributions from the City’s General Fund and periodically other available one-time funds. The CAF process has been formalized to include input from City staff, public comments, and recommendations made by the CSC, the primary conduit for resident participation as designated by the City’s Community Participation Plan. The CAF application process provides extensive information and technical assistance to help prospective applicants. Both CDBG and Social Services funds are allocated on an annual basis through a process that complies with HUD citizen-participation requirements and includes public hearings.

The City encourages the coordination of activities among the various housing and social service providers that serve Hayward residents. The City's CDBG and Social Services program application processes promote collaboration and coordination by service agencies to reduce service duplication and maximize the use of public resources available to fund these types of programs. Organizations applying for City funding must demonstrate how their proposed program or project differs from and/or complements existing activities and services, as well as how the applicant will collaborate and coordinate its efforts with other providers.

The Consolidated Plan integrates information gathered from a variety of planning activities, including: the City's FY 2024-25 Strategic Roadmap update, the Let's House Hayward strategic plan, the Housing Element and Climate Action Plan, Public Safety Innovation Community Workshops, the Food Action Plan, and resident satisfaction surveys. In addition, as noted above, plan priorities are informed by consultation with the CSC and a survey of community partners.

The Consolidated Plan process began on November 20, 2024, with a presentation and request for funding priorities feedback from the CSC. The process will conclude in April 2025 with a City Council work session planned for April 1, 2025, to discuss the Plan, followed by a public hearing planned for April 22, 2025, to consider its adoption. The meetings held by the City are in addition to the citizen participation process conducted by Alameda County as the lead agency for the County's HOME Consortium.

Consolidated Plan Public Contact Information

Comments on the Consolidated Plan or future Annual Action Plans can be directed to Management Analyst Rick Rivera: 510-583-4003 or rick.rivera@hayward-ca.gov.

PR-10 Consultation - 91.100, 91.110, 91.200(b), 91.300(b), 91.215(l) and 91.315(l)

1. Introduction

The City of Hayward collaborates regularly with a variety of regional and local agencies, including non-profit service providers, the regional Continuum of Care (EveryOne Home, administered by Alameda County and Homebase), Alameda County, and other surrounding cities in order to enhance coordination for responding to housing and other service needs, including homelessness, in the City and region.

Provide a concise summary of the jurisdiction's activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(l)).

Hayward and its partners at Alameda County have a history of collaborative efforts at the consumer and provider level, focusing on coordination at the systems level. Through its participation in the EveryOne Home Continuum of Care (CoC), Hayward has access to the CoC's enhanced coordination efforts which together housing providers, public and private partners, and direct service agencies.

The CoC's governance charter memorializes how stakeholders govern the collective impact initiative to end homelessness and meet the federally defined responsibilities of operating a HUD Continuum of Care as found in the Continuum of Care Program Rule at §578. In 2021, EveryOne Home's Leadership Board restructured the CoC's governance. The primary changes to the governance structure were a requirement that each subcommittee be comprised of one-third people with lived experience, as well as the use of Point-in-Time Count as a benchmark for recruitment of people of color to serve on those bodies. The restructuring also included the implementation of new subcommittees, including the CoC Leadership Board; the CoC Standards, Compliance, and Funding Committee; the HMIS Committee; the Housing Capacity Committee; the Housing Stability and Homelessness Prevention Committee; the Outreach, Access, and Coordination Committee; the PIT Planning Team; the Systems Impact Committee; and the Youth Committee. Through those subcommittees, EveryOne Home convenes stakeholders, develops policies for the housing crisis response system, and tracks response outcomes. Stakeholders include people with lived experience of homelessness, elected officials, community groups, and service providers as well as county and city government administrators. City staff are actively engaged in the work of the CoC, regularly attending meetings and serving on various committees.

Additionally, City staff participate in multiple regional planning and coordination efforts to enhance coordination between housing providers, service providers, and government entities. This includes contributing to regional strategic planning, bi-weekly meetings with the County to share information and problem-solve, mayors' convenings regarding homelessness, and various ongoing and ad hoc working groups to respond to homelessness and support the creation of affordable housing.

Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness

Stakeholders in Alameda County have been assessing the needs of persons experiencing homelessness and working to improve our response across the county since the founding of Alameda County-wide Homeless Continuum of Care Council in 1997. The collaboration includes cities and Alameda County government agencies representing three separate care systems — homeless services, HIV/AIDS services, and mental health services — that share overlapping client populations. The County's Continuum of Care (CoC), EveryOne Home, is a community-based organization stemming from the 2006 EveryOne Home Plan and was created to implement the Plan.

EveryOne Home coordinates local efforts to address homelessness, seeks to maintain the existing service capacity, build new partnerships that generate greater resources for the continuum of housing, services, and employment, and establish inter-jurisdictional cooperation. EveryOne Home leverages substantial federal, state, and local resources for homeless housing and services, standardizes data collection, and facilitates a year-round process of collaboration. EveryOne Home includes representation from HOME Consortium jurisdictions and CDBG entitlement jurisdictions in the County, service providers, individuals with current or previous experience of homelessness, representatives of the faith community, business representatives, and education and health care professionals. EveryOne Home receives administrative funding through Alameda County's General Fund as well as contributions from each of Alameda County's jurisdictions. In February of 2020, the City of Hayward passed a resolution to endorse the EveryOne Home Plan. The City of Hayward is committed to working collaboratively with County and Continuum of Care partners to regionally address the needs of individuals experiencing homelessness. Currently, City staff serve on multiple EveryOne Home committees and working groups.

Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards and evaluate outcomes, and develop funding, policies and procedures for the administration of HMIS

The City of Hayward is not an entitlement Emergency Solutions Grant (ESG) grantee. However, the City works in collaboration with the local CoC to determine the need for local funds. The City consults with the CoC to develop performance standards and evaluate the outcomes of projects and activities funded with CDBG in alignment with ESG goals.

Should the City receive any ESG funds during the next five years, staff will utilize the Alameda County Priority Home Partnership ESG Policies and Procedures Manual, which covers policies and procedures for all ESG recipients and sub-recipients operating programs within Alameda County. Through HMIS and leadership of the EveryOne Home Performance Management Committee, the Alameda County Housing and Community Development Department supports the EveryOne Home initiative to establish system wide outcomes and to evaluate effectiveness of programs against those outcomes. These outcomes include shortening the period individuals are homeless and reducing the returns to homelessness.

2. Describe Agencies, groups, organizations and others who participated in the process and describe the jurisdictions consultations with housing, social service agencies and other entities

Table 2– Agencies, groups, organizations who participated

1	Agency/Group/Organization	City of Hayward
	Agency/Group/Organization Type	Housing Service-Fair Housing
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Non-Homeless Special Needs Economic Development Market Analysis
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	The City of Hayward is the lead agency of the Consolidated Plan.
2	Agency/Group/Organization	Alameda County Housing and Community Development
	Agency/Group/Organization Type	Housing Services - Housing Other government - County Regional organization Planning organization
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Lead-based Paint Strategy Public Housing Needs Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	Monthly CoC coordination meetings with representatives from all EveryOne Home jurisdictions. Coordination of programs and services, sharing of best practices, improved understanding of countywide housing needs.

3	Agency/Group/Organization	EveryOne Home
	Agency/Group/Organization Type	Housing Services - Housing Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-homeless Services-Health Services-Education Services-Employment Service-Fair Housing Services - Victims Publicly Funded Institution/System of Care Regional organization Planning organization
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Public Housing Needs Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	Monthly CoC coordination meetings with representatives from all EveryOne Home jurisdictions. Coordination of programs and services, sharing of best practices, improved understanding of countywide housing needs.
4	Agency/Group/Organization	Housing and Economic Rights Advocates
	Agency/Group/Organization Type	Services - Housing Service-Fair Housing
	What section of the Plan was addressed by Consultation?	Priority Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	Housing and Economic Rights Advocates (HERA) is a past CDBG subrecipient and provided input for developing the Priority Needs listed in the Consolidated Plan.

5	Agency/Group/Organization	EDEN I&R
	Agency/Group/Organization Type	Services - Information and Referral
	What section of the Plan was addressed by Consultation?	Priority Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	Eden Information & Referral, Inc. (Eden I&R) is a general fund public services subrecipient and provided input for developing the Priority Needs listed in the Consolidated Plan.
6	Agency/Group/Organization	Bay Area Community Health
	Agency/Group/Organization Type	Services-Health
	What section of the Plan was addressed by Consultation?	Priority Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	Bay Area Community Health is a past CDBG subrecipient and provided input for developing the Priority Needs listed in the Consolidated Plan.
7	Agency/Group/Organization	COMMUNITY RESOURCES FOR INDEPENDENT LIVING
	Agency/Group/Organization Type	Services-Persons with Disabilities Services-Health Services-Education Service-Fair Housing Services - Information and Referral
	What section of the Plan was addressed by Consultation?	Priority Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	Community Resources for Independent Living (CRIL) is a general fund public services subrecipient and provided input for developing the Priority Needs listed in the Consolidated Plan.

11	Agency/Group/Organization	Centro legal de la Raza
	Agency/Group/Organization Type	Services-Children Services-Persons with Disabilities Services-Victims of Domestic Violence Service-Fair Housing Services - Victims Services - Legal Services
	What section of the Plan was addressed by Consultation?	Priority Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	Centro Legal de la Raza is a current CDBG subrecipient and provided input for developing the Priority Needs listed in the Consolidated Plan.
12	Agency/Group/Organization	Oakland Ballet Company
	Agency/Group/Organization Type	Services – Performing Arts
	What section of the Plan was addressed by Consultation?	Priority Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	Oakland Ballet Company is a community organization for performing arts and provided input for developing the Priority Needs listed in the Consolidated Plan.

Identify any Agency Types not consulted and provide rationale for not consulting

Other local/regional/state/federal planning efforts considered when preparing the Plan

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Home Together 2026 Community Plan	Alameda County	The Home Together 2026 Community Plan aims to dramatically reduce homelessness in the county. The Plan identifies what is needed to operate a homeless response system that has the capacity to address the needs of people experiencing homelessness, reduce disparities, and significantly reduce homelessness in Alameda County.

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
6th Cycle (2023-2031) Housing Element	City of Hayward	One of the State-required components of the City's general plan. Identifies the City's housing conditions and needs, establishes the goals, objectives, and policies that support the City's housing strategy. State law requires updates to the Housing Element on an eight-year cycle.
Hayward Strategic Roadmap	City of Hayward	The Strategic Roadmap outlines the City's highest priorities for the following three years and provides a roadmap of specific actions to meet those goals. The Roadmap categorizes actions under seven Strategic Priorities, of which four intersect with the Consolidated Plan's goals: Enhance Community Safety & Quality of Life; Preserve, Protect & Produce Housing for All; Invest in Infrastructure; and Grow the Economy. The Roadmap is updated on an annual basis.
Let's House Hayward! Homelessness Reduction Strategic Plan	City of Hayward	Adopted by the City Council in 2021, the Let's House Hayward! Homelessness Reduction Strategic Plan (LHH Plan) is a five-year local plan aligning with the Home Together Plan. The goals, strategies, and activities included in the LHH Plan reflect actionable, locally tailored recommendations that employ national best practices and promising emerging models.
2021 Resident Satisfaction Survey	City of Hayward	The 2021 Resident Satisfaction Survey helps the City to determine the human needs of vulnerable residents, identify barriers/gaps in service, and provide validated data that meet HUD community input requirements in the development of the 2025-2029 Consolidated Plan and for allocating public service funds.
2025-29 Regional Analysis of Impediments (AI) to Fair Housing	Alameda County	The 2025 Regional AI reflects the countywide effort to increase fair housing choices for all residents in the county and to affirmatively further fair housing. The AI summarizes the primary issues and contributing factors to obstacles to fair and affordable housing. The AI helps to inform the priority needs of the City of Hayward as it prepares the Strategic Plan.
City of Hayward 2024 Homeless Point-in-Time Count	EveryOne Home	The City of Hayward 2024 Homeless Count helps to inform the homeless population demographics in the City and describe where there are gaps in services. This report helped to inform public services in the Strategic Plan.

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Alameda County 2024 Homeless Point-in-Time Count	EveryOne Home	The Alameda County 2024 Homeless Count helps to inform the homeless population demographics in the Hayward and describe where there are gaps in services. This report helped to inform public services in the Strategic Plan.

Table 3– Other local / regional / federal planning efforts

Describe cooperation and coordination with other public entities, including the State and any adjacent units of general local government, in the implementation of the Consolidated Plan (91.215(l))

The City had extensive consultation with Alameda County through both the EveryOne Home CoC and the HOME consortium. The City interacts with the State Department of Housing and Community Development (HCD) through funding opportunities, such as the California Permanent Local Housing Allocation and Homekey grant program.

Narrative

PR-15 Citizen Participation - 91.105, 91.115, 91.200(c) and 91.300(c)

1. Summary of citizen participation process/Efforts made to broaden citizen participation
Summarize citizen participation process and how it impacted goal-setting

The City's Community Participation Plan (CPP, or Citizen Participation Plan) is attached as Appendix B and provides details regarding the annual CDBG and Social Services funding process. The CPP designates the Community Services Commission (CSC) as the primary conduit for resident participation in all phases of the CDBG program. The CSC advises and makes recommendations to the City Council on HUD-funded programs including the identification of community development needs, priority setting, and funding recommendations. English and Spanish notices of the public comment period and public hearing will be published in the *Daily Review*, tentatively from March 10, 2025, through April 8, 2025.

Citizen Participation Outreach

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
1	Newspaper Ad	Minorities Non-English Speaking - Specify other language: Spanish Persons with disabilities Non-targeted/broad community Residents of Public and Assisted Housing	Notice of the Notice of Funding Availability (NOFA) inviting community organizations to submit proposals for eligible CDBG activities for Program Year 2025 and non-CDBG-funded programs through the Community Agency Funding (CAF) process for Fiscal Year 2025-26.	No Public Comments Received	No Public Comments Received	https://www.hayward-ca.gov/business/doing-business-with-hayward/notice-funding-availability-nofa

2	Public Meeting	Non-targeted/broad community	November 20, 2024 Community Services Commission (CSC) meeting to discuss the Program Year 2025 to 2029 Consolidated Plan and establish priority needs.	Public Comments were provided in reference to an arts program proposed for funding as part of the non-CDBG portion of the CAF process.	All Public Comments were accepted.	https://hayward.legistar.com/MeetingDetail.aspx?ID=1244271&GUID=80118224-CC16-4383-88DC-4EC4D18A44B5&Options=info &Search=
3	Newspaper Ad	Minorities Non-English Speaking - Specify other language: Spanish Persons with disabilities Non-targeted/broad community Residents of Public and Assisted Housing	Notice announcing the Public Comment Period for the community agency funding process.		All Public Comments were accepted.	
4	Public Meeting	Non-targeted/broad community	February 19, 2025 Public Meeting of the CSC to develop recommendations for community agency funding.	Public Comments were provided in regards to retirement of the CSC chair and CSC's ongoing work.	All Public Comments were accepted.	https://hayward.legistar.com/MeetingDetail.aspx?ID=1281511&GUID=E383AEE9-5BEE-47B2-80F2-3391E930E213&Options=info &Search=

5	Public Meeting	Non-targeted/broad community	March 19, 2025 Public Meeting of the CSC to adopt recommendations for community agency funding to be presented to the City Council.	Comments will be summarized after the public comment period.	All Public Comments were accepted.	
6	Newspaper Ad	<p>Minorities</p> <p>Non-English Speaking - Specify other language: Spanish</p> <p>Persons with disabilities</p> <p>Non-targeted/broad community</p> <p>Residents of Public and Assisted Housing</p>	Notice announcing the Public Comment period for the Program Year 2025-2029 Consolidated Plan.	Comments will be summarized after the public comment period.	Comments will be summarized after the public comment period.	

7	Public Meeting	Non-targeted/broad community	April 1, 2025 City Council Work Session to consider Community Services Commission and Staff recommendations for the community agency funding process and Program Year 2025-2029 Consolidated Plan and provide feedback.	Comments will be summarized after the work session.	Comments will be summarized after the work session.	
8	Internet Outreach	<p>Minorities</p> <p>Non-English Speaking - Specify other language: Spanish</p> <p>Persons with disabilities</p> <p>Non-targeted/broad community</p> <p>Residents of Public and Assisted Housing</p>	Social media outreach to promote public comment period for consolidated plan and FY 2025-2026 funding recommendations.	Comments will be summarized after the public comment period ends.	Comments will be summarized after the public comment period ends.	

9	Public Meeting	Non-targeted/broad community	Council work session on the community agency funding process and consolidated plan scheduled for April 1, 2025.	Comments will be summarized after the public comment period ends.	Comments will be summarized after the public comment period ends.	
10	Internet Outreach	<p>Minorities</p> <p>Non-English Speaking - Specify other language: Spanish</p> <p>Persons with disabilities</p> <p>Non-targeted/broad community</p> <p>Residents of Public and Assisted Housing</p>	Social media outreach to promote public comment period for consolidated plan and FY 2025-2026 funding recommendations.	Comments will be summarized after the public comment period ends.	Comments will be summarized after the public comment period ends.	

11	Newspaper Ad	<p>Minorities</p> <p>Non-English Speaking - Specify other language: Spanish</p> <p>Persons with disabilities</p> <p>Non-targeted/broad community</p> <p>Residents of Public and Assisted Housing</p>	Notice announcing the Public Hearing for the community agency funding process and the program year 2025 to 2029 Consolidated Plan, scheduled for April 22, 2025.	Comments will be summarized after the public comment period ends.	Comments will be summarized after the public comment period ends.	
12	Public Hearing	Non-targeted/broad community	April 22, 2025, Public Hearing of the City Council to consider passing a resolution to authorize and appropriate community agency funding and adopt the program year 2025 to 2029 Consolidated Plan.	Comments will be summarized after the public hearing.	Comments will be summarized after the public hearing.	

Table 4– Citizen Participation Outreach

Needs Assessment

NA-05 Overview

Needs Assessment Overview

The Needs Assessment for the City of Hayward includes housing preservation and non-housing community development needs. These needs were identified through citizen participation and consultation with community stakeholders. The housing needs are discussed in this section, while non-housing community development needs are detailed in the NA-50. The assessment focuses on three key areas of need: public facility improvements, public infrastructure improvements, and public services for low- and moderate-income (LMI) households and residents with special needs.

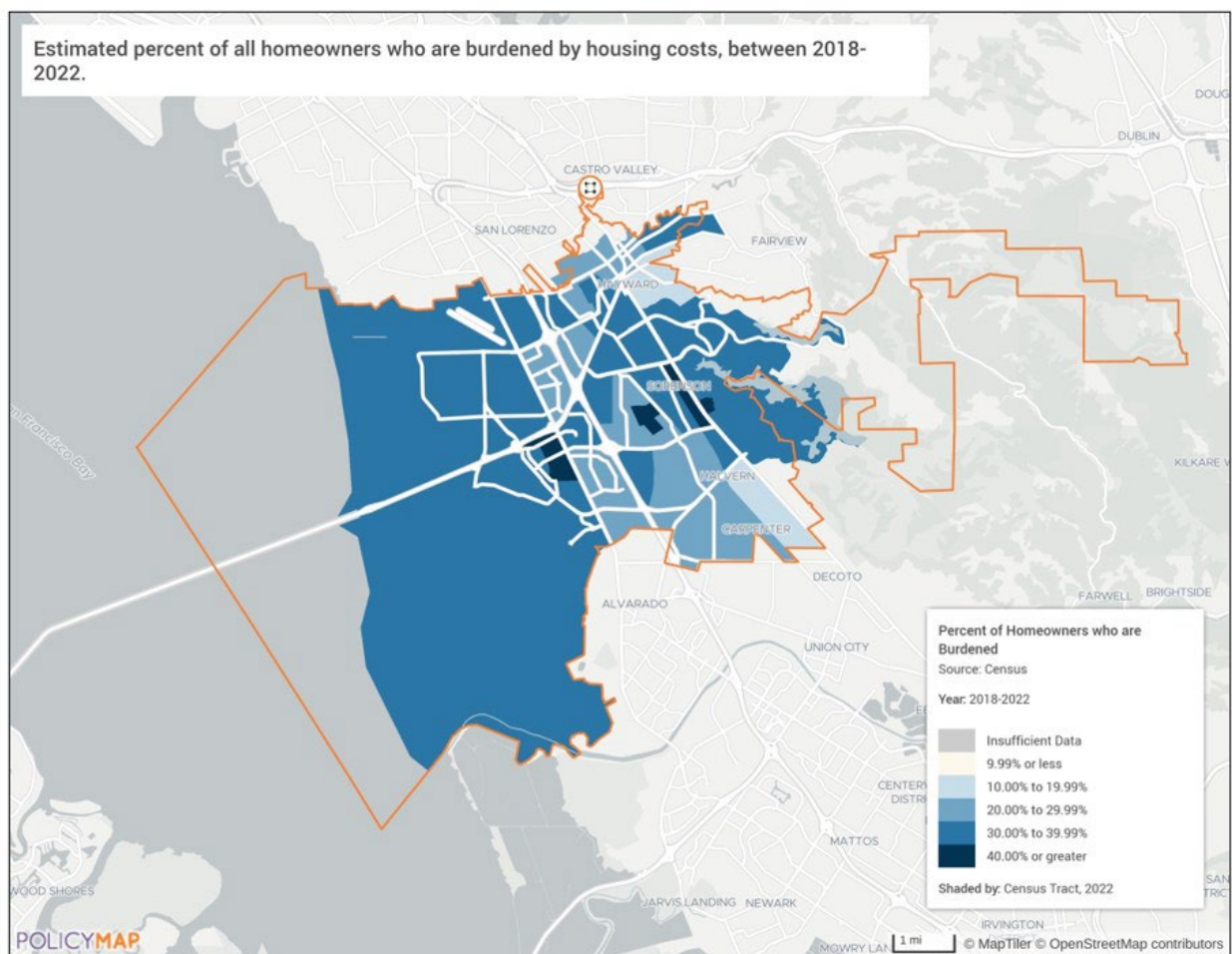
The City recognizes the need for improved access and expansion in these key areas. The public facilities area includes needed improvements and expansions to facilities such as community centers, emergency shelters, and healthcare facilities. Public infrastructure activities may include roadway resurfacing, sidewalk installation, or improvements to curbs and ramps for ADA compliance. Public services target LMI community members and special needs groups and include services to address the needs of unhoused individuals; residents with physical and/or mental health conditions; older adults; and school or transition-aged youth. Addressing these needs will have a positive indirect impact on housing instability in Hayward. Public improvements and services will help revitalize low/mod neighborhoods, improve the quality of life for residents, and help support some of the basic needs for LMI residents.

Hayward, like most other coastal California cities, has grappled with significant housing affordability challenges over the past several Consolidated Plan cycles. According to 2018-2022 American Community Survey 5-Year Estimates (ACS), 42% (n=11,748) of all homeowner households (n=27,993) and 74% (n=15,867) of all renter households (n=21,549) are either cost-burdened or severely cost burdened, highlighting the ongoing struggle for affordable housing solutions. The City's population, currently at approximately 158,241 has been gradually increasing over the past decade, but this growth has not been consistent across the city. While some areas have experienced rapid growth, others have seen slower development. These changes are often tied to economic factors, with census data showing areas such as Downtown, the Jackson Triangle, and the Tennyson corridor meeting the definition of LMI target areas.

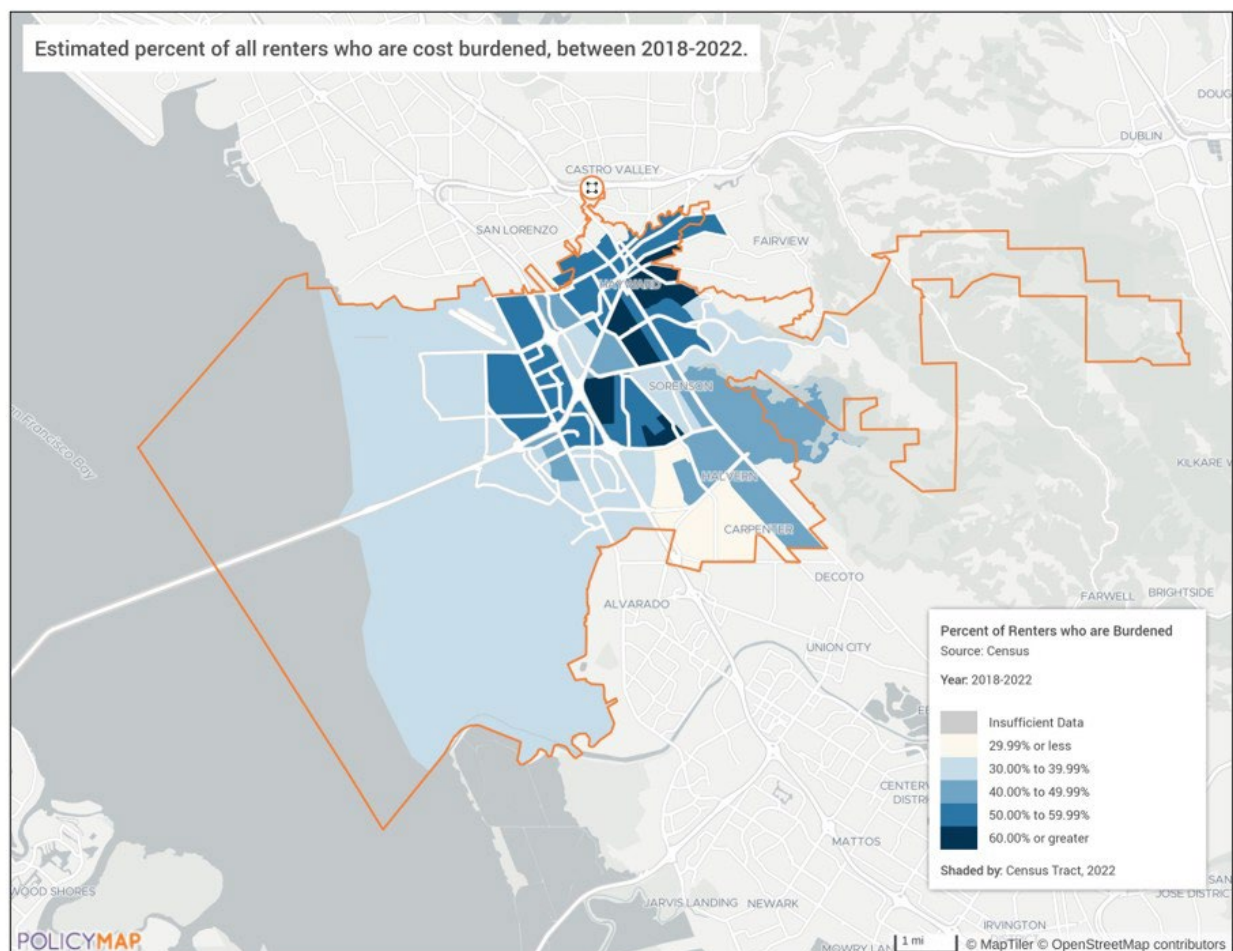
Cost Burden

Over 8,500 homeowner households and 11,000 renter households of Hayward's approximately 49,000 occupied housing units are considered cost burdened. Households spending more than 30% of their income on housing costs are considered cost-burdened. The maps below show the percentage of cost-burdened households by census tract, based on the 2018-2022 ACS.

Cost burden is most prevalent among homeowners along the Tennyson Road corridor, which runs east to west across the City in the South Hayward area. In the neighborhoods of Glen Eden, Jackson Triangle, and Mission-Garin, shown in the darkest-blue shading below, 40% or more of households are cost burdened. In most parts of the city, at least 20% of households face this issue. Renters are affected by cost-burden more frequently than homeowners, and the geographic distribution of cost burden differs for renters versus homeowners. In the darkest shaded areas, which include Harder-Tennyson, the Jackson Triangle, and Downtown neighborhoods, 60% or more of renters are cost burdened, meaning they face housing insecurity and have a higher risk of homelessness. Note that the areas designated as having the lowest rental housing burden include the sizable Hayward Shoreline Area in the southwestern end of the City, which is dominated by light industrial areas and open space.



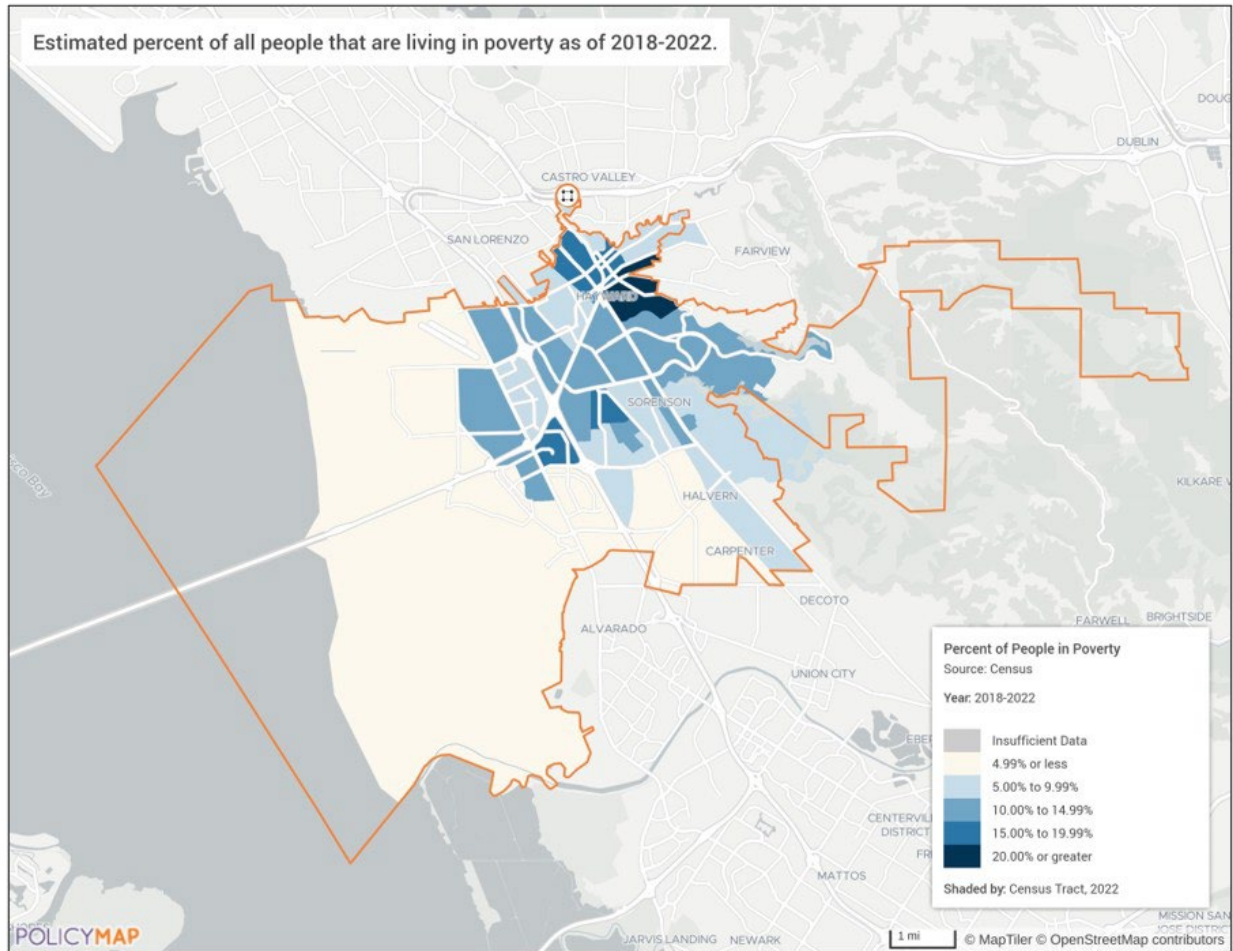
Cost Burden Homeowners



Cost Burden Renters

Poverty

The poverty rate in Hayward is 9.6%, with most individuals and families living below the poverty level located in the north central areas of the city (Source: 2018-2022 ACS). The darkest shaded areas, centered on Downtown, have over one-in-five individuals living in poverty. Poverty is one of the leading causes of housing instability across the country, and this is no different in Hayward. Housing instability leads to an increased risk of homelessness, often stemming from a lack of financial resources or economic prospects. Unforeseen events or crises such as the death of a family member, medical bills, or unexpected expenses like a major car repair can disrupt stable housing, especially for families with low or fixed incomes. Tracts with high poverty rates are generally in line with tracts that have cost-burdened households.



Poverty Rate

If the PJ will establish a preference for a HOME TBRA activity for persons with a specific category of disabilities (e.g., persons with HIV/AIDS or chronic mental illness), describe their unmet need for housing and services needed to narrow the gap in benefits and services received by such persons. (See 24 CFR 92.209(c)(2) (ii))

The City of Hayward is part of the Alameda County HOME Consortium Participating Jurisdiction. The City's HOME TBRA activities do not use a preference for individuals with a specific category of disabilities.

NA-50 Non-Housing Community Development Needs - 91.415, 91.215 (f)

Describe the jurisdiction's need for Public Facilities:

The City of Hayward has identified the need for improved access to and capacity of public facilities and has included a goal in the Strategic Plan:

2A. Improve Public Facilities & Infrastructure

In pursuit of this goal, the City will expand and improve access to public facilities through development activities in low/mod areas. These investments in public facilities are intended to enhance the well-being of low- to moderate-income (LMI) individuals and special needs groups such as the elderly, individuals with physical conditions, and survivors of domestic abuse. Public facilities encompass neighborhood facilities, community centers, parks, and recreation facilities.

How were these needs determined?

The need for improved public facilities in the City was determined through the process outlined in the City's Community Participation Plan, consisting of consultation with the Community Services Commission, the City's designated resident participation body, and stakeholder surveys. This process enables City staff to prioritize public services to LMI and special needs populations in the City and provides recommendations for resource allocation by the City Council

Describe the jurisdiction's need for Public Improvements:

The City of Hayward has identified the need for the expansion and improvements of public infrastructure and has included a goal in the Strategic Plan:

2A. Improve Public Facilities & Infrastructure

For this goal, the City will expand and improve public infrastructure through development activities for residents living in low/mod areas. Activities can include adding ADA compliance for curb ramps and sidewalks and roadway expansion projects.

How were these needs determined?

The need for the expansion and improvements of public infrastructure in the City was determined through the process outlined in the City's Community Participation Plan, consisting of consultation with the Community Services Commission, the City's designated resident participation body, and stakeholder surveys. This process enables City staff to prioritize public services to LMI and special needs populations in the City and provides recommendations for resource allocation by the City Council.

Describe the jurisdiction's need for Public Services:

The City of Hayward has identified the need for public services for the special needs population and has included two goals in the Strategic Plan:

3A. Provide Supportive Services for Special Needs

3B. Provide Vital Services for LMI Households

For these goals, the City will provide or fund supportive services for low income and special needs populations. Public services will target LMI community members and may include services for unhoused individuals; individuals with physical and/or mental health conditions; older adults; and school- or transition-aged youth. Stakeholder input has indicated that public services for special needs populations are especially necessary in Hayward, given the City's significant LMI and housing cost-burdened populations. Based solely on community needs, public services are the City's highest priority; however, statutory limits on the use of CDBG funding for public services result in their lower prioritization in the Strategic Plan.

How were these needs determined?

The need for public services in the City was determined through the process outlined in the City's Community Participation Plan, consisting of consultation with the Community Services Commission, the City's designated resident participation body, and stakeholder surveys. This process enables City staff to prioritize public services to LMI and special needs populations in the City and provides recommendations for resource allocation by the City Council.

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

The housing market analysis (MA) for the City of Hayward examines the condition and age of housing in the city, as well as non-housing community development assets such as employment details, commuting patterns, and educational attainment of the population. The analysis also includes an assessment of the concentration of households facing multiple housing problems, populations by ancestry, and low-income families. This analysis is intended to identify the areas and populations in the city most in need of investment through HUD grant programs.

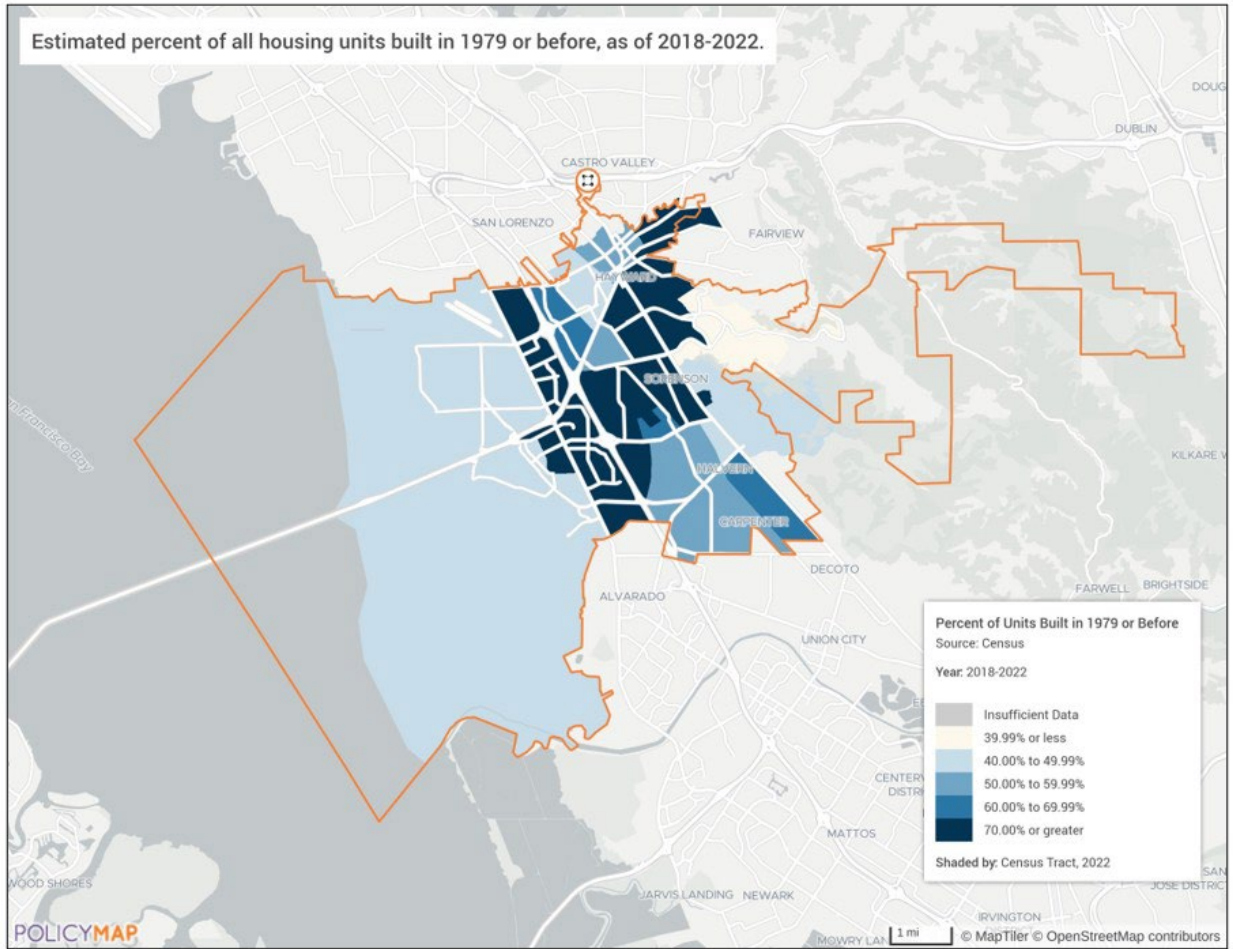
Given the increasing importance of reliable high-speed internet for thriving in the modern economy, the analysis also addresses the broadband needs of housing occupied by low- and moderate-income households. Additionally, the analysis examines the vulnerability of LMI households to natural disasters. These topics are covered in the MA-60 and MA-65.

Housing

Hayward's housing market is facing significant challenges, including a shortage of affordable housing, aging housing structures, and housing vulnerable to natural disasters such as fire and flood. While the City has made progress in addressing these issues, a more integrated approach is necessary to ensure all residents have access to safe, affordable, and resilient housing.

Approximately 31% of homeowners and 54% of renters are burdened by housing costs. There are relatively few households dealing with multiple housing problems. Based on the affordability data presented in the MA-50, cost burden is by far the most prevalent housing problem experienced by residents. Additionally, housing in Hayward is quite old, with about 66% of all housing structures constructed before 1980. These older homes are at risk for lead-based paint and may need extra assistance to create a safe living environment, especially for children. This totals over 34,000 units, the majority of which are owner-occupied.

The map below illustrates the distribution of older housing units within the city, highlighting the percentage of all housing units constructed before 1980. Older housing units dominate the housing stock across most of the City's populated areas, with only the Hayward Highlands and the Burbank neighborhood north of Downtown having less than half of existing units constructed since 1980. As indicated earlier, the southwestern area of the City, which also shows generally newer residences, is largely comprised of the Hayward Shoreline open space and light industrial areas. Similarly, the far eastern areas of the city are primarily mountainous, uninhabited wildlands.



Housing Built Before 1980

MA-45 Non-Housing Community Development Assets - 91.410, 91.210(f)

Introduction

This section provides insight into the economic development landscape of Hayward. The table below details the extent of business sector employment throughout the City. Other economic indicators such as unemployment, commuting times, and educational attainment are also analyzed in this section.

Economic Development Market Analysis

Business Activity

Business by Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less workers %
Agriculture, Mining, Oil & Gas Extraction	226	26	0	0	0
Arts, Entertainment, Accommodations	7,233	3,960	9	6	-3
Construction	6,502	6,873	8	11	3
Education and Health Care Services	17,891	13,169	21	20	-1
Finance, Insurance, and Real Estate	4,391	1,718	5	3	-2
Information	1,786	318	2	0	-2
Manufacturing	9,794	9,632	12	15	3
Other Services	4,134	1,634	5	3	-2
Professional, Scientific, Management Services	12,120	8,895	14	14	0
Public Administration	2,738	1,123	3	2	-1
Retail Trade	8,791	7,631	10	12	2
Transportation and Warehousing	6,692	4,127	8	6	-2
Wholesale Trade	2,054	6,089	2	9	7
Total	84,352	65,195	--	--	--

Table 5 - Business Activity

Alternate Data Source Name:

2017-2021 ACS (Workers), 2021 LEHD (Jobs)

Share of Workers

The table above shows the prevalence of workers and jobs by sector. In Hayward, there are approximately 19,000 more workers than jobs, meaning about 22% of the city's workers must commute for work. Additionally, three sectors have a significant mismatch between the number of workers and jobs.

In the Education and Health Care Services sector, there are over 4,700 more workers than jobs. In the Arts, Entertainment, and Accommodations sector, there are over 3,200 more workers than jobs. Similarly, in the Professional, Scientific, and Management Services sector, there are almost 3,200 more

workers than jobs.

On the other hand, in the Wholesale Trade sector, the number of jobs significantly exceeds the number of workers. There are only 2,054 workers for 6,089 jobs, indicating that many of the jobs in this sector are filled by residents from outside the city or are left unfilled.

Labor Force

Total Population in the Civilian Labor Force	86,221
Civilian Employed Population 16 years and over	81,420
Unemployment Rate	4.40
Unemployment Rate for Ages 16-24	12.00
Unemployment Rate for Ages 25-65	5.00

Table 6 - Labor Force

Alternate Data Source Name:

Bureau of Labor Statistics

Data Source Data for the unemployment rate is from the Bureau of Labor Statistics (BLS),

Comments: Annual Average for 2023, Not seasonally adjusted. All other data including unemployment rates for age groups are from the 2018-2022 ACS.

Occupations by Sector	Number of People
Management, business and financial	30,035
Farming, fisheries and forestry occupations	241
Service	15,655
Sales and office	16,404
Construction, extraction, maintenance and repair	8,166
Production, transportation and material moving	12,665

Table 7 – Occupations by Sector

Alternate Data Source Name:

2018-2022 ACS 5-Yr Estimates

Occupations By Sector

The table above provides an analysis of occupations by sector. Unlike the initial table in this section, which indicates the most common sectors in the city, this table details the types of jobs available within each sector. For instance, it would group together the manager of a fast-food restaurant and the manager of a logging company under "Management, Business, and Financial," while the earlier table would have them in separate categories.

In Hayward, the largest occupation sector is "Management, Business, and Financial" with 30,035 jobs. This is followed by the "Sales and Office" sector with 16,404 jobs, the "Service" sector with 15,655 jobs, and the "Production, Transportation, and Material Moving" sector with 12,665 jobs.

Travel Time

Travel Time	Number	Percentage
< 30 Minutes	21,062	54%
30-59 Minutes	13,357	34%
60 or More Minutes	4,297	11%
Total	38,716	100%

Table 8 - Travel Time

Alternate Data Source Name:
2018-2022 ACS 5-Yr Estimates

Commute Travel Time

Given the choice, most people would prefer to live in the same city where they work. Long commutes have been linked to lower life satisfaction, increased stress, obesity, anxiety, depression, and greater exposure to pollutants, especially when compared to those who walk or bike to work. Around 54% of commuters have a round-trip commute of less than 30 minutes, while approximately 11% spend more than 60 minutes traveling to and from work each day.

Education:

Educational Attainment by Employment Status (Population 16 and Older)

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Less than high school graduate	9,431	794	5,310
High school graduate (includes equivalency)	16,677	1,142	5,232
Some college or Associate's degree	19,347	1,368	3,835
Bachelor's degree or higher	25,608	1,337	35,324

Table 9 - Educational Attainment by Employment Status

Alternate Data Source Name:
2018-2022 ACS 5-Yr Estimates

Educational Attainment by Employment Status

Educational attainment serves as a strong indicator of economic success, influencing both job acquisition and wage levels. In Hayward, the unemployment rate for a person without a high school diploma is 8% while the rate for a resident with a bachelor's degree or higher is only 5%. The labor participation rate is also higher for those with higher educational attainment. Approximately 76% of residents without a high school diploma are in the workforce, which is lower than the workforce participation rate of 88% for those with bachelor's degrees.

Educational Attainment by Age

	Age				
	18–24 yrs	25–34 yrs	35–44 yrs	45–65 yrs	65+ yrs
Less than 9th grade	975	3,016	2,837	3,451	1,883
9th to 12th grade, no diploma	1,325	2,656	2,236	3,155	1,038
High school graduate, GED, or alternative	5,074	9,235	6,311	8,857	3,273
Some college, no degree	4,892	7,115	4,128	6,711	2,958
Associate's degree	1,365	2,709	1,516	1,916	920
Bachelor's degree	3,280	8,410	4,890	4,733	2,403
Graduate or professional degree	1,642	3,177	1,982	2,407	1,118

Table 10 - Educational Attainment by Age

Alternate Data Source Name:

2018-2022 ACS 5-Yr Estimates

Educational Attainment by Age

More than 12,000 residents have less than a 9th-grade education, while over 10,000 residents have completed 9th grade but do not possess a high school diploma. When broken down by age, 21% of adults over 35 do not possess a high school diploma, compared to approximately 14% of residents ages 34 and under. Conversely, over half of residents report at least some college, and approximately 34% of residents hold at least an associate's degree. Again, however, educational attainment tends to be higher among younger cohorts, with approximately 60% of individuals under age 34 having attended some college, compared to about half of 35 to 65 years old (50% of 35 to 44, 51% of 45 to 64), and approximately 54% of residents over age 65. Taken together, this indicates a need for adult education classes and higher education opportunities for working adults.

Educational Attainment – Median Earnings in the Past 12 Months

Educational Attainment	Median Earnings in the Past 12 Months
Less than high school graduate	39,221
High school graduate (includes equivalency)	47,188
Some college or Associate's degree	53,004

Educational Attainment	Median Earnings in the Past 12 Months
Bachelor's degree	77,553
Graduate or professional degree	104,081

Table 11 – Median Earnings in the Past 12 Months

Alternate Data Source Name:

2018-2022 ACS 5-Yr Estimates

Educational Attainment Median Earnings

Differences in educational attainment are strongly correlated to annual wages which in turn lead to significant disparities in wealth over time. In Hayward, while each level of education attainment represents a significant jump in median income, the most significant threshold seems to be a Bachelor's degree according to 2018-2022 ACS data. Residents with some college or an Associate's degree have a median income of nearly \$8,000 more than high school graduates, but the gap grows to \$30,000 per year when comparing high school graduates to holders of Bachelor's degrees.

This difference compounds over residents' working lives. For example, estimates based on the same data show that an individual who completes high school and works from the age of 18 to 65 would earn around \$2,217,836 over their career. In contrast, someone with a bachelor's degree who starts working at the age of 23 can expect to earn approximately \$3,257,226. This additional income does not consider the benefits often associated with jobs that require a degree, such as health insurance. Moreover, higher earnings can make it easier to invest, afford homeownership instead of renting, and support other activities that can significantly increase overall wealth.

Based on the Business Activity table above, what are the major employment sectors within your jurisdiction?

As reported in the Business Activity table, the largest employment sector in the area is the Education and Health Care Services, with major employers including California State East Bay, Chabot Community College, Hayward Unified School District, and Kaiser Permanente. Approximately 21.2% of workers (17,891) are in this sector. The second largest sector is the Professional, scientific, and management, and administrative and waste management services sector with 14.4% of the workers (12,120), with notable employers including Baxter Bio Pharma, Fremont Bank, and Illumina, Inc. Lastly, the third most common sector is Manufacturing with 11.6% of workers (9,794), such as PepsiCo, Therm-X of California, and Mission Foods.

Describe the workforce and infrastructure needs of the business community:

The City of Hayward has recognized a workforce gap between local businesses experiencing difficulty in recruiting skilled workers and Hayward residents seeking employment in well-paid jobs. In order to address this gap, the City both participates in regional efforts and carries out local job training and placement initiatives. In Alameda County, the Alameda County Workforce Development Board (ACWDB) is the employer-led regional body responsible for providing employment, education, training and

services to job seekers and recruitment assistance to businesses under the Workforce Innovation and Opportunity Act (WIOA). The ACWB has a goal to meet the workforce needs of high demand sectors of the Regional Economy. In order to carry out its mission, ACWB provides youth and young adults with internships, job placement, and mentorship through its Future Force Career Program and Youth Innovation Program; connects adult workers with regional employers including those in Hayward; and provides grants to businesses with grants for on-the-job training. At a local level, the City addresses workforce development needs through partnerships with businesses and educational institutions.

In addition to workforce development needs, the City has recognized the infrastructural needs of local businesses and identified both regional and local strategies to address these needs. Regionally, the needs of businesses mirror those of the greater Bay Area region. These include improvements to surface transportation routes; public transportation infrastructure – particularly the development of transit and commercial hubs; and improved access to commercial broadband. Locally, the City has experienced an increase in vacant and underutilized commercial spaces as a result of the COVID-19 pandemic, as well as barriers to establishment of new businesses in both existing properties and new development. To address these challenges, the City has undertaken a joint effort between its Development Services Department and its Economic Development Division to streamline processes for establishing businesses.

Describe any major changes that may have an economic impact, such as planned local or regional public or private sector investments or initiatives that have affected or may affect job and business growth opportunities during the planning period. Describe any needs for workforce development, business support or infrastructure these changes may create.

At a state and regional level, California and Alameda County have continued to focus on workers' rights, enacting higher minimum wages, increased health and safety requirements, and leave requirements, which may increase both costs and employee retention for businesses, resulting in an overall mixed effect. Simultaneously, new legislation has been passed to both facilitate the establishment of new businesses and protect existing small businesses from being threatened by rising rents. Locally, the City is in the process of updating the Economic Development Element of its 2040 General Plan, as well as developing and implementing its Business-Friendly Hayward Work Plan. Both efforts are intended to lower existing barriers and expand opportunities for creating and maintaining local businesses.

How do the skills and education of the current workforce correspond to employment opportunities in the jurisdiction?

In Hayward, there are approximately 19,000 more workers than jobs. This means that approximately 22% of the City's workers leave Hayward for work. There is a significant disconnect between the number of workers and the number of jobs for these three sectors: Education and Health Care Services; Arts, Entertainment, Accommodations; and Professional, Scientific, Management Services. While the Education and Healthcare Services and Professional, Scientific, Management Services sectors are already major local employers, Hayward must continue its efforts to attract these types of businesses into the City in order to meet the needs of its workforce.

Alternately, in the Wholesale Trade sector the number of jobs outnumbers the number of workers significantly. There are only 2,054 workers for 6,089 jobs. This means that a large number of the jobs in this business sector are going to residents from outside the City or are going unfilled, indicating a need for community outreach and educational programs targeting this sector.

Describe any current workforce training initiatives, including those supported by Workforce Investment Boards, community colleges and other organizations. Describe how these efforts will support the jurisdiction's Consolidated Plan.

As mentioned earlier, area employment agencies and local government departments are committed to working together to strengthen and improve economic growth opportunities in the area. There are a wide range of workforce training and career pathway initiatives and programs serving the Hayward community and support the City's long-term economic goals to create opportunities for our residents. These include:

Learn to Earn Tuition Assistance Program: One of two City-led programs established to address the need for skilled workers in high-growth industries, Learn to Earn provides financial aid to residents pursuing certification, degrees, and training in select fields. The grants are distributed through the City's educational partners Chabot College, California State University East Bay (CSUEB), and Eden Area Regional Occupational Program (ROP). Financial aid is prioritized for residents pursuing training in local industries most affected by workforce shortages. The Learn to Earn program is funded through the City's American Rescue Plan Act (ARPA) State and Local Financial Relief Fund (SLFRF) allocation and to date has distributed \$200,000 of a planned \$400,000 in tuition assistance.

Hire Hayward Business Grant: The second of the workforce development programs financed through the City's ARPA SLFRF allocation, the Hire Hayward program provides direct hiring grants to businesses. Participating businesses must hire and retain Hayward residents into skilled technical roles and are required to meet both a minimum salary threshold and job retention period. Grants are intended to offset hiring and training costs. The program is also supported by City-sponsored job fairs and has, to date, resulted in \$1.2 million in salaries for Hayward residents as a result of \$300,000 in grants, representing a 4:1 return on investment.

Eden Area Regional Occupation Program (ROP): One of the longest standing forms of post-secondary career preparedness in California, Eden Area ROP is a dynamic educational organization whose mission is to prepare students for careers and further education as well as to instill workplace values that will enable them to compete successfully in the economy of today and the future. Eden Area ROP specializes in Career Technical Education to transform student aspirations into reality and build pipeline of workforce talent for regional businesses. This program connects educators to employers to understand labor skills in demand and to formulate curriculum and internship programs to help meet the private sector's needs. Current initiatives that the City of Hayward partners with ROP to support include youth job fairs, annual Manufacturing Day events to expose students to STEM career pathways and connecting businesses to educators to encourage partnerships and internships.

Alameda County Workforce Development Board (ACWDB): This federally funded County agency is the primary partner in workforce development for Alameda County jurisdictions. Hayward is home to the ACWDB Eden Area America's Job Center of California, which serves as a clearing house for jobseekers throughout the County. This organization provides the jobseeker with access to in-person and online training, information workshops on in-demand jobs. The center also provides computer training and offers free terminals for job seekers to search for and apply jobs on the computer, use the internet, fax machines, and printers. The ACWDB also administers the On-the-Job Training program that provides federal subsidy dollars to employers that hire and train workers.

California State University East Bay Academic Advising and Career Education (AACE): This one-stop center for students and alumni provides both academic advising and career development assistance, and career services. The Center's counselors guide students in understanding and completing all General Education and graduation requirements in addition to helping them clarify and attain their career goals. The Center also provides training in jobseeker skills including interviewing techniques, resume and cover letter preparation and job search methods.

Chabot Community College - College Central Network (CCN): This Hayward community college operates a jobseeker training and placement network, which provide students access to career advice; job postings; tools to create and post resumes for employers to find; resources for interviews; resume building; and career advice.

Combined, these types of programs create a workforce pipeline by helping develop connections with local businesses and educators.

Does your jurisdiction participate in a Comprehensive Economic Development Strategy (CEDS)?

No

If so, what economic development initiatives are you undertaking that may be coordinated with the Consolidated Plan? If not, describe other local/regional plans or initiatives that impact economic growth.

As indicated above, the City of Hayward does not participate in a Comprehensive Economic Development Strategy (CEDS). The City's Development Services Department and Economic Development Division collaborate on two strategic efforts impacting economic growth.

In accordance with state law, the City must regularly update its General Plan, with the current plan setting priorities through 2040. The General Plan is comprised of seven elements, including the Housing Element referred to throughout this Consolidated Plan and the Economic Development Element. The Economic Development Element contains goals and policies to improve the local economy of Hayward by diversifying the economic base, supporting entrepreneurship and innovation, expanding employment opportunities through business retention and expansion programs, and collaborating with local colleges to develop college-town economy and culture.

The Economic Development Division also partners with the Development Services Department to develop and carry out the Business-Friendly Hayward Workplan. This project intends to streamline the entitlement and permitting process for establishing desirable businesses across the City's commercial and mix-use zoning districts, including the activation of vacant and underutilized storefronts in the Downtown area. Initial work on this project will take place in Program Years 2024 and 2025 and be comprised of a comprehensive review of existing ordinances that may adversely affect the local economy, conversations with members of the business community and Chamber of Commerce representatives, and outreach to community members.

In addition, the City is located within the East Bay region of the San Francisco Bay Area Comprehensive Economic Development Strategy (CEDS) report, which is developed by the Association of Bay Area Governments (ABAG), and most recently updated in 2018.

The San Francisco Bay Area CEDS has identified these goals and objectives for economic growth in the area:

Goal 1 BUSINESS CLIMATE. Develop policies to improve the business climate to retain and expand our strong economic base and culture of innovation.

Objective 1.1 Support key industry clusters that drive the economy improve the capacity for new clusters to develop throughout the region.

Objective 1.2 Retain and expand the region's culture of innovation and enable companies to start, grow and thrive here.

Objective 1.3 Improve the business climate for middle wage industries, small and medium sized firms, and entrepreneurship, especially within disadvantaged communities.

Objective 1.4 Strengthen economic resilience across business cycles and within vulnerable parts of the region.

Objective 1.5 Strengthen the economic development capacity of local jurisdictions by sharing best practices and data.

Goal 2 WORKFORCE. Improve workforce training and provide pathways to better jobs by improving the alignment between workforce skills, business and employer needs, and working conditions and earnings in low wage occupations.

Objective 2.1 Enhance the quality and access of pre-K through High School education to better prepare children and young adults for future success.

Objective 2.2 Improve the Bay Area and California's higher education and other post-secondary systems to generate a globally competitive workforce.

Objective 2.3 Support economic growth and economic mobility in employment and wages for all workers at all stages of life, particularly low- and moderate-wage workers.

Objective 2.4 Strengthen the local economy by supporting the role of immigrants in the region's labor market.

Goal 3 HOUSING AND WORK PLACES. House the labor force needed to fill the low, middle and high wage jobs required by our economy as well as the nonworking population, while providing flexibility for timely expansion of workplaces.

Objective 3.1 Enhance Plan Bay Area (PBA) to ensure a land use pattern with space for all activities, particularly the "fit" between jobs and housing at the subregional level, that contribute to the regional economy.

Objective 3.2 Work toward providing enough housing to meet the affordability needs at wage and salary levels that exist in the Bay Area's current and future population.

Objective 3.3 Encourage local regulations and permitting processes that support retention and expansion of local business and infill development.

Objective 3.4 Advocate for changes to state regulations that impede local infill development and strengthen the region's ability to provide related infrastructure and services.

Goal 4 INFRASTRUCTURE. Prioritize investments to address the growing strains on public services transportation, water, energy and communications.

Objective 4.1 Improve Regional Mobility through transportation system enhancements and investments.

Objective 4.2 Increase access to jobs and economic opportunity for all workers, particularly low-income workers, by expanding access to transportation.

Objective 4.3 Prepare for the future by expanding investment in communications and sustainable energy infrastructure, and ensure the existing regulatory framework supports these developments.

Objective 4.4 Reduce the impact of natural hazards on community infrastructure, particularly in distressed or disadvantaged communities that are most at risk.

Objective 4.5 Improve the management of existing resources, increase funding to rebuild and expand infrastructure, and develop infrastructure to be compatible with anticipated technological changes.

Objective 4.6 Recognize the natural environment as "green-infrastructure" that underlies some of the region's key economic activities, attracts and retains workers, and could potentially generate new green-industries, clusters and economic activity.

Discussion

In addition to the City's participation in the ABAG, which develops and publishes the CEDS, Hayward has also developed local plans that include goals and strategies for economic growth. These include:

- Plan Bay Area 2050 - Plan Bay Area 2050 is a long-range plan charting the course for the future of the nine-county San Francisco Bay Area developed by ABAG and the Metropolitan Transportation Commission. This plan focuses on four key issues—the economy, the environment, housing and transportation— and identifies strategies to make the Bay Area more fair for all residents and more resilient in the face of unexpected challenges. The plan was adopted in October 2021 and designated the City of Hayward as a Priority Production Area, a growth geography for middle-wage jobs in industries like manufacturing, logistics, and other trades. In Summer 2023, ABAG began the preparation of Plan Bay Area 2050+, which would update the forecasts, strategies, and growth geographies established in the original Plan. Plan Bay Area 2050+ is expected to be completed in late 2025.
- City of Hayward Strategic Roadmap – The Hayward City Council adopted a Strategic Roadmap that articulates a shared vision for where the City wants to go in the near future (3 - 5 years), along with achievable next steps for how to get there. This strategic plan includes work plans for preserving and producing housing; growing the economy; combatting climate change and improving infrastructure. The Strategic Roadmap is updated annually to reflect new and in progress projects related to the City's established priorities.
- City of Hayward Downtown Specific Plan– Adopted by the Hayward City Council in 2019, this specific plan set forth a framework to:
 - Establish Downtown as a regional destination with a robust and comprehensive mix of shopping, entertainment, and employment opportunities.
 - Promote health and sustainability by integrating natural features into new development, protecting environmental resources, and creating a network of open spaces that allow for active lifestyles.
 - Prioritize improvements to the circulation system that serves the needs of Downtown Hayward visitors, residents, and employees.
 - Improve the perception of living, shopping, working, and doing business in Downtown.
 - Retain and enhance the historic and cultural character of Downtown.

The implementation of this plan over time will impact economic development growth patterns in Hayward.

MA-50 Needs and Market Analysis Discussion

Are there areas where households with multiple housing problems are concentrated? (include a definition of "concentration")

HUD identifies four key indicators that define "housing problems": cost burden, overcrowding, lack of complete plumbing facilities, and lack of complete kitchen facilities. Areas of concern are census tracts where two or more housing problems occur at rates significantly above the City average. In this analysis, a "concentration" refers to the standards established by HUD as a tract exhibiting a housing problem rate that is 10% higher than the City average and thus deemed substantially higher. Additionally, to allow for a more detailed examination, "cost burden" has been differentiated into renter cost burden and homeowner cost burden. The following data was taken from the 2018-2022 ACS.

Citywide Rate

- Severely Overcrowding: 3.9%
- Lack of Complete Plumbing Facilities: 0.3%
- Lack of Complete Kitchen Facilities: 0.7%
- Renter Cost Burden: 53.6%
- Homeowners Cost Burden: 30.9%

Concentration Rate:

- Severely Overcrowding: 13.9%
 - Tract 06001435400 (renters only) – 14.1%
 - Tract 06001437400 (renters only) – 14.1%
 - Tract 06001438300 (renters only) – 16.2%
 - Tract 06001438203 (renters only) – 24.1%
- Lack of Complete Plumbing Facilities: 10.3%
 - No areas of concentration
- Lack of Complete Kitchen Facilities: 10.7%
 - No areas of concentration
- Renter Cost Burden: 63.6%
 - Tract 06001437400 – 70.4%
 - Tract 06001436403 – 66.0%
- Homeowner Cost Burden: 40.9%
 - Tract 06001437102 – 46.4%
 - Tract 06001437702 – 63.2%
 - Tract 06001437900 – 45.3%

There is one tract with a concentration of multiple housing problems. Tract 06001437400 located in the Center of Hayward has a substantially higher rate of overcrowding for renters and of renter cost burden.

Are there any areas in the jurisdiction where racial or ethnic minorities or low-income families are concentrated? (include a definition of "concentration")

Demographics

For the purposes of this analysis, a “concentration” is any census tract where a group of a particular ancestry or background makes up 10% more than the City average. According to the 2018-2022 American Community Survey 5-Year Estimates, the breakdown of Hayward’s population is:

Citywide Rate

- Asian, non-Hispanic: 29.2%
- Black or African American, non-Hispanic: 8.7%
- Native Hawaiian and Other Pacific Islander, non-Hispanic: 2.3%
- Hispanic, all backgrounds: 39.7%

Concentration Rate

- Asian, non-Hispanic: 39.2%
- Black, non-Hispanic: 18.7%
- Native Hawaiian and Other Pacific Islander, non-Hispanic: 12.3%
- Hispanic, all backgrounds: 49.7%

Due to the small size of other groups a comparison could not be conducted. Each group had a total population of less than 1%. Multi-background groups were also not calculated.

Concentration Asian, non-Hispanic

There are several tracts with a concentration of Asian, non-Hispanic residents, in the western coastline and tracts to the south of the City center. A map has been included at the end of this section.

Concentration Black, non-Hispanic

There are no tracts with a concentration of this group.

Concentration Native Hawaiian and Other Pacific Islander, non-Hispanic

There are no tracts with a concentration of this group.

Concentration Hispanic, All Backgrounds

There are several tracts near the downtown area with a concentration of Hispanic residents. A map has been included at the end of this section.

Low-Income Households

A “low-income concentration” is any census tract where the median household income for the tract is 80% or less than the median household income for the City as a whole. According to the 2018-2022 ACS, the Median Household Income (MHI) in the City was \$105,371. A tract is considered to have a low-income concentration if the MHI is \$84,296 or less.

The census tracts listed below have an MHI of less than the citywide HMI of \$84,296:

- Tract 06001435400 – \$80,816
- Tract 06001436403 – \$75,179
- Tract 06001436601 – \$77,982
- Tract 06001437102 – \$82,443
- Tract 06001437300 – \$59,847
- Tract 06001437701 – \$69,592
- Tract 06001437702 – \$82,034

A map has been included at the end of this section.

What are the characteristics of the market in these areas/neighborhoods?

Below are the characteristics of the high concentration areas (Census Tracts). Data was provided by the 2018-2022 ACS.

- Census tract 06001435104 has a concentration of Asians. The median home value in this tract is \$800,500. Median rent is \$2,304.
- Census tract 06001438100 has a concentration of Asians. The median home value in this tract is \$902,900. Median rent is \$3,171.
- Census tract 06001438203 has a concentration of Asians. The median home value in this tract is \$649,700. Median rent is \$2,832.
- Census tract 06001438204 has a concentration of Asians. The median home value in this tract is \$371,400. Median rent is \$2,426.
- Census tract 06001438300 has a concentration of Asians. The median home value in this tract is \$766,100. Median rent is \$3,013.
- Census tract 06001438400 has a concentration of Asians. The median home value in this tract is \$548,700. Median rent is \$2,692.
- Census tract 06001437600 has a concentration of Asians. The median home value in this tract is \$747,400. Median rent is \$2,312.
- Census tract 06001437101 has a concentration of Asians. The median home value in this tract is \$970,300. Median rent is \$2,805.
- Census tract 06001436900 has a concentration of Hispanics. The median home value in this tract is \$724,600. Median rent is \$2,171.

- Census tract 06001436601 has a concentration of Hispanics. The median home value in this tract is \$658,200. Median rent is \$2,147.
- Census tract 06001436602 has a concentration of Hispanics. The median home value in this tract is \$683,300. Median rent is \$2,033.
- Census tract 06001437400 has a concentration of Hispanics. The median home value in this tract is \$700,200. Median rent is \$2,389.
- Census tract 06001437500 has a concentration of Hispanics. The median home value in this tract is \$802,500. Median rent is \$2,158.
- Census tract 06001437702 has a concentration of Hispanics. Median rent is \$2,199. There is no data on the median home value.
- Census tract 06001438201 has a concentration of Hispanics. The median home value in this tract is \$586,400. Median rent is \$2,464.

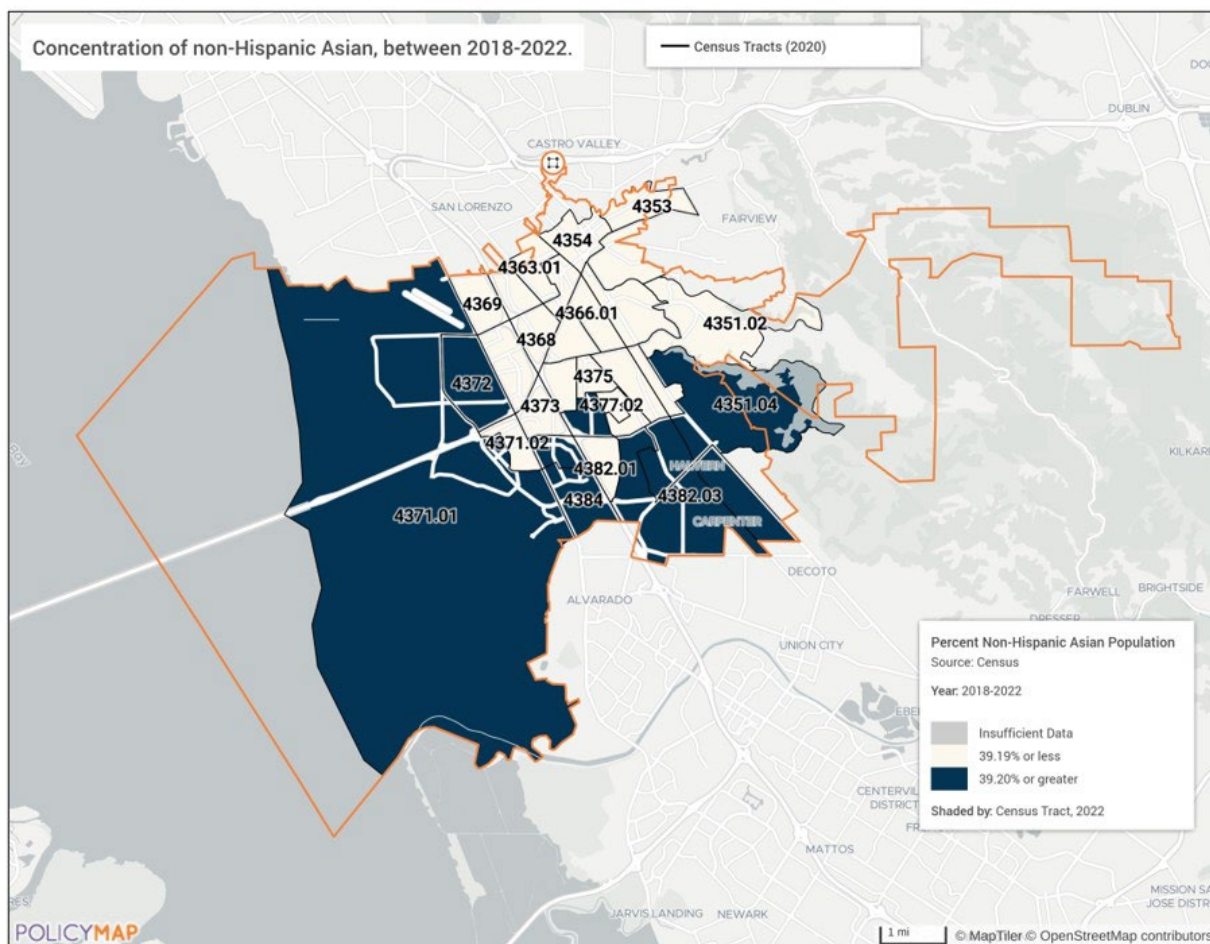
Are there any community assets in these areas/neighborhoods?

The following community assets serve residents throughout Hayward, with specific emphasis on LMI individuals who live in areas where LMI households are concentrated.

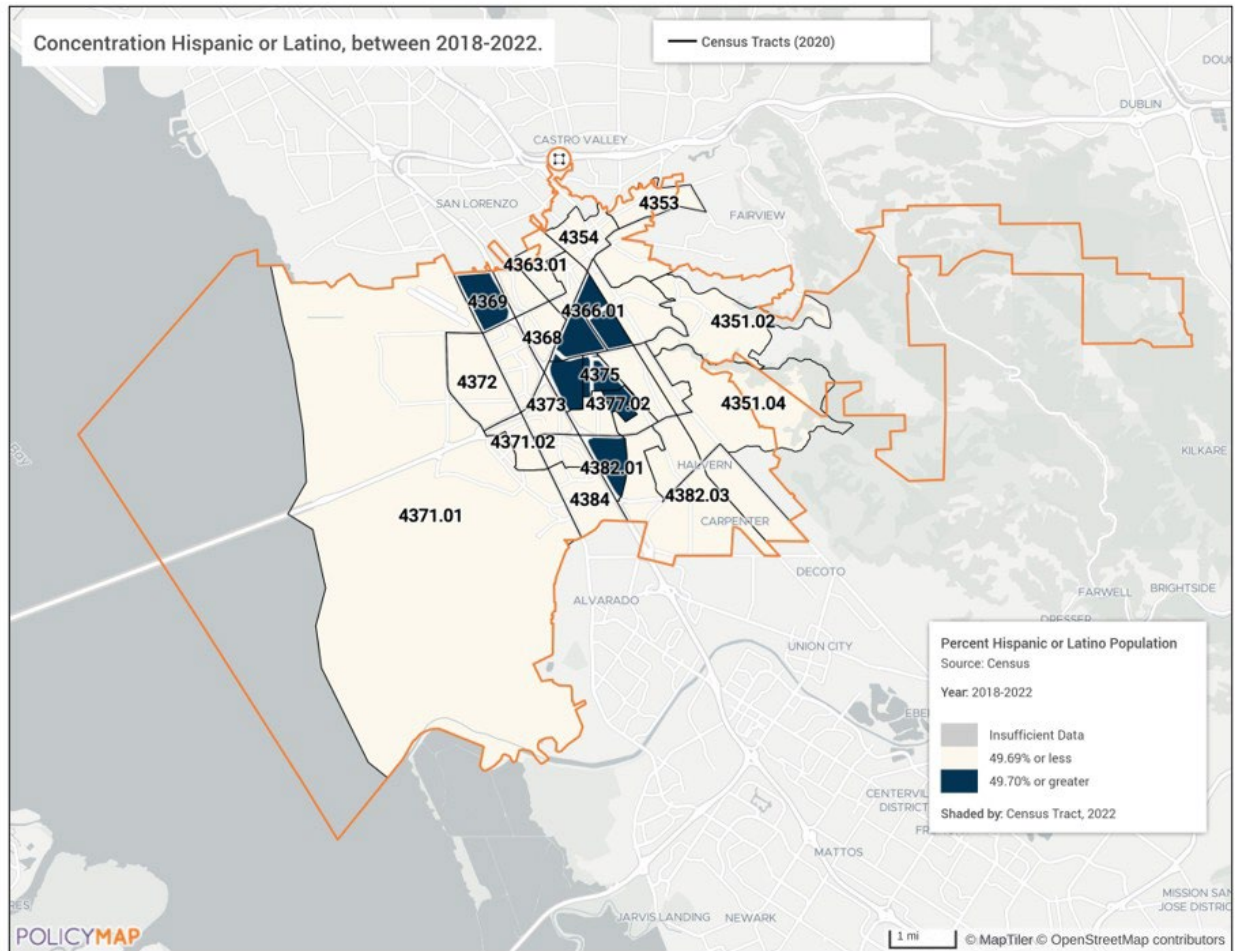
- Community Centers: Weekes Community Center; Matt Jimenez Community Center; Hayward Senior Center.
- Shelters and Homeless Services: Hayward Housing Navigation Center; FESCO Family Emergency Shelter; Magnolia House; Ruby's Place Emergency Shelter; South Hayward Parish Emergency Shelter.
- Education Resources: Hayward Public Library; Hayward Adult School; Chabot Community College; Hayward Unified School District; California State University, East Bay
- Faith-Based Community Resources: First Presbyterian Church of Hayward; South Hayward Parish; Eden United Church of Christ; First United Methodist Hayward; 3 Crosses; All Saints Catholic Church; Bridge of Faith; Church of the Nazarene; Community of Grace; Glad Tidings White House; Good Shepherd Lutheran; New Hope Church; New Life Christian Church; Palma Ceia Baptist Church; St. Clement Church; Victory Outreach.
- Physical and Behavioral Health Resources: HEDCO Wellness Center; Lifehouse Sober Living; Second Chance Recovery Center; Tiburcio Vasquez Healthcare Center; St. Rose Hospital; Tri-City Health Center; La Familia Counseling Services.
- Other Public and Social Services: Abode Services; Alameda County Foodbank; Building Opportunities for Self Sufficiency (BOSS); Centro Legal de la Raza; Community Childcare Council of Alameda County; Community Resources for Independent Living; Downtown Streets Team; East Bay Agency for Children; ECHO Housing; Eden I & R (211); Eden Youth & Family; Family Violence Law Center; Habitat for Humanity East Bay/Silicon Valley; Horizon Services; International Immigration Institute of the Bay Area; Legal Assistance for Seniors; Love Never Fails; Rebuilding Together; The Salvation Army; SAVE/COPS; Spectrum Community Services.

Are there other strategic opportunities in any of these areas?

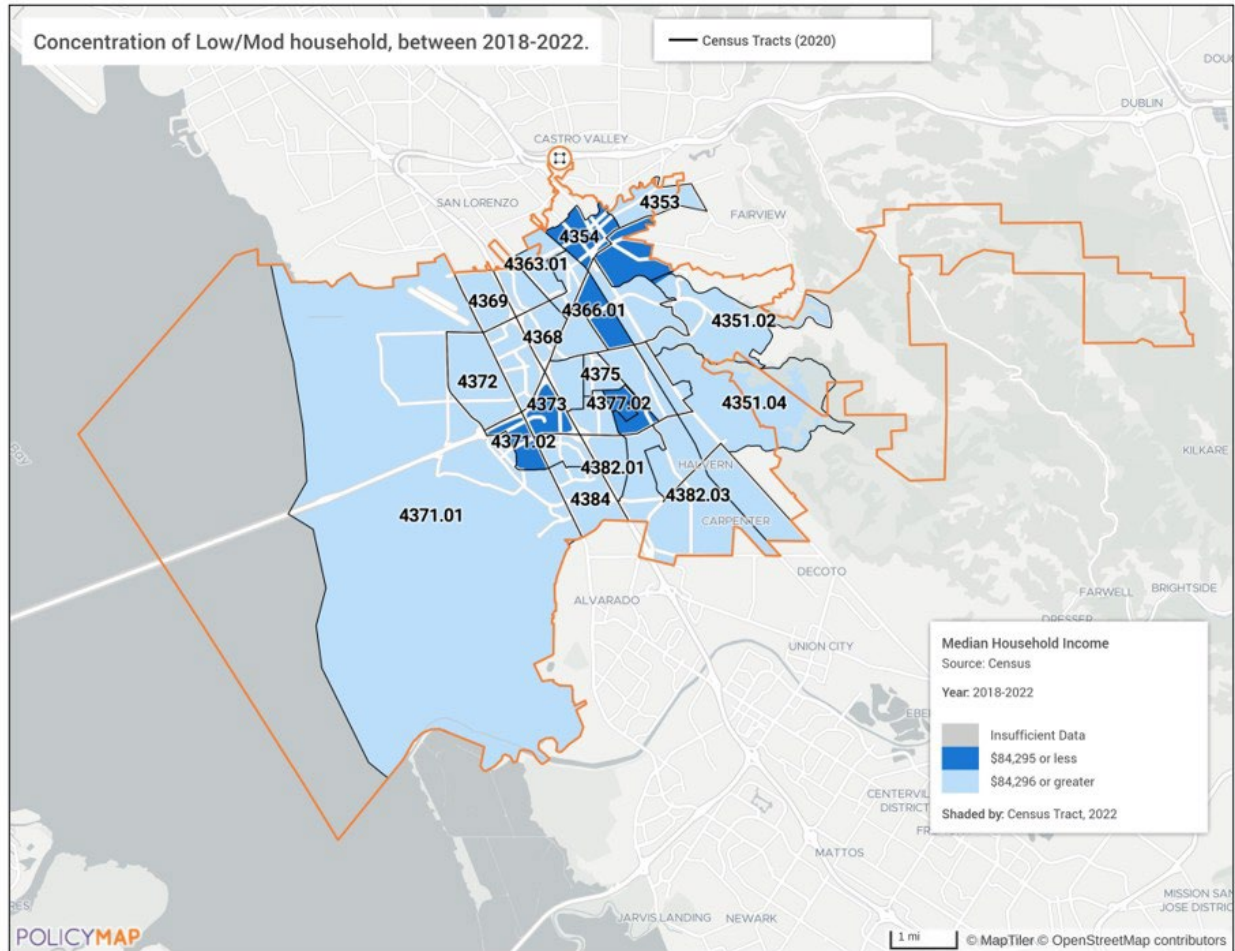
The City of Hayward collaborates with various partners and utilizes CDBG funding to leverage existing resources, such as grant matching. The city is actively seeking strategic opportunities with these partners, including partnerships with faith-based organizations to enhance food pantry and shelter services, using the expertise of existing partners to improve infrastructure project administration, and collaborating with community volunteer organizations. These strategic partnerships are crucial as the City continues to grapple with significant post-Pandemic challenges, including rising inflation, a lack of affordable housing, and economic uncertainty.



Concentration Asian, non-Hispanic



Concentration Hispanic, All Races



Concentration of Low-Mod Households

Describe the need for broadband wiring and connections for households, including low- and moderate-income households and neighborhoods.

Internet access is a critical component of modern communication and information-sharing, enabling users to benefit from the growing interconnectedness of business, education, commerce, and everyday activities. Reliable internet connectivity has become essential for success in today's economic landscape. Communities without broadband access face significant challenges in keeping pace with the rest of the country. The lack of broadband infrastructure limits residents' ability to access educational and entrepreneurial opportunities, which is especially concerning in low- to moderate-income (LMI) areas where economic opportunities are often limited.

Research from the Pew Research Center underscores the vital role that high-speed internet plays in enhancing educational and employment opportunities, particularly in LMI communities. The center's studies have shown that individuals with reliable broadband access are more likely to engage in online learning, apply for jobs, and participate in economic activities that can improve their quality of life.

Similarly, reports from the Federal Communications Commission (FCC) highlight the direct correlation between broadband availability and economic development. The FCC's findings indicate that regions with robust internet infrastructure experience higher rates of job creation, educational attainment, and overall community growth.

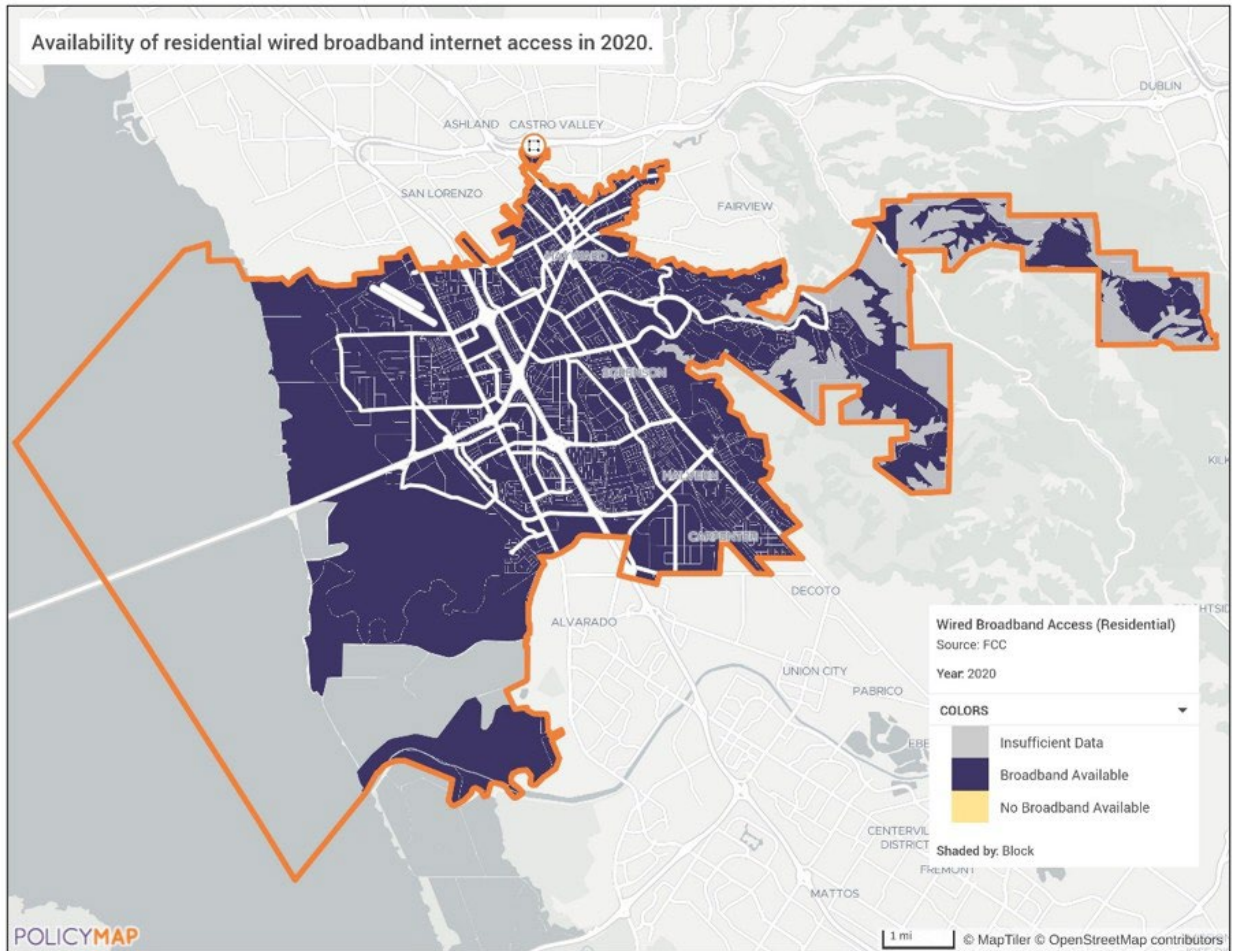
Hayward offers comprehensive broadband coverage, with the majority of the city offering multiple internet service provider options, including LMI areas. On average, each household in Hayward has access to at least three broadband-quality service providers, with internet speeds of 768 kilobits per second or higher. According to ISPReports.org, the city benefits from a variety of infrastructure options, including cable, fiber, fixed wireless, DSL, and satellite. While 99.72% of households have internet access available, 92% are connected. Among those, 80% use fiber, cable, or DSL, 7% rely on satellite, and about 2% have internet access subsidized through the Affordable Connectivity Program. The Broadband Access map at the end of this section illustrates broadband availability throughout Hayward.

Describe the need for increased competition by having more than one broadband Internet service provider serve the jurisdiction.

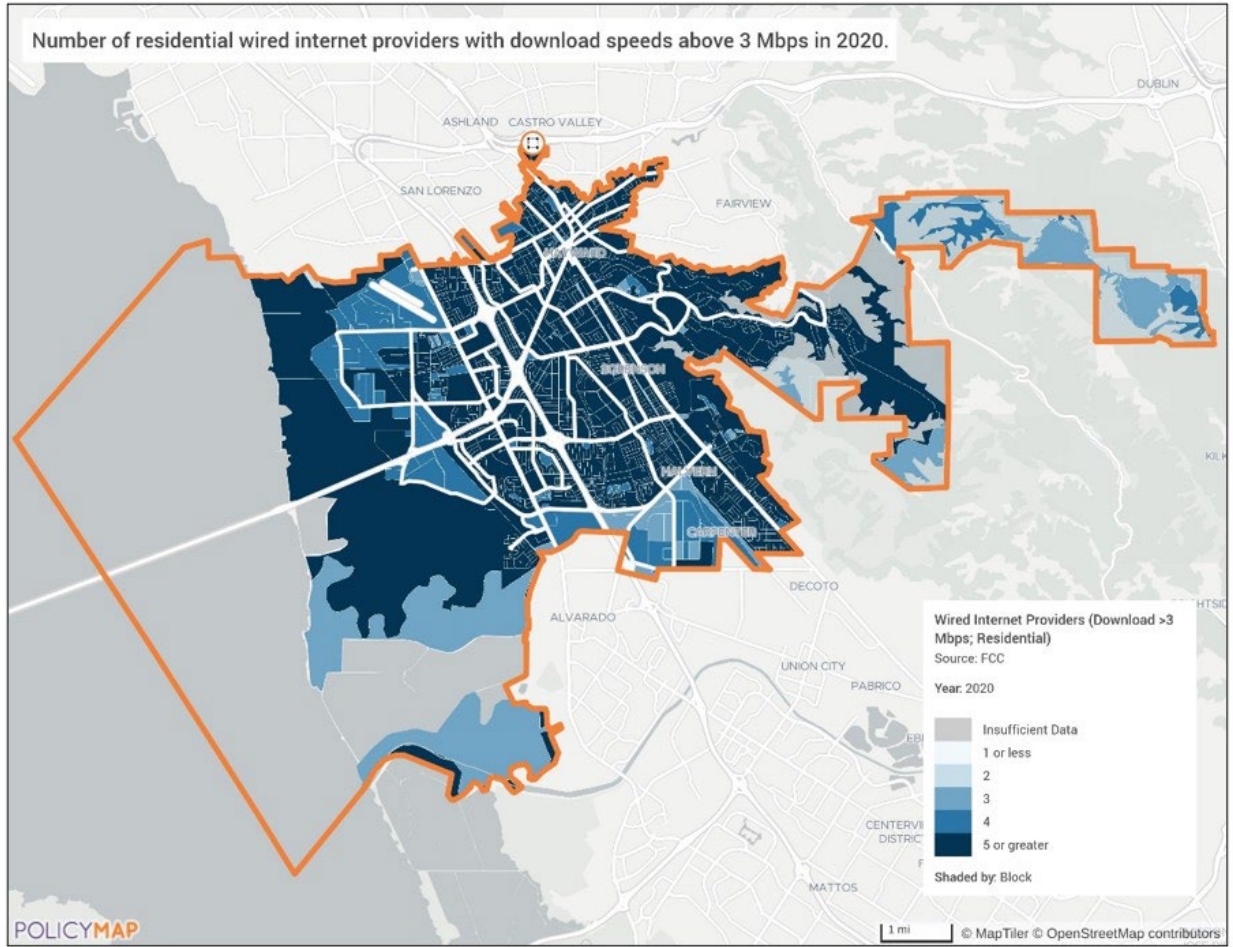
To ensure high-quality broadband service, fostering competition among providers is essential. When a single provider dominates an area, there is less incentive to deliver reliable and consistent services. According to broadbandnow.com, Hayward is served by eleven (11) internet providers offering residential service. Among these, XFINITY and AT&T Fiber stand out for their extensive coverage and speed. On average, Hayward households have access to at least three (3) broadband-quality internet options among the following providers:

- XFINITY (Cable and Fiber)
- EarthLink (Fiber, DSL, and Fixed Wireless)
- AT&T (Fiber, DSL, and Fixed Wireless)
- Verizon (Fixed Wireless)
- Unwired (Fixed Wireless)
- Etheric Networks (Fixed Wireless)
- RobinsonHSS (Fixed Wireless)
- AlwaysON (Fixed Wireless)
- Starlink (Satellite)
- Viasat Internet (Satellite)
- HughesNet (Satellite)

The Highspeed Internet Providers map at the end of this section shows the number of broadband service providers by census tract. Most Hayward residents have access to at least three major providers, with some areas offering a broader selection depending on fiber or fixed wireless availability. This provides households with several options for internet service.



Broadband Access



Highspeed Internet Providers

Describe the jurisdiction’s increased natural hazard risks associated with climate change.

Hayward is geographically vulnerable to several natural hazards, including earthquakes, landslides, flooding, and wildfires. Recent trends in the incidence of natural disasters point to significant risks, including more frequent and intense heatwaves, more damaging wildfires, heavier rainfall, stronger storms, and prolonged droughts, which will disproportionately affect the area’s most vulnerable populations.

As a coastal city, Hayward is particularly susceptible to flooding and storms, which may prompt residents to relocate away from the coast. The Brookings Institution notes that population decline can have severe consequences for cities. Economically, a shrinking population results in reduced consumer spending and lower business revenues, leading to decreased tax revenues and potential cuts to public services. Property values may decline due to decreased demand, contributing to urban blight if properties are left abandoned. Budget constraints often result in deferred maintenance and deterioration of infrastructure, affecting roads, bridges, and public buildings. Additionally, demographic shifts may occur, with a higher proportion of elderly residents and fewer younger families, which can strain local schools and healthcare services. This creates a feedback loop that exacerbates the city’s economic and social challenges. Proactive measures are crucial to mitigating these risks and supporting community resilience.

To improve Hayward’s resilience to coastal flooding, the city worked with its partners in the Hayward Area Shoreline Planning Agency (HASPA) to prepare the Hayward Regional Shoreline Adaptation Master Plan. HASPA is actively implementing the Plan to protect and enhance the marshes that provide flood protection. Furthermore, Hayward is taking steps to reduce these risks, particularly around reducing water use and conserving energy. The initiative includes providing resources and programs for residents, such as leak detection services, rebates for water-efficient appliances, and educational workshops on water conservation. These measures aim to lower water and energy bills, promote sustainable practices, and ensure the efficient use of resources within the community.

Describe the vulnerability to these risks of housing occupied by low- and moderate-income households based on an analysis of data, findings, and methods.

Low- and moderate-income residents in owner-occupied and rental households are particularly vulnerable to natural disasters due to limited financial resources. Rising electricity and housing costs could put them at immediate risk of homelessness or living in substandard conditions. According to the 2024 America’s Rental Housing Study from Harvard’s Joint Center for Housing Studies, the increasing cost of insurance premiums and reduced coverage in high-risk areas present growing challenges for property owners and renters, who may struggle to afford the necessary insurance for weather- and

climate-related hazards. The study also notes that slower growth in operating incomes makes it more difficult for property owners to invest in climate resilience measures.

However, FEMA's National Risk Index identifies Hayward as having very high community resilience, indicating that it is better prepared for natural disasters compared to the rest of the U.S. This is based on six broad categories of community disaster resilience: social, economic, community capital, organizational, infrastructural, and environmental at the county level.

Hayward is dedicated to educating and preparing the public for multi-hazard mitigation through several platforms. The City's Emergency and Safety Department website offers a "Get Connected" service for email notifications, while residents can also access disaster preparedness information via the Fire Department's website and social media channels. Alameda County complements these efforts with its own emergency management website, which includes "Get Connected" services and the ALCOVOAD site, providing crucial resources to enhance community disaster resilience. To effectively respond to increasing climate threats, ongoing investment is vital to sustain and expand these programs.

Strategic Plan

SP-05 Overview

Strategic Plan Overview

In January 2020, the City of Hayward adopted a city-wide Strategic Roadmap (the Roadmap) based on wide-ranging community and staff outreach. The initial Roadmap articulated the City Council's vision for 2024. Since then, the Roadmap has been updated annually to ensure continued alignment with the City's needs and revise the planned implementation projects. The 2025 Roadmap, adopted by the City Council on June 6, 2024, articulates a vision for the future of Hayward as:

- A community of choice and destination city in the East Bay
- A draw for both workers and businesses with well-paid jobs and attractive downtown, neighborhood, and industrial business corridors
- A 'complete community' with stable housing, safe streets, excellent schools, and responsive community services, delivered in partnership with local and regional agencies
- A center of affordable housing for both old and new residents of all income levels, with high density development in strategic locations, re-development and occupation of existing blighted properties, and comprehensive services for the few residents experiencing homelessness
- A workplace where daily activities are aligned with city-wide priorities and employees can grow and thrive

The Strategic Roadmap articulates seven strategic priorities for the City as it advances toward this vision:

- Cultivate Vibrant Neighborhoods
- Enhance Community Safety
- Strengthen Organizational Health
- Champion Climate Resilience
- Preserve, Protect, and Produce Housing for All
- Invest in Infrastructure
- Grow the Economy

In developing the Roadmap, the City conducted extensive community outreach to solicit input from community members, staff from community-based organizations, City Council, and staff. Along with this, the City conducted various public consultation and strategic planning efforts that informed the workplan detailed in the Roadmap. These included an extensive, Community Needs Assessment (CNA) in 2018, and both a Resident Satisfaction Survey and a Public Safety Policy Innovation Workshop in 2021. The CNA and Resident Satisfaction Survey solicited community input on the City's overall needs and operations, while the Public Safety Innovation Workshops focused on the community's concerns regarding safety and policing. These three efforts included a combination of telephone, mail, and online surveys; in depth interviews and conversations with focus groups; and public meetings.

Together, findings from the Strategic Roadmap, Community Needs Assessment, the Public Safety Innovation Workshops, and the Resident Satisfaction Survey were integrated into the 2025-2029 Consolidated Plan. These were combined with input from the Community Services Commission, surveys of local community-based organizations, the City’s Housing Element, and Homelessness Strategic Plan to identify the following priority need areas:

- Preserve, Protect, and Produce Housing Stock
- Expand & Improve Public Infrastructure & Facilities
- Public Services & Quality of Life Improvements
- Economic Development

The Priority Areas and City Strategic Roadmap Priority Matrix summarizes the alignment between priorities of the City’s Strategic Roadmap and Consolidated Plan.

		Consolidated Plan Priority Needs			
		Preserve, Protect, and Produce Housing Stock	Expand & Improve Public Infrastructure & Facilities	Public Services & Quality of Life Improvements	Economic Development
Strategic Roadmap Priority Areas	Cultivate Vibrant Neighborhoods	X	X	X	X
	Enhance Community Safety		X	X	X
	Strengthen Organizational Health				X
	Champion Climate Resilience	X		X	X
	Preserve, Protect, and Produce Housing for All	X			X
	Invest in Infrastructure		X		X
	Grow the Economy		X	X	X

Priority Areas and City Strategic Roadmap Priority Matrix

SP-10 Geographic Priorities - 91.415, 91.215(a)(1)

Geographic Area

General Allocation Priorities

Describe the basis for allocating investments geographically

Hayward is committed to creating a community in which all residents have access to the housing, services, and resources they need to thrive. Allocation of CDBG funds focuses on serving low- and moderate-income residents to ensure that they have the same access to opportunities as their neighbors. The City does not allocate funding strictly based on geographic boundaries. Activities are funded based on feasibility and eligibility and participants of funded programs are identified based on income eligibility, not where they live in Hayward. However, the City does recognize that some areas of Hayward have not received equal focus or services and encourages applicants for funding to ensure individuals in those lower-income Census tracts are included in service provision. All applicants must demonstrate that proposed programs will primarily serve LMI populations throughout the City.

SP-25 Priority Needs - 91.415, 91.215(a)(2)

Priority Needs

Table 12 – Priority Needs Summary

1	Priority Need Name	Expand/Improve Public Infrastructure & Facilities
	Priority Level	High
	Population	Extremely Low Low Moderate Non-housing Community Development
	Geographic Areas Affected	
	Associated Goals	1A. Expand Facility & Infrastructure Access & Capacity
	Description	Expand and improve public infrastructure through activities for LMI persons and households. Improve access to public facilities that will benefit LMI persons and households. Funds will be used to improve public facilities such as community centers, healthcare facilities, shelters for individuals experiencing homelessness, and green spaces.
	Basis for Relative Priority	Public Facilities and Infrastructure are designated as highest priority based on a combination of community participation, the City's strategic priorities, and the eligible uses for CDBG funding. Safe and modern public facilities are required to address the needs of LMI and special populations. The community has expressed a need for new and improved public facilities, and this has been designated as a priority area in the City's Strategic Roadmap. The CDBG program provides significant flexibility in the use of funding for improvement to access to publicly-owned and nonprofit facilities open to the general public.
2	Priority Need Name	Preserve, Protect, and Produce Housing Stock
	Priority Level	High
	Population	Extremely Low Low Moderate

	Geographic Areas Affected	
	Associated Goals	2A. Preserve Existing Homeownership Housing 2B. Facilitate Development of New Affordable Housing
	Description	The City will "Preserve, Protect, and Produce Housing for All" in accordance with its Strategic Roadmap. Activities may include rehabilitation of owner- and renter-occupied housing; assistance with homeownership or rental access; and activities related to the acquisition, disposition or preparation of real property for home development.
	Basis for Relative Priority	Preserving and increasing the available housing supply and providing access to housing are designated as a high priority based on a combination of community participation, the City's strategic priorities, and the eligible uses for CDBG funding. As discussed in the needs assessment, housing cost burden is the most prevalent housing problem in the community. The City's response to housing needs through its CDBG program is primarily limited by the ineligibility of new housing construction, but funding can be allocated to many other eligible activities related to housing preservation and access.
3	Priority Need Name	Public Services & Quality of Life Improvements
	Priority Level	High
	Population	Extremely Low Low Moderate Families with Children Elderly Persons with Mental Disabilities Persons with Physical Disabilities Persons with Developmental Disabilities Persons with Alcohol or Other Addictions Persons with HIV/AIDS and their Families Victims of Domestic Violence Non-housing Community Development
	Geographic Areas Affected	
	Associated Goals	3A. Provide Supportive Services for Residents with Special Needs 3B. Provide Vital Services for LMI Households

	Description	Provide supportive services for LMI households and special needs populations in the community. Public services may include services to address homelessness, assist individuals with physical and mental health needs, and support for youth and older adults.
	Basis for Relative Priority	Supportive services for LMI and special needs populations are designated as a moderate priority based on a combination of community participation, the City's strategic priorities, and the eligible uses for CDBG funding. Public Services offered by the City and partner non-profit organizations provide vital and essential services for LMI households and families. As shown in the Needs Analysis, seven of the City's fifteen census tracts have a concentration of LMI households. Community feedback has consistently highlighted public services as the most pressing community need and cut across nearly all Strategic Roadmap priorities. However, the relative priority of this need is lower due to the statutory limit on the use of CDBG entitlement funds to provide public services.
4	Priority Need Name	Economic Development
	Priority Level	High
	Population	Extremely Low Low Moderate Non-housing Community Development
	Geographic Areas Affected	
	Associated Goals	4A. Provide for Small Business Assistance
	Description	Provide for economic development opportunities that will assist small businesses. Economic development initiatives may include technical or direct financial support for operations or job creation/retention. Programs will emphasize activities to help microenterprises and LMI-owned business enterprises.
	Basis for Relative Priority	Economic development opportunities are designated as a moderate priority based on a combination of community participation, the City's strategic priorities, and the eligible uses for CDBG funding. As shown in the Needs Analysis, unemployment and economic opportunities vary throughout the City. The City will work to provide entrepreneurial and employment opportunities in LMI areas. Economic development is designated as a priority goal in the City's Strategic Roadmap, however statute limits the types of activities that can be carried out with CDBG funding without a Community Based Development Organization (CBDO).

Narrative (Optional)

SP-35 Anticipated Resources - 91.420(b), 91.215(a)(4), 91.220(c)(1,2)

Introduction

The City of Hayward is a CDBG Entitlement city and receives a portion of the HOME funds allocated to the Alameda County HOME consortium. Currently, the City does not receive any Emergency Solutions Grant (ESG) or Housing Opportunities for Persons with Aids (HOPWA) funding.

In addition to funds provided by the CDBG and HOME programs, the City of Hayward will utilize local, county, and state resources to facilitate Community Development Block Grant goals of expanding and improving public infrastructure and facilities; preserving, protecting, and producing housing stock; providing public services and quality of life improvements; and increasing economic development.

CDBG and HOME resources will be allocated towards projects that meet HUD national objectives and are able to comply with federal reporting and financial management regulations.

Note that the Anticipated Resources shown in the table below are estimates and subject to change based on final entitlement award, new program income, or unspent current year allocations.

Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	public - federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	1,300,000	100,000	266,379	1,665,939	5,376,920	CDBG funds will support projects the community development objectives identified in the FY 2025-2029 Consolidated Plan.

Table 13 - Anticipated Resources

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

In addition to funds provided by HUD, the City will utilize local resources to address community and economic development needs. CDBG and HOME resources will be allocated towards projects that meet HUD national objectives and are able to comply with federal reporting and financial management regulations. The General Fund may be used to support local providers that provide support services to under-served populations, which include low-income seniors, non-English speaking communities, youth, and people with mental or physical conditions. Programs that align with the priorities in the City's strategic plan, particularly in the areas of housing, homelessness response, and economic development may also be supported by county and state funding sources. Examples of these include Alameda County Measure BB or the California Department of Housing and Community Development's Permanent Local Housing Allocation (PLHA) and Homeless Housing, Assistance, and Prevention (HHAP) programs. Measure BB funding allows the City to address the mobility needs of older adults and residents with mental or physical conditions. Funding through the PLHA and HHAP programs has previously supported the Hayward Housing Navigation Center and is expected to be available to the City in future years. Finally, the City may seek out state and federal budget earmarks for one-time projects aligning with the goals outlined in the Priority Needs section.

If appropriate, describe publicly owned land or property located within the state that may be used to address the needs identified in the plan

In 2016, the City entered into a Purchase and Sale Agreement with the California Department of Transportation (Caltrans) to acquire 10 parcel groups of properties originally purchased by Caltrans for a project expanding State Route 238. As of the beginning of Program Year 2025, the City has executed Disposition and Development Agreements with developers for three parcels, with two additional parcels pending execution. The City will work closely with developers over the course of Years 1 and 2 of the Consolidated Plan to advance two affordable housing projects and enforce inclusionary housing requirements on to additional sites. These developments are expected to yield 381 new affordable units, representing 27% (n=1,403) of the planned units on these properties.

Discussion

In January 2020, the City of Hayward adopted a city-wide Strategic Roadmap based on wide-ranging community and staff outreach. The Strategic Roadmap has subsequently received annual updates to align with City Council priorities and current community needs, as well as to update its workplan. In addition, the City's Community Participation Plan, most recently updated in 2022, designates the Community Services Commission (CSC) as the main conduit for public input into funding priorities for community development. Staff utilized both sources, supplemented with other strategic planning documents and consultation with community partners, to identify the goals of expanding and improving public infrastructure and facilities; preserving, protecting, and producing housing stock; providing public services and quality of life improvements; and encouraging economic development.

CDBG entitlement funds are allocated through a competitive process in which the CSC evaluates proposals from community partners and provides funding recommendations for City Council approval. Proposals typically include public facilities improvements as well as economic development and non-housing social service programs. Programs that are not comprised of eligible CDBG activities or otherwise to not qualify for CDBG entitlement funding may be considered for funding from General Fund. A portion of the City's CDBG entitlement is allocated through a non-competitive process to support housing-related activities such as fair housing services and rehabilitation of housing units occupied by LMI and/or senior owners.

SP-40 Institutional Delivery Structure - 91.415, 91.215(k)

Explain the institutional structure through which the jurisdiction will carry out its consolidated plan including private industry, non-profit organizations, and public institutions.

Table 14 - Institutional Delivery Structure

Responsible Entity	Responsible Entity Type	Role
Abode Services, inc.	Non-profit organizations	Homelessness
LA FAMILIA COUNSELING SERVICES	Non-profit organizations	Homelessness Non-homeless special needs public services
BAY AREA COMMUNITY SERVICES	Non-profit organizations	Homelessness Non-homeless special needs public services
BUILDING OPPORTUNITIES FOR SELF-SUFFICIENCY	Non-profit organizations	Homelessness
CENTRO COMMUNITY PARTNERS	Non-profit organizations	Economic Development Non-homeless special needs
City of Hayward	Government	Economic Development Homelessness Non-homeless special needs Planning neighborhood improvements public facilities public services
Community Child Care Council (4-Cs) of Alameda County	Non-profit organizations	Economic Development Non-homeless special needs
COMMUNITY RESOURCES FOR INDEPENDENT LIVING	Non-profit organizations	Non-homeless special needs Rental public services
Downtown Streets Team	Non-profit organizations	Economic Development Homelessness Non-homeless special needs

Responsible Entity	Responsible Entity Type	Role
EDEN COUNCIL FOR HOPE AND OPPORTUNITY	Non-profit organizations	Homelessness Non-homeless special needs Rental public services
Eden I&R	Non-profit organizations	Non-homeless special needs public services
EDEN UNITED CHURCH OF CHRIST	Community/Faith-based organization	Homelessness Non-homeless special needs public facilities
Family Violence Law Center	Non-profit organizations	Homelessness Non-homeless special needs public services
Habitat for Humanity East Bay	Non-profit organizations	Non-homeless special needs Ownership public facilities
Immigration Institute of the Bay Area (IIBA)	Non-profit organizations	Non-homeless special needs public services
LEGAL ASSISTANCE FOR SENIORS	Non-profit organizations	Non-homeless special needs public services
Love Never Fails	Non-profit organizations	Economic Development Non-homeless special needs
Rebuilding Together East Bay North	Non-profit organizations	Non-homeless special needs Ownership
Ruby's Place		
South Hayward Parish	Community/Faith-based organization	Homelessness Non-homeless special needs public services
Spectrum Community Services	Non-profit organizations	Non-homeless special needs public services

Responsible Entity	Responsible Entity Type	Role
05 Sikh Seva	Non-profit organizations	Non-homeless special needs public services
Daily Bowl	Non-profit organizations	Non-homeless special needs public services
Glad Tidings Community Development Corporation	Community/Faith-based organization	Non-homeless special needs public services
MAGNOLIA HOUSE RECOVERY CENTER	Non-profit organizations	Non-homeless special needs public services
Mercy Retirement & Care Center	Non-profit organizations	Non-homeless special needs public facilities public services
Onward Health, Inc	Contractor	Non-homeless special needs public services
San Lorenzo Family Help Center	Non-profit organizations	Non-homeless special needs public services
Service Opportunities for Seniors		Non-homeless special needs public services

Assess Strengths and Gaps in the Institutional Delivery System

The City of Hayward has a strong network of community-based organizations (CBOs) that are collaborative, innovative, and provide a variety of services to meet the needs of the City's most vulnerable. The most significant gap in the current system, as with systems across the Bay Area, is affordable housing and permanent supportive housing. In November 2019 the City opened its Housing Navigation Center, which has helped address this gap. As of 2025, the Housing Navigation Center has a total capacity of 65 congregate beds. In addition, the St. Regis Multi-Service Health Campus and the Project Reclamation Shared Housing program, are expected to come online with City support during the PY 2025 to 2029 Consolidated Plan period and offer approximately 70 and 35 units of permanent supportive housing, respectively. Besides these direct City efforts, there are approximately 422 new affordable housing units expected to come online within the next few years. Of these, 282 are currently under construction, with the remaining 140 units in the pre-development or entitlement phase. Construction and development of these units have been facilitated by the direct support of the Housing

and Planning/Building Divisions of the City's Development Services Department. Despite these efforts and those of strong CBO partners providing supportive services to homeless and unstably housed residents, the system continues to lack sufficient affordable housing units and emergency shelter beds.

Availability of services targeted to homeless persons and persons with HIV and mainstream services

Homelessness Prevention Services	Available in the Community	Targeted to Homeless	Targeted to People with HIV
Homelessness Prevention Services			
Counseling/Advocacy	X	X	
Legal Assistance	X	X	
Mortgage Assistance			
Rental Assistance	X	X	
Utilities Assistance	X		
Street Outreach Services			
Law Enforcement	X	X	
Mobile Clinics		X	
Other Street Outreach Services		X	
Supportive Services			
Alcohol & Drug Abuse			
Child Care	X		
Education	X	X	
Employment and Employment Training	X	X	
Healthcare			
HIV/AIDS	X		X
Life Skills	X	X	
Mental Health Counseling	X	X	
Transportation	X	X	X
Other			

Table 15 - Homeless Prevention Services Summary

Describe how the service delivery system including, but not limited to, the services listed above meet the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth)

Through its annual funding process, the City of Hayward funds family shelters, domestic violence shelters, homeless outreach, and programs that provide medical services, counseling services, legal services, and employment services for individuals who are homeless or experiencing housing instability.

In November 2019, the City of Hayward opened its first Housing Navigation Center, just ten months after being approved by the Hayward City Council. The Housing Navigation Center currently has the capacity to provide temporary, short-term shelter and intensive housing navigation services to up to 65 individuals. Since its opening, the Housing Navigation Center has assisted 549 individuals in moving into permanent housing, including family reunification.

Describe the strengths and gaps of the service delivery system for special needs population and persons experiencing homelessness, including, but not limited to, the services listed above

The City of Hayward continues to provide services within the following framework: 1) prevent homelessness when possible, 2) compassionately respond to homelessness, and 3) quickly move people from homelessness into permanent housing. In January of 2020, the City initially adopted its three-year Strategic Roadmap comprised of five key priority areas. As of its most recent annual update in 2024, the Strategic Roadmap includes seven priority areas, including Preserve, Produce, and Protect Housing for All, which has been designated as a priority since the initial Roadmap. As part of this priority area, the City developed its Let's House Hayward! Homelessness Reduction (LHH) Strategic Plan, which was adopted in 2021. This plan was developed through extensive community and stakeholder engagement and outlines three goals and connected strategies. These are:

- Goal 1: Formalize a Coordinated and Compassionate Citywide Response to Homelessness and Develop Wider Community Understanding and Engagement
 - Strategy 1.1: Formalize Interdepartmental and Interjurisdictional Partnerships
 - Strategy 1.2: Develop Funding and Evaluation Strategy Reflecting Community Priorities Identified in this Strategic Plan
 - Strategy 1.3: Educate and Engage the Community Regarding the Homeless System of Care
- Goal 2: Increase Availability of and Reduce Barriers to Homeless Crisis Response Services
 - Strategy 2.1: Expand Housing-Focused Shelter Capacity
 - Strategy 2.2: Develop Homeless Crisis Response Services to Protect Dignity and Health of Unsheltered Households
 - Strategy 2.3: Develop and Test Innovations to Improve Outreach and Engagement
 - Strategy 2.4: Increase Diversity and Availability of Holistic Supportive Services
 - Strategy 2.5: Support Providers and Staff Capacity to Deepen Impact of Services
- Goal 3: Ensure Access to and Retention of Affordable Permanent Housing
 - Strategy 3.1: Continue to Invest in Eviction Prevention and Anti-Displacement Resources
 - Strategy 3.2: Prioritize the Development of Housing Targeted to People Experiencing Homelessness

The corresponding activities for each strategy were added to the strategic plan even if there was not funding available to implement them, so the plan could serve as a priority list for implementing Council priorities when funding became available. Staff leveraged this resource when American Rescue Plan Act funding became available in 2021. Currently, many activities in the Let's House Hayward! plan remain incomplete as there continues to be a lack of funding for them.

Provide a summary of the strategy for overcoming gaps in the institutional structure and service delivery system for carrying out a strategy to address priority needs

The Hayward City Council approved the Let's House Hayward! (LHH) strategic plan in July 2021. The LHH strategic plan encompasses fiscal year 2021-2022 through 2025-2026, coinciding with four of the five years of the PY 2020-2024 Consolidated Plan. Updates to the program's progress were most recently provided to the City Council in December 2024. As detailed above, the LHH strategic plan included several strategies specifically targeting gaps in the service delivery system.

Significant successes related to these strategies have included establishment of several interdepartmental homelessness response meetings focused on different aspects of the City's response; participation in regional outreach and care coordination as part of the Alameda County Mayor's Homelessness Working Group and the Continuum of Care Outreach and Accessibility Committee; successful implementation and ongoing operation of the Hayward Evaluation and Response Teams public safety and mental health intervention program; and adoption of revisions to the City's Affordable Housing Ordinance. Major ongoing challenges are centered on a lack of funding to implement activities and constrained staff capacity.

The current LHH plan encompasses fiscal years 2021-2022 through 2025-2026. Staff received guidance from Council during the December 2024 work session to continue pursuing goals and strategies established in the LHH Plan.

SP-45 Goals - 91.415, 91.215(a)(4)

Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	1A. Facility & Infrastructure Access & Capacity	2025	2029	Non-Housing Community Development		Expand/Improve Public Infrastructure & Facilities	CDBG: \$2,252,011	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 45,000 Persons Assisted
2	2A. Preserve Existing Homeownership Housing	2025	2029	Affordable Housing		Preserve, Protect, and Produce Housing Stock	CDBG: \$1,811,803	Homeowner Housing Rehabilitated: 175 Household Housing Unit
3	3A. Provide Supportive Services for Special Needs	2025	2029	Non-Homeless Special Needs Non-Housing Community Development		Public Services & Quality of Life Improvements	CDBG: \$901,158	Public service activities for Low/Moderate Income Housing Benefit: 2,750 Households Assisted
4	3B. Provide Vital Services for LMI Households	2025	2029	Non-Housing Community Development		Public Services & Quality of Life Improvements	CDBG: \$901,158	Public service activities other than Low/Moderate Income Housing Benefit: 2,750 Persons Assisted
5	4A. Provide for Small Business Assistance	2025	2029	Non-Housing Community Development		Economic Development	CDBG: \$1,177,109	Jobs created/retained: 150 Jobs Businesses assisted: 175 Businesses Assisted

Table 16 – Goals Summary

Goal Descriptions

1	Goal Name	1A. Facility & Infrastructure Access & Capacity
	Goal Description	Expand and improve access to public facilities and infrastructure through development activities targeting LMI persons and households. Public facilities may include facilities such as community centers, healthcare facilities, shelters for individuals experiencing homelessness, and green spaces. Public infrastructure activities may include improvements in the jurisdiction such as roadway resurfacing and improvements to curbs and ramps on sidewalks for ADA compliance.
2	Goal Name	2A. Preserve Existing Homeownership Housing
	Goal Description	Improve access to affordable housing and preserve the jurisdiction's existing housing stock. Activities may include rehabilitation of existing housing, assistance with homeownership or rental access, and activities related to preparation of real property for home development. These activities will benefit LMI households.
3	Goal Name	3A. Provide Supportive Services for Special Needs
	Goal Description	Provide supportive services for low- to moderate-income households in the jurisdiction. Public services for LMI households may include: fair housing awareness, crime prevention programs, case management for emergency assistance, employment and workforce development programs, and health programs.
4	Goal Name	3B. Provide Vital Services for LMI Households
	Goal Description	Provide supportive services for low- to moderate-income households in the jurisdiction. Public services for LMI households may include: fair housing awareness, crime prevention programs, case management for emergency assistance, employment and workforce development programs, and health programs.
5	Goal Name	4A. Provide for Small Business Assistance
	Goal Description	Provide economic development support using funds to assist small businesses in the jurisdiction. Support may include technical or financial assistance, particularly for job creation/retention at LMI-owned small businesses and microenterprises.

Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.315(b)(2)

The City's HOME funds will primarily be used for Tenant-Based Rental Assistance (TBRA) through Project Independence, a program that provides housing subsidies to transition-age youth (TAY) as part of a wrap-around service model in which they receive case management and other supportive services. The City estimates that during the duration of this Consolidated Plan, approximately 150 low to moderate income TAY will receive support through the HOME-funded Project Independence. HOME funds may also be used to support eligible affordable housing development when appropriate.

SP-65 Lead-based Paint Hazards - 91.415, 91.215(i)

Actions to address LBP hazards and increase access to housing without LBP hazards

In accordance with HUD/EPA regulations, City code enforcement staff receive certification as Lead Supervisors. These staff members implement the lead regulations affecting property rehabilitation with CDBG funds. The EPA's Renovation, Repair, and Painting (RRP) Rule, which affects HUD-funded residential rehabilitation, went into effect on April 22, 2010, and the City has modified its contracting and rehabilitation procedures to comply with the regulations.

The City's Housing Rehabilitation Program is administered in partnership with local nonprofits. As required by the EPA, these providers must be trained by an approved trainer to become an EPA-certified renovator, who are authorized to perform work. When rehabilitating older housing, built before 1978, precautions are made to limit construction workers and homeowners' exposure to lead from lead-based paint. Work performed is in compliance with new Federal lead-based paint requirements and follow lead-safe work practices. Lead safety information is provided, including but not limited to the following resources:

- EPA information about Lead in Paint, Dust and Soil
- HUD's Office of Healthy Homes and Lead Hazard Control
- CDC's Childhood Lead Poisoning Prevention Program
- Coalition to End Childhood Lead Poisoning

The City provides information on general housing law compliance and regularly conducts housing inspections as part of the annual rental program. City staff responds to any public complaints regarding California Health and Safety Code violations, which includes Sec. 17921 of the California Health and Safety Code for lead-based paint concerns. Furthermore, the City is currently partnering with Alameda County Healthy Homes Department to develop a more robust lead-based training program.

How are the actions listed above integrated into housing policies and procedures?

As of September 15, 2000, joint HUD and EPA Lead-Based Paint regulations require that properties acquired or rehabilitated with CDBG or HOME funds must have an assessment of lead-based paint risk and, funding between \$5,000 and \$25,000, have interim controls applied and, if over \$25,000, have all lead-based paint hazards abated.

The City is working with local partners to extenuate the risk of lead-based paint exposure in housing units by providing funding to mitigate lead-based paint as part of the overall rehabilitation of rental and owner-occupied properties. In addition, as the City continues to partner with the Alameda County Healthy Homes Department to find ways to refine the lead-based communications and training program, new housing policies and procedures may emerge.

SP-70 Anti-Poverty Strategy - 91.415, 91.215(j)

Jurisdiction Goals, Programs and Policies for reducing the number of Poverty-Level Families

Several priorities in the City's Strategic Roadmap are intended to combat poverty and improve quality of life. As such, the priority needs and goals identified in this Consolidated Plan align with the City's Roadmap and are intended to reduce the number of families living at or below the poverty level.

The City believes strongly in the need for regional collaboration and partnership in order to reduce the number of poverty-level families living in Hayward. The City helps directly fund the activities of community-based organizations (CBOs) and non-profits delivering anti-poverty services to LMI households as part of its Community Agency Funding (CAF) process. Through this process, CBOs conducting eligible activities may receive allocations from the City's CDBG entitlement or its General Fund. The City's past CDBG subrecipients have included local food banks and food pantries; non-profit legal services providers such as Centro Legal de la Raza and Family Violence Law Center; homeless services providers such as Bay Area Community Services and Abode Services; and shelter providers such as Ruby's Place, the Alliance for Community Wellness, First Presbyterian Church of Hayward, and Love Never Fails.

In addition to working closely with local and regional CBOs, the City also participates in partnerships with Hayward Unified School District; California State University, East Bay; Chabot College; Hayward Area Recreation and Park District; regional economic development boards and councils; and Everyone Home, the County's Continuum of Care network. Through these partnerships, the City focuses on improving opportunities and outcomes for low-income families, youth, individuals and families in need of shelter; older adults; individuals with mental and physical conditions; newcomers; and other groups who need shelter, prevention, and intervention services and activities to improve their lives and combat poverty.

How are the Jurisdiction poverty reducing goals, programs, and policies coordinated with this affordable housing plan

The City of Hayward implements housing and community development programs within a structure that includes various public and private agencies and organizations. Additionally, the City regularly monitors progress on activities to be carried out in the Consolidated Plan and corresponding Annual Action Plans to ensure compliance with program requirements. The overall process begins with the identification of needs, soliciting and evaluating applications for CDBG funding, and allocating resources. Through Agreements with sub-recipients and Memoranda of Understanding (MOUs) with other public agencies, the City sets a benchmark by incorporating goal requirements and reporting procedures, timelines, and budgets against which performance is measured.

Affordable housing priority needs and goals for this Consolidated Plan align with the Alameda County HOME Consortium's plan to ensure regional collaboration on program and policy efforts.

SP-80 Monitoring - 91.230

Describe the standards and procedures that the jurisdiction will use to monitor activities carried out in furtherance of the plan and will use to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements

The City will monitor itself and its subrecipients utilizing approved procedures and policies in addition to systematic checklists to ensure all criteria, national objectives, and performance measurements are met. The City's monitoring standards are consistent with those presented in the Alameda County HOME Consortium Consolidated plan, as well as the City's CDBG Policies and Procedures Manual. Per these standards, staff will follow the six steps outlined below with each subrecipient:

1. **Pre-award assessment**, which includes methods to invite project proposals from subrecipients, assesses the quality of the projects and subrecipient capacity to carry them out, and make ultimate funding decisions.
2. **Subrecipient agreements** between the grantee and the subrecipient that specify types of products or services required, project timelines, documentation of results, and contract incentives or penalties.
3. **Training and technical assistance** provided to subrecipient agencies, including provision of orientation materials; training and other special instruction to new subrecipients or those carrying out particularly large or complex projects; and delivery of timely assistance upon request, or upon identification of issues through monitoring.
4. **Tracking program progress**, including reporting against work plan objectives and targets, assessment of project performance and response to performance findings, and documentation and communication of results.
5. **Monitoring strategies and procedures**, including procedures for assessing risk; assessing the scope of monitoring (for example, financial, procurement, project progress, program income, benefit determinations to LMI applicants, and other issues of compliance with their agency agreement); and inspection of work products and the quality of reporting.
6. **Follow-up procedures**, including corrective action to handle detected violations of law and regulations, and effective action on the part of agency decision-makers to resolve continuing problems in subrecipient management.

The City publishes its CAPER each year, aggregating data to analyze progress towards goals, cost effectiveness, community impact, and compliance with regulations. Information obtained from all the evaluation and monitoring efforts is used to assist in the determination of future subrecipient awards.

Expected Resources

AP-15 Expected Resources - 91.420(b), 91.220(c)(1,2)

Introduction

The City of Hayward is a CDBG Entitlement city and receives a portion of the HOME funds allocated to the Alameda County HOME consortium. Currently, the City does not receive any Emergency Solutions Grant (ESG) or HOPWA funding.

In addition to funds provided by the CDBG and HOME programs, the City of Hayward will utilize local, county and state resources to facilitate Community Development Block Grant goals of expanding and improving public infrastructure and facilities; preserving, protecting, and producing housing stock; providing public services and quality of life improvements; and increasing economic development.

CDBG and HOME resources will be allocated towards projects that meet HUD national objectives and are able to comply with federal reporting and financial management regulations.

Note that the Anticipated Resources shown in the table below are estimates and subject to change based on final entitlement award, new program income, or unspent current year allocations.

Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	public - federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	1,300,000	100,000	266,379	1,666,379	5,376,920	CDBG funds will support projects the community development objectives identified in the FY 2025-2029 Consolidated Plan.

Table 17 - Expected Resources – Priority Table

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

In addition to funds provided by HUD, the City will utilize local resources to address community and economic development needs. CDBG and HOME resources will be allocated towards projects that meet HUD national objectives and are able to comply with federal reporting and financial management regulations. The General Fund may be used support local organizations that provide support services to under-served populations, which include low-income seniors, non-English speaking communities, youth, and people with mental or physical conditions. Programs that align with the priorities in the City's strategic plan, particularly in the areas of housing, homelessness response, and economic development may also be supported by county and state funding sources. Examples of these include Alameda County Measure BB and the California Department of Housing and Community Development's Permanent Local Housing Allocation (PLHA) or Homeless Housing, Assistance, and Prevention (HHAP) programs. Measure BB funding allows the City to address the mobility needs of older adults and residents with mental or physical conditions. Funding through the PLHA and HHAP programs has previously supported the Hayward Housing Navigation Center and is expected to be available to the City in future years. Finally, the City may seek out state and federal budget earmarks for one-time projects aligning with the goals outlined in the Priority Needs section.

If appropriate, describe publicly owned land or property located within the jurisdiction that may be used to address the needs identified in the plan

In 2016, the City entered into a Purchase and Sale Agreement with the California Department of Transportation (Caltrans) to acquire 10 parcel groups of properties originally purchased by Caltrans for a project expanding State Route 238. As of the beginning of Program Year 2025, the City has executed Disposition and Development Agreements with developers for three parcels, with two additional parcels pending execution. The City will work closely with developers over the course of Years 1 and 2 of the Consolidated Plan to advance two affordable housing projects and enforce inclusionary housing requirements on to additional sites. These developments are expected to yield 381 new affordable units, representing 27% (n=1,403) of the planned units on these properties.

Discussion

At its February 19, 2025, meeting the CSC discussed their recommendations for use of Program Year 2025 CDBG funding toward public infrastructure, public services, housing, and economic development activities. As part of the citizen participation process, the CSC also made recommendations for the use of any award above the estimated award of \$1,300,000. They will vote on their recommendations to Council on March 19, 2025. Through their deliberations, the CSC proposed allocating additional Public Services funds to prioritize housing programs, then evenly distribute the remaining funds, up to 15% of the entitlement and prior year program income. If additional funding remains, it will be allocated to the Public Facilities & Infrastructure project and administered in collaboration with the City's Maintenance Services and Public Works Departments in line with Council priorities. This section will be updated in the

final draft to reflect the recommendations made by Council.

Annual Goals and Objectives

AP-20 Annual Goals and Objectives - 91.420, 91.220(c)(3)&(e)

Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	1A. Facility & Infrastructure Access & Capacity	2025	2029	Non-Housing Community Development		Expand/Improve Public Infrastructure & Facilities	CDBG: \$156,000	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 60 Persons Assisted
2	2A. Preserve Existing Homeownership Housing	2025	2029	Affordable Housing		Preserve, Protect, and Produce Housing Stock	CDBG: \$431,000	Homeowner Housing Rehabilitated: 35 Household Housing Unit
3	2B. Facilitate Development of New Affordable Housing	2025	2029	Affordable Housing		Preserve, Protect, and Produce Housing Stock	CDBG: \$-	Affordable Units constructed with assistance via eligible activities: 0
4	3A. Provide Supportive Services for Special Needs	2025	2029	Non-Homeless Special Needs Non-Housing Community Development		Public Services & Quality of Life Improvements	CDBG: \$327,725	Public service activities other than Low/Moderate Income Housing Benefit: 475 Persons Assisted
5	3B. Provide Vital Services for LMI Households	2025	2029	Non-Housing Community Development		Public Services & Quality of Life Improvements	CDBG: \$223,209	Public service activities other than Low/Moderate Income Housing Benefit: 630 Persons Assisted

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
6	4A. Provide for Small Business Assistance	2025	2029	Non-Housing Community Development		Economic Development	CDBG: \$528,634	Jobs created/retained: 31 Jobs Businesses assisted: 5 Businesses Assisted

Table 18 – Goals Summary

Goal Descriptions

1	Goal Name	1A. Facility & Infrastructure Access & Capacity
	Goal Description	Expand public infrastructure and access to public infrastructure and facilities through development activities for LMI persons and households. Public infrastructure activities include improvements to infrastructure in the jurisdiction such as roadway resurfacing and improvements to curbs and ramps on sidewalks for ADA compliance. Public facilities may include neighborhood facilities, community centers and parks and recreation facilities.
2	Goal Name	2A. Preserve Existing Homeownership Housing
	Goal Description	Retain homeownership opportunities for existing homeowners who fall within vulnerable categories, such as seniors or veterans living on fixed incomes, through home repair programs.
3	Goal Name	3A. Provide Supportive Services for Special Needs
	Goal Description	Homelessness prevention and supportive services.
4	Goal Name	3B. Provide Vital Services for LMI Households
	Goal Description	Public services for LMI households including food access and legal and educational services.

5	Goal Name	4A. Provide for Small Business Assistance
	Goal Description	Economic development activities including small business technical assistance, training, grants, and loans.

AP-35 Projects - 91.420, 91.220(d)

Introduction

The following projects are CDBG eligible activities that will meet a HUD national objective. All applicants for funding in each project (excluding administration and the City's fair housing activities) participated in the City's competitive funding process, in alignment with the City's Citizen Participation Plan. Final allocation amounts were authorized by City Council. Identified sub-grantees must comply with the local contracting standards and federal rules and regulations.

#	Project Name
1	CDBG: PY25 Administration (20%)
2	CDBG: PY25 Public Facilities & Infrastructure
3	CDBG: PY25 Public Services (15%)
4	CDBG: PY25 Housing Programs
5	CDBG: PY25 Economic Development

Table 19 – Project Information

Describe the reasons for allocation priorities and any obstacles to addressing underserved needs

Allocation priorities align with Council's Strategic Roadmap and will conform to the workplan outlined in the annual updates to the Strategic Roadmap when applicable. The Strategic Roadmap articulates several priority areas that intersect directly with the City's CDBG projects: Invest in Infrastructure; Preserve, Protect, and Produce Housing for All; and Grow the Economy. In addition, CDBG Public Services focusing on housing/homelessness and opportunities for LMI households cut across the priority areas of Cultivate Vibrant Neighborhoods and Enhance Community Safety. will be focused on housing/homelessness and the creation of economic and educational opportunities for poverty-level families. Projects and the services provided through them also align with the City's Let's House Hayward! Strategic Plan, which articulates goals, strategies, and actions for reducing homelessness in Hayward. Finally, projects are intended to address the issues described in the Alameda County Analysis of Impediments to Fair Housing (AIFH), which evaluates potential obstacles to nondiscriminatory housing. The AIFH is updated every five years, with the most recent edition released in January 2025. The City's allocation of CDBG funds includes resources for CBOs that provide fair housing outreach and enforcement.

These goals are broad in nature and capture a range of community impacts. The City makes every attempt to follow these goals when distributing the annual allocation of CDBG funds from HUD. Funding allocations for Program Year 2025 focus on increasing economic development opportunities for those in need, providing public services, improving public infrastructure and public facilities, and increasing and

maintaining the affordable housing supply in Hayward.

Currently the Annual Action Plan allocations may not match the planned allocations by goal, as allocation of prior year resources and program income has yet to be determined. These amounts will be updated before final submission to HUD.

AP-38 Project Summary

Project Summary Information

1	Project Name	CDBG: PY25 Administration (20%)
	Target Area	
	Goals Supported	1A. Facility & Infrastructure Access & Capacity 2A. Preserve Existing Homeownership Housing 3A. Provide Supportive Services for Special Needs 3B. Provide Vital Services for LMI Households 4A. Provide for Small Business Assistance
	Needs Addressed	Expand/Improve Public Infrastructure & Facilities Preserve, Protect, and Produce Housing Stock Public Services & Quality of Life Improvements Economic Development
	Funding	CDBG: \$280,000
	Description	Citywide administration of the CDBG program in PY 2025 and funding for fair housing activities subject to the admin cap.
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	N/A
	Location Description	Citywide
	Planned Activities	Staff salaries, planning, general administration, Fair Housing Activities.
2	Project Name	CDBG: PY25 Public Facilities & Infrastructure
	Target Area	

	Goals Supported	1A. Facility & Infrastructure Access & Capacity
	Needs Addressed	Expand/Improve Public Infrastructure & Facilities
	Funding	CDBG: \$100,000
	Description	The City will expand and improve access to public facilities through development activities for LMI persons and households and for special needs population (elderly, persons with mental or physical conditions, survivors of domestic abuse, etc.). Public facilities may include neighborhood facilities, community centers and parks and recreation facilities.
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	60 people will be assisted through repairs and improvements to public facilities.
	Location Description	Activities will occur city-wide.
	Planned Activities	Critical infrastructure upgrade to South Hayward Parish drop-in shelter and case management facility; Security upgrades to FESCO Les Marquis House family emergency shelter; Health and safety infrastructure improvements to Weekes Library Branch.
3	Project Name	CDBG: PY25 Public Services (15%)
	Target Area	
	Goals Supported	3A. Provide Supportive Services for Special Needs 3B. Provide Vital Services for LMI Households
	Needs Addressed	Public Services & Quality of Life Improvements
	Funding	CDBG: \$438,684

	Description	The City will work to provide supportive services for low income and special needs populations in the jurisdiction. Public services will target LMI residents and may include services to address homelessness, persons with physical and mental health conditions, the elderly, and the youth. Services may also include recreational programs for special needs populations, and education, health, and legal services programs for special needs households. The 15% cap for public services is based on the program year 2024 entitlement of \$1,523,701 plus \$410,381 in available-to-commit prior year funding.
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	1,100 individuals and families will benefit from services including homelessness prevention and supportive services, education, food security, and legal services.
	Location Description	Activities will occur city-wide.
	Planned Activities	Public service programs for LMI and special populations, including outreach and referrals to resources for vulnerable populations and recent immigrants; meal programs for seniors; housing counseling for low-income residents; tenant's rights and tenant/landlord mediation services; shelter for literally homeless individuals and homeless families; and health services for local schools.
4	Project Name	CDBG: PY25 Housing Programs
	Target Area	
	Goals Supported	2A. Preserve Existing Homeownership Housing
	Needs Addressed	Preserve, Protect, and Produce Housing Stock
	Funding	CDBG: \$375,000
	Description	Provide for owner occupied housing rehabilitation and minor home repair for LMI households. The City will also acquire new and demolish old properties to create opportunities for new affordable development, including temporary and emergency shelter. These activities will benefit LMI households.
	Target Date	6/30/2026

	Estimate the number and type of families that will benefit from the proposed activities	36 units owned by low-income households will receive grants for rehabilitation or minor repairs.
	Location Description	Activities will occur city-wide.
	Planned Activities	Housing rehabilitation and minor repairs.
5	Project Name	CDBG: PY25 Economic Development
	Target Area	
	Goals Supported	4A. Provide for Small Business Assistance
	Needs Addressed	Economic Development
	Funding	CDBG: \$472,634
	Description	The City will provide economic development support using funds to assist small businesses in the jurisdiction. Activities will include small business grants and loans to create or retain permanent jobs for LMI residents as well as technical assistance to micro-enterprise.
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	5 businesses will receive grants or loans and 30 jobs will be created/retained.
	Location Description	Activities will occur city-wide.
	Planned Activities	Technical assistance programs and services for small businesses employing LMI staff; technical assistance program for LMI entrepreneurs establishing childcare microenterprises; technical skills training and job placement for formerly homeless individuals; IT job skills training for LMI individuals.

AP-50 Geographic Distribution - 91.420, 91.220(f)

Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed

Allocation of CDBG funds focuses on serving low- and moderate-income residents to ensure that they have the same access to opportunities as their neighbors. The City does not allocate funding strictly based on geographic boundaries. The City does recognize that some areas of Hayward have traditionally received fewer services and encourages applicants for funding to ensure individuals in those lower-income Census tracts are included in service provision.

The City of Hayward includes nine census tracts that have been designated as Low-Income by HUD, encompassing the neighborhoods of Downtown (CT 4354); Burbank and North Hayward (CT 4355); Jackson Triangle (CT 4366.01); Santa Clara (CT 4367); Longwood-Winton Grove (CTs 4369); Harder-Tennyson (CTs 4375, 4377.01, & 4377.02); and Mission-Garin (CT 4379). These areas are clustered around major transportation and industrial corridors, specifically west of the Hayward Executive Airport and former Russell City area and bounded on the east and west by I-880 and State Route 238 (Mission Blvd).

The proposed Public Services, Housing, and Economic Development activities for PY 2025 are designed to meet the LMC (Low/Mod Limited Clientele) objective. Sub-grantees carrying out activities in these areas must collect and provide demographic information for all individuals served. Per the City's annual request for proposals (RFP) for CDBG-funded activities, sub-grantees are required to design programs that benefit exclusively low-income (80% AMI and below) Hayward residents, seniors, people with mental or physical conditions, or youth. Newly awarded sub-grantees are also required to provide samples of the data collection tools used to record demographic information for activity beneficiaries.

Geographic Distribution

Target Area	Percentage of Funds

Table 20 - Geographic Distribution

Rationale for the priorities for allocating investments geographically

Activities are funded based on feasibility and eligibility and participants of funded programs are identified based on eligibility, not where they live in Hayward.

Discussion

Hayward is committed to creating a community in which all residents have access to the housing, services, and resources they need to thrive. Through funding activities that meet the needs of the most vulnerable, the City enables its trusted community partners who possess deep and often personal, lived experience understanding, to meet the most vulnerable where they are throughout the City.

AP-85 Other Actions - 91.420, 91.220(k)

Introduction

The City of Hayward will be undertaking and funding several programs throughout FY 2025-2026 to meet the needs of LMI communities, foster and maintain affordable housing, reduce lead-based paint hazards, reduce the number of poverty-level families, foster public private partnerships, and increase organizational structure.

Actions planned to address obstacles to meeting underserved needs

Providing services for populations with LMI needs is a high priority for the City of Hayward, understanding that increased access to services can prevent these individuals from becoming homeless, increase quality of life and opportunity, and support the City's anti-poverty strategy. The City will continue to utilize its General Fund alongside its CDBG entitlement and other local and state funding sources to provide direct resources while participating with other jurisdictions to jointly fund non-housing service-enriched projects that benefit Hayward residents with special needs. In Program Year 2025, the City expects to begin to see the results of one such effort with the implementation of the Project Reclamation scattered sites project. The scattered sites model of affordable housing disperses affordable units for special needs populations throughout different neighborhoods in a community, rather than in a single, concentrated facility. Project Reclamation will convert existing single-family homes to provide approximately 35 individual permanent supportive housing units for chronically homeless individuals.

Actions planned to foster and maintain affordable housing

The City will preserve existing affordable rental and ownership housing for low and moderate-income households, as outlined in its updated Housing Element. Existing single-family housing stock occupied by lower-income households will be preserved by rehabilitating single-family owner-occupied homes and mobile homes. The City will also fund services to address housing fairness. Subrecipient housing counselors will investigate then intervene or mediate fair housing complaints and conduct a fair housing audit to determine where future local efforts and strategies should be focused. The City will foster the current relationships with non-profit housing development organizations such as Eden Housing and Allied Housing to leverage those relationships into new affordable housing opportunities.

Actions planned to reduce lead-based paint hazards

Per the Alameda County Lead Abatement Program, Hayward has approximately 34,700 pre-1978 housing units. These units may contain lead-based paint. In accordance with the HUD/EPA regulations, City code enforcement staff receive certification as Lead Supervisors. These staff members implement the lead regulations affecting property rehabilitation with CDBG funds. The EPA's Renovation, Repair, and Painting (RRP) Rule, which affects HUD-funded residential rehabilitation, went into effect on April 22, 2010, and the City has modified its contracting and rehabilitation procedures to

comply with the regulations.

Actions planned to reduce the number of poverty-level families

A key component of the City of Hayward's anti-poverty strategy is to collaborate with other agencies whose focus is improving opportunities for low-income families, youth, single adults, and persons with mental or physical conditions who need shelter, prevention, and intervention activities to improve their lives. The City will collaborate with a number of these public partners and fund non-profit organizations in implementing innovative programs to meet these needs. Partners include the City's public library, local food banks and food pantries, non-profit legal services providers such as Centro Legal de la Raza and Family Violence Law Center, homeless services providers such as Bay Area Community Services and Abode Services, and shelter providers such as Ruby's Place, the Alliance for Community Wellness, First Presbyterian Church of Hayward, and Love Never Fails.

Examples of specific funded activities that will be funded through the City's PY 2025 CDBG entitlement include public services for special populations, such as the Alameda County Impact outreach and case management program provided through Abode Services; home repairs and safety updates to allow seniors to safely age in place provided by Rebuilding Together East Bay Network; and IT skills training and internship/job placement for LMI survivors of domestic violence or trafficking provided by Love Never Fails.

Actions planned to develop institutional structure

The City of Hayward implements housing and community development programs within a structure that includes various public and private agencies and organizations. Additionally, the City regularly monitors progress on activities to be carried out in the Action Plan to ensure compliance with program requirements. The overall process begins with the identification of needs, soliciting and evaluating applications for CDBG funding, and allocating resources. Through Agreements with sub-recipients and Memoranda of Understanding (MOUs) with other public agencies, the City sets a benchmark by incorporating goal requirements and reporting procedures, timelines, and budgets against which performance is measured.

The executive leadership of the City of Hayward is committed to a well-trained and cross-trained workforce that provides opportunity for succession planning and talent development. Cross department working groups and initiatives allow for a greater understanding of available resources and skill sets, as well as breaking down silos that are often an issue in government accountability. Further, a majority of the staff responsible for the day-to-day administration of the CDBG program have been trained in nondiscrimination and anti-bias and all CDBG program staff are engaged in the City's internal and external efforts to promote fair treatment and distribution of resources.

Actions planned to enhance coordination between public and private housing and social service agencies

The City works closely with many private and nonprofit organizations on housing and community development activities. The City's grant funding process promotes collaboration and coordination between these organizations in the delivery of housing, community development and other public and social services to reduce duplication of effort and to maximize the use of limited public resources. The City extends its efforts to the primary health care institutions that serve Hayward residents on the delivery of, and access to, health care services. The City works in coordination with the Hayward Chamber of Commerce and many local and regional business representatives to address the economic and workforce development needs of the Hayward community. Additionally, the City works closely with the County and other jurisdictions in the County, meeting every two weeks to discuss issues related to housing and homelessness. Finally, through participation in CoC meetings and working groups, City staff interact with private housing developers to understand their needs and barriers to success.

Discussion

In addition to the agencies and programs funded through HUD-based grants, the City of Hayward funds several non-profit organizations and programs using City General Funds for Social Services. These funds supplement the PY 2025 CDBG entitlement, allowing the City to support shelters for families and survivors of domestic violence, after school programs, healthy meal programs for low-income seniors, and coordinated information and referral services among many others.

In Program Year 2025, an estimated \$1,559,403 in Alameda County Measure BB sales tax funding will be utilized to provide specialized transportation services to seniors and disabled individuals. Services are restricted to the sole provision of transportation services for the above-mentioned populations. While these funds are restricted, they provide an important tool in improving the lives our senior and disabled Hayward residents outside of federal dollars. Programs provided include travel training, nutrition programs, and both assisted and unassisted subsidized transportation.

Program Specific Requirements

AP-90 Program Specific Requirements - 91.420, 91.220(I)(1,2,4)

Introduction

The City's CDBG funds will be used for projects that improve local public infrastructure, provide supportive services for special needs and low-to-moderate income households, prevent displacement by providing home repair grants to low-income homeowners, support local homeless shelters, and create economic development opportunities through small business training, assistance, and grants.

Community Development Block Grant Program (CDBG)

Reference 24 CFR 91.220(I)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	0
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan.	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan	0
5. The amount of income from float-funded activities	0
Total Program Income:	0

Other CDBG Requirements

1. The amount of urgent need activities	0
2. The estimated percentage of CDBG funds that will be used for activities that benefit persons of low and moderate income. Overall Benefit - A consecutive period of one, two or three years may be used to determine that a minimum overall benefit of 70% of CDBG funds is used to benefit persons of low and moderate income. Specify the years covered that include this Annual Action Plan.	100.00%

Discussion

Upon receiving any program income, the City immediately receipts the funds in IDIS and draws them for programmed activities.

Appendix B – Community Participation Plan

Appendix A- Alternate/Local Data Sources

1	Data Source Name 2014-2018 ACS 5-Yr Estimates
	List the name of the organization or individual who originated the data set. US Census Bureau
	Provide a brief summary of the data set. The American Community Survey (ACS) is an ongoing survey that provides data every year -- giving communities the current information they need to plan investments and services. Information from the survey generates data that help determine how more than \$400 billion in federal and state funds are distributed each year. The ACS is accessed through the Census website, which provides data about the United States, Puerto Rico and the Island Areas.
	What was the purpose for developing this data set? Information from the ACS help determine how more than \$400 billion in federal and state funds are distributed each year to help communities, state governments, and federal programs.
	How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population? Hayward, CA
	What time period (provide the year, and optionally month, or month and day) is covered by this data set? 2014-2018 ACS 5-Year Estimates
	What is the status of the data set (complete, in progress, or planned)? Complete
2	Data Source Name 2013-2017 ACS (Workers), 2017 LEHD (Jobs)
	List the name of the organization or individual who originated the data set. 2013-2017 ACS and 2017 Longitudinal Employee-Household Dynamics: United States Census Bureau

Appendix A – Alternate/Local Data Sources

	<p>Provide a brief summary of the data set.</p> <p>The American Community Survey (ACS) is an ongoing survey that provides data every year -- giving communities the current information they need to plan investments and services. Information from the survey generates data that help determine how more than \$400 billion in federal and state funds are distributed each year. The ACS is accessed through the Census website, which provides data about the United States, Puerto Rico and the Island Areas.</p> <p>The Longitudinal Employer-Household Dynamics (LEHD) program is part of the Center for Economic Studies at the U.S. Census Bureau. The LEHD program produces new, cost effective, public-use information combining federal, state and Census Bureau data on employers and employees under the Local Employment Dynamics (LED) Partnership.</p> <p>What was the purpose for developing this data set?</p> <p>ACS: Information from the ACS help determine how more than \$400 billion in federal and state funds are distributed each year to help communities, state governments, and federal programs.</p> <p>LEHD: Information from the LEHD help state and local authorities who increasingly need detailed local information about their economies to make informed decisions. The LEHD Partnership works to fill critical data gaps and provide indicators needed by state and local authorities. LEHD's mission is to provide new dynamic information on workers, employers, and jobs with state-of-the-art confidentiality protections and no additional data collection burden.</p> <p>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</p> <p>Hayward, CA</p> <p>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</p> <p>2013-2017 ACS (Workers), 2017 LEHD (Jobs)</p> <p>What is the status of the data set (complete, in progress, or planned)?</p> <p>Complete</p>
3	<p>Data Source Name</p> <p>Bureau of Labor Statistics</p> <p>List the name of the organization or individual who originated the data set.</p> <p>Bureau of Labor Statistics (BLS)</p> <p>Provide a brief summary of the data set.</p> <p>BLS unemployment rates are from the BLS Local Area Unemployment Statistics (LAUS). This program produces monthly and annual employment, unemployment, and labor force data for Census regions and divisions, States, counties, metropolitan areas, and many cities, by place of residence.</p>

Appendix A – Alternate/Local Data Sources

	<p>What was the purpose for developing this data set?</p> <p>The purpose of the BLS data is to collect, analyze, and disseminate essential economic information to support public and private decision making.</p> <p>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</p> <p>Hayward, CA</p> <p>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</p> <p>2019 - 2020</p> <p>What is the status of the data set (complete, in progress, or planned)?</p> <p>Complete</p>
4	<p>Data Source Name</p> <p>2017-2021 ACS (Workers), 2021 LEHD (Jobs)</p> <p>List the name of the organization or individual who originated the data set.</p> <p>2017-2021 ACS and 2021 Longitudinal Employee-Household Dynamics: United States Census Bureau</p> <p>Provide a brief summary of the data set.</p> <p>The American Community Survey (ACS) is an ongoing survey that provides data every year -- giving communities the current information they need to plan investments and services. Information from the survey generates data that help determine how more than \$400 billion in federal and state funds are distributed each year. The ACS is accessed through the Census website, which provides data about the United States, Puerto Rico and the Island Areas.</p> <p>The Longitudinal Employer-Household Dynamics (LEHD) program is part of the Center for Economic Studies at the U.S. Census Bureau. The LEHD program produces new, cost effective, public-use information combining federal, state and Census Bureau data on employers and employees under the Local Employment Dynamics (LED) Partnership.</p> <p>What was the purpose for developing this data set?</p> <p>ACS: Information from the ACS help determine how more than \$400 billion in federal and state funds are distributed each year to help communities, state governments, and federal programs.</p> <p>LEHD: Information from the LEHD help state and local authorities who increasingly need detailed local information about their economies to make informed decisions. The LEHD Partnership works to fill critical data gaps and provide indicators needed by state and local authorities. LEHD's mission is to provide new dynamic information on workers, employers, and jobs with state-of-the-art confidentiality protections and no additional data collection burden.</p>

Appendix A – Alternate/Local Data Sources

	<p>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</p> <p>Hayward, CA</p> <p>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</p> <p>2017-2021 ACS (Workers), 2021 LEHD (Jobs)</p> <p>What is the status of the data set (complete, in progress, or planned)?</p> <p>Complete</p>
5	<p>Data Source Name</p> <p>2018-2022 ACS 5-Yr Estimates</p> <p>List the name of the organization or individual who originated the data set.</p> <p>US Census Bureau</p> <p>Provide a brief summary of the data set.</p> <p>The American Community Survey (ACS) is an ongoing survey that provides data every year -- giving communities the current information they need to plan investments and services. Information from the survey generates data that help determine how more than \$400 billion in federal and state funds are distributed each year. The ACS is accessed through the Census website, which provides data about the United States, Puerto Rico and the Island Areas.</p> <p>What was the purpose for developing this data set?</p> <p>Information from the ACS help determine how more than \$400 billion in federal and state funds are distributed each year to help communities, state governments, and federal programs.</p> <p>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</p> <p>Hayward, CA</p> <p>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</p> <p>2018-2022 ACS 5-Yr Estimates</p> <p>What is the status of the data set (complete, in progress, or planned)?</p> <p>Complete</p>

CITY OF HAYWARD

Community Participation Plan

Adopted April 26, 2022

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Community Participation Plan Overview¹

As a federal Community Development Block Grant (CDBG) Entitlement jurisdiction, every five years the City is required to prepare and submit a comprehensive *Consolidated Plan* to the federal Department of Housing and Urban Development (HUD). Each Consolidated Plan contains updated market analyses, an inventory of housing and housing services, as well as a review of available resources to address identified priorities and objectives. In each interim year, the City submits an *Action Plan* to HUD, which identifies specific resources and activities to be implemented during the following year to achieve the objectives contained in the Consolidated Plan.

The City's Consolidated Plan represents the means by which the City meets the submission requirements for the Community Development Block Grant (CDBG), HOME Investment Partnerships (HOME), Emergency Solutions Grant (ESG), and Housing Opportunities for Persons with AIDS (HOPWA) formula programs, as well as other sources of HUD funding that could be available to the City, either directly from HUD or as a subrecipient to another agency. The Consolidated Plan is required to include and result from an effective community participation process.

The City of Hayward's Community Participation Plan (CPP) seeks to involve all City residents including low and moderate-income persons, persons living in blighted areas, members of minority groups, members of non-English speaking groups, residents of areas where a significant amount of federally-funded activity is proposed or ongoing, the elderly, the disabled, the business community, and civic groups interested in any of the programs funded directly or indirectly by HUD.

The Community Participation Plan describes HUD-funded programs in Hayward and community participation opportunities related to the CDBG, HOME, ESG, and other HUD-funded programs, as well as Annual Performance Reports, other Community Participation Issues, and managing the Community Participation Plan. For more information please call the City of Hayward's Community Services Division at (510) 583- 4250.

Community Participation Goals

The goals of the City of Hayward's community participation process include:

- Providing residents with adequate and timely information about the range of activities that may be undertaken through HUD-funded programs, the kinds of activities previously funded in the community, the level of funding available to carry out these activities, and an estimate of the amount of funds that will benefit low- and moderate- income persons;

¹ This plan is intended to meet the requirements established in 24 CFR §91.105 Citizen Participation Plan.

Appendix B – Community Participation Plan

- Providing an appropriate means to ensure the involvement of low and moderate-income residents most likely to be affected by HUD-funded programs, and to provide reasonable efforts to ensure continuity of involvement of residents or resident organizations throughout all stages of the program;

- Providing residents with an adequate opportunity to articulate needs, express preferences about proposed activities, assist in the selection of priorities, and the development of the plans, applications and reports; and
- Providing residents with the opportunity to assess and submit comments on all aspects of the HUD-funded programs and their performance.

Federal Programs in Hayward

The following program descriptions are provided to aid residents in understanding the types of HUD-funded housing and community development programs routinely conducted in the City of Hayward. Occasionally, additional types of HUD funding are available, and the following description is not intended to be an exhaustive list of the various potential sources of funding available to the City from HUD. Additional guidance regarding sources not specifically addressed in this section of the CPP is addressed in Section IV, Administration of the Community Participation Plan.

Community Development Block Grant

This program provides the City with a flexible source of funding for programs and projects ranging from infrastructure improvements to social service activities. Federal regulations stipulate that CDBG-funded activities must address at least one of the following federally-defined national objectives:

- Directly benefit lower-income persons,
- Be conducted in an area where more than 51 percent of the population is lower income, or
- Eliminate slum and blighting conditions.

CDBG programs and projects may address urban blight by making physical improvements in predominantly low-income neighborhoods, or by providing direct services to either low-income individuals or families or persons living in low-income neighborhoods. Definitions of low and moderate-income are provided later in this Plan.

The City of Hayward has identified the following areas of community need that may be addressed by CDBG-funded activities:

- **Home Ownership and Affordable Housing** - Programs and projects to increase the percentage of homeowners including new housing development that is affordable to lower-income households. Eligible activities include the purchase and improvement of land to build homeowner units, rentals, and condominiums; the development of housing for the disabled

and elderly; and the development of emergency housing.

- **Housing Rehabilitation** - The conservation and improvement of dwellings occupied by lower-income households. These activities include rehabilitation and minor homerepairs.

- **Neighborhood Facilities and Improvements** - Acquisition, construction, reconstruction, rehabilitation or installation of eligible public facilities and improvements. Projects may include senior centers, centers for the disabled, curb ramps, removal of architectural barriers, parks, community gardens, playgrounds, and recreational facilities.
- **Public Services** - Services to address homelessness, persons with physical and mental health disabilities, the elderly, and the youth. Services may also include recreational programs for special needs populations, education and health programs, fair housing, housing counseling services, the investigation of housing discrimination complaints, housing placement assistance to lower-income households and other housing-related social services. HUD regulations limit the allocation of funds to public service activities to no more than 15% of each annual CDBG award.
- **Economic Development** - Acquisition of real property, construction or rehabilitation of commercial or industrial facilities, and assistance to nonprofit organizations and small businesses.
- **Commercial Rehabilitation** - Activities include facade improvements, emergency health and safety repairs, and handicap accessibility repairs when caused by facade improvements for commercial properties in the downtown redevelopment area.

The City of Hayward uses its annual CDBG allocation each year to fund a variety of housing and community development activities. The CDBG program operates on an annual basis; typically programs and projects are implemented during a 12 month period. The program year coincides with the City of Hayward's fiscal year that begins July 1 and ends June 30 of the following calendar year. HUD planning and application regulations require that the City of Hayward begin preparing for a new program year in the fall of the preceding year. The City begins preparations in September for the allocation of funds that will be used during the program year that begins the following July.

The Community Services Commission

The City of Hayward's Community Services Commission (CSC) is the primary conduit for resident participation in all phases of the CDBG program funded by HUD. The CSC advises and makes recommendations to the City Council on HUD-funded programs including the identification of housing and community development needs, setting priorities, making recommendations regarding the annual allocation of CDBG and other funds originating from HUD, and amending, as necessary, Annual Action Plans. CSC members must be Hayward residents and are appointed by the City Council for four-year terms. The CSC includes low and moderate-income residents, representatives from non-English speaking groups, minority groups, and target neighborhoods. For more information about CSC membership, please contact the Hayward City Clerk's office at (510) 583-4400.

The CSC holds regular meetings in the evening that are noticed and open to the public. At these meetings, the CSC discusses CDBG-funded housing and community development activities, other

HUD-funded activities, and makes recommendations to the City Council, as appropriate.

CSC meetings also provide an opportunity for community residents to participate in the assessment of current activities. The City of Hayward's Community Services Division staff supports the CSC and maintains records (agenda minutes, resolutions, etc.) for public review. CSC Agendas and Summary Notes are posted on the City's website for public review and comment.

Allocation Development Schedule

The activities receiving allocations of HUD funds must meet all federal funding eligibility requirements and support locally defined housing and, community development goals and objectives. The City is responsible for the allocation of these funds to specific eligible programs and projects. The allocation processes are designed to include City resident participation at meetings, work sessions, and public hearings.

To receive CDBG funding, organizations must attend a mandatory bidder's conference and complete and submit an application packet. City staff and the CSC review these materials and interview applicants. The CSC and City staff make advisory funding recommendations to the City Council. The City Council makes the final funding allocations. The following is the allocation development schedule for HUD-funded programs for a typical program year; however, this schedule may be adapted as necessary to meet urgent community needs and to meet each program's regulations.

Month Activity

July	CSC establishes the allocation development schedule
September	CSC new member training: Brown Act & Conflict of Interest Law Funding Forum and Application Technical Assistance Workshop 30 Day Public Notice of Federal Funding Availability
October	CSC training in Proposal Evaluation Mandatory Bidder's Conference
November	Applications are Due
December	Appointment of CSC's Application Review Committees (ARCs)

Appendix B – Community Participation Plan

January	ARC Interviews (CDBG)
February	CSC develops its official “draft” Funding Recommendations Start Public Comment Period for CDBG Allocations
March	End Public Comment period for CDBG Allocations CSC finalize their Funding Recommendations 30-day Public Hearing Notice of City Council’s intent to make funding allocations, to be included in, and which constitute the substantive portion of, the subsequent year’s Annual Action Plan.
April	City Council Work Session on CDBG Federal Funding Allocations City Council Public Hearing on CDBG Federal Funding Allocations City Council Public Hearing on Annual Action Plan City Council Public Hearing on Consolidated Plan (as necessary) Draft Annual Action Plan posted for public comment
May	Final Annual Action Plan submitted to HUD

Annual Funding Forum

Planning for a new program year begins with the Annual Funding Forum - typically scheduled for November in conjunction with the Community Agency Performance Report presentation to the CSC. This meeting is designed to encourage low and moderate-income persons, members of minority groups, members of non-English speaking groups, and residents of targeted neighborhoods to express their views and ideas regarding community development and housing needs. The forum, sponsored by the CSC, presents the following information to Hayward residents and nonprofit organizations:

- Local and federal requirements and the annual application processes;
- The amount of federal funds anticipated to be available for eligible activities;
- The range of activities which may be undertaken with these funds; and
- Examples of projects funded during prior program years.

Forum participants are invited to discuss City needs in the areas of housing, economic development, and neighborhood revitalization. The discussion is structured to identify the needs of low and moderate-income households that can be addressed through particular HUD-funded programs (e.g., CDBG, ESG, etc.) and to identify activities to meet those needs. The project proposal submission, evaluation, and approval process and a timeline are also presented to facilitate resident

participation.

Separate from the Forum, there are additional mechanisms in place to receive community feedback, including the in-depth Community Needs Analysis completed as part of the Consolidated Planning process and integration of results from the city-wide bi-annual resident satisfaction, City Hall to You events, and other ad hoc planning processes, such as the Let's House Hayward! Strategic Plan or City Strategic Roadmap processes.

Proposal Evaluation and Funding Process

The City of Hayward facilitates a proposal evaluation process to guide a fair and open process for evaluating, prioritizing, and selecting activities to receive funding. The following are examples of criteria considered during the proposal evaluation process, although additional factors may also be considered (e.g., City Council Priorities, unexpected or urgent local needs, etc.):

- Activity eligibility (with regard to HUD-funded program requirements),
- CDBG: Activity meets a CDBG National Objective,
- Reasonableness of proposed cost,
- Subrecipient capacity to carry out the project (including fiscal/administrative controls)
- Priority of need to be addressed.

Based on the review of the funding proposals, and interviews with applicants, the CSC and City staff prepare a “draft” Funding Recommendation. After the “draft” Funding Recommendations are determined, there is a Public Comment Period during which members of the public, including applicants, may submit or present comments to the CSC and/or City staff regarding the “draft” Funding Recommendations. At the conclusion of the Public Comment period, the CSC and City staff finalize the Funding Recommendations, which are subsequently forwarded to the City Council.

In early April, the City Council conducts a work session during which it reviews and discusses the Funding Recommendations. A 14-day Public Hearing Notice is published in advance of the City Council meeting when the subsequent year's CDBG and/or other applicable HUD-funded allocations are to be determined, and which will then be included in and form the substantive portion of the City's Annual Action Plan. The Public Hearing is scheduled to take place at a regular evening meeting of the City Council. City Council meetings are televised locally. People who have disabilities and wish to attend the Public Hearing in person are encouraged to request accommodations as needed.

The City's complete Annual Action Plan is developed each year in accordance with the housing and community development goals and objectives articulated in the City's five-year HUD-approved Consolidated Plan. The City of Hayward works with the Alameda County Department of Housing and Community Development to prepare the Annual Action Plan each year to:

- Identify the activities to receive an allocation of CDBG and other available HUD funds;

Appendix B – Community Participation Plan

- Serve as an application for HUD funding; and
- Certify the City of Hayward's compliance with a variety of federal regulations.

A draft Annual Action Plan is prepared by the City of Hayward and is published by the Alameda County Department of Housing and Community Development and uploaded into the Federal Integrated Disbursement and Information System (IDIS). For more information about the development of the Annual Action Plan please contact the Alameda County Department of Housing and Community Development at (510) 670-5404.

Copies of the complete draft Action Plan will be made available at the City of Hayward's Community Services Division, City Hall, and will be posted on the City's website. The Hayward City Council will consider any comments or complaints received in writing or at public hearings. A summary of the comments or complaints will be included with any documents submitted to HUD.

Amending the Annual Action Plan

As referenced previously, the purpose of the Annual Action Plan is to present and describe activities to receive CDBG and/or other HUD funding. However, from time to time the City of Hayward may need to modify the Annual Action Plan. Changing the use of certain funds, for example, CDBG funds, from one eligible activity to another will constitute a substantial amendment to the Annual Action Plan. An amended Annual Action Plan will be developed and published through a community participation process, including a 30-day published notice of a public hearing. In times of urgent community need, the time allowed for public review and comment of proposed revisions may be adapted as necessary.

HOME Investment Partnership Program

The City of Hayward receives funding from the HOME Investment Partnership through its participation in the Alameda County HOME Consortium. The HOME Consortium was established in 1991 to obtain an allocation of funds under the Affordable Housing Act of 1990 for the development or rehabilitation of affordable housing. The HOME Consortium includes the cities of Alameda, Fremont, Hayward, Livermore, Pleasanton, San Leandro, and Union City, and the Urban County jurisdictions of Albany, Dublin, Emeryville, Newark, Piedmont, and the unincorporated areas.

HOME funds may be used to acquire, rehabilitate, finance and construct affordable housing. The Alameda County Department of Housing and Community Development is responsible for preparing plans and reports required by federal HOME program regulations. Therefore, this Community Participation Plan will only provide a brief description of the community participation requirements for the HOME program. For more information regarding the HOME program, please contact the

Alameda County Department of Housing and Community Development at (510) 670-5404.

Alameda County HOME Consortium Five Year Consolidated Plan

The Alameda County HOME Consortium Five Year Consolidated Plan is the primary long-range planning document for the City's HOME and CDBG and other HUD-funded programs, and consists of the following:

- A housing and community development needs assessment,
- An inventory of resources (including HOME, CDBG, and ESG funds) available to address those needs,
- A five-year strategy with goals and objectives, and
- A one-year Annual Action Plan that identifies the specific activities to be implemented and presents the allocation of the City's HOME, CDBG, and other HUD funds, as appropriate, for one fiscal year. Each year following the adoption of the Five Year Consolidated Plan, the City adopts a new Annual Action Plan.

As the lead agency for the Alameda County HOME Consortium, the Alameda County Housing and Community Development is responsible for coordinating the development of the Alameda County Consortium Five Year Consolidated Plan, and certain aspects of the development of the City of Hayward's Annual Action Plan. The Plan presents both county-wide information and information specific to each participating jurisdiction. City of Hayward staff prepares the section relevant to Hayward and its development includes community participation by Hayward residents.

A new Five Year Consolidated Plan is developed every five years and includes community workshops and other related activities. The specific community participation process will be established by the County prior to preparing the Plan and will comply with the latest HUD regulations. For more information about the development of the Alameda County HOME Consortium Five Year Consolidated Plan please contact the Alameda County Department of Housing and Community Development at (510) 670-5404.

Amending the HOME Consortium Annual Action Plan

From time to time the City of Hayward, as a participant in the Alameda County HOME Consortium may wish to change its allocation of HOME funds. This action will require amending the HOME Consortium Annual Action Plan which originally presented the allocation to be modified. The Alameda County Housing and Community Development Department will issue a public notice on behalf of the City of Hayward announcing the amendments to the City's portion of the Alameda County HOME Consortium Annual Action Plan. Summaries of the draft version of the Amended HOME Annual Action Plan will be available in formats accessible to persons with disabilities, upon request. There will be a public review period of thirty days during which comments on the draft amended Plan may be made before the amendment is finalized. Comments may be registered in

writing or orally at public hearings. The Alameda County HOME Consortium shall consider any comments or views of the public received in writing or orally. A summary of the comments or views, and a summary of any comments or views not accepted and the reasons therefore, will be attached to the substantial amendment upon submission to HUD.

Annual Performance Reports

HUD requires the City of Hayward to prepare and submit performance reports in accordance with various programs' regulations and rules through IDIS. For example, an Annual Performance Report on the activities funded through the CDBG program is required. The Annual Performance Report requirements typically include the preparation of narrative descriptions of each activity and quantitative analysis of the funds expended and services provided during the program year. Due to the variety of CDBG funded activities, the performance statistics for a given activity may include the number of households served along with other characteristics such as income and demographics or the number of public improvements completed during the program year. HUD frequently updates the regulations regarding the annual performance report.

Developing Annual Performance Reports

A draft version of the Consolidated Annual Performance and Evaluation Report (CAPER) will be developed by City staff and will be made available for a fifteen-day public review period in conjunction with Public Hearing for funding allocations. A notice for the public review period will be published on the City's website. A summary of the draft CAPER will be made available in formats accessible to persons with disabilities, upon request. The complete draft Annual Performance Report will be made available online. A reasonable number of free copies of the CAPER will be provided to residents and groups that request them. A summary of the comments or complaints will be included with any documents submitted to HUD. Following the public comment period, the final version of the CAPER will be submitted to HUD.

General Community Participation Issues and Federal Requirements City Council Work Sessions and Public Hearings

A City Council work session, attended by representatives of the Community Services Commission and open to the public, is usually conducted in April to review and discuss funding allocations for the upcoming year's Annual Action Plan. The work session precedes the Public Hearing when funding allocations are made.

There will be 14-Day Public Notices of all Public Hearings, published on the City's website. All notices will be published in English and Spanish. In instances of urgent community need, the period of Public Notice may be abbreviated, but in no case shall it be less than that permitted by HUD.

Public hearings on the CDBG and other HUD-funded programs may be held at various points throughout the program year. In addition to the Public Hearing for the Annual Action Plan, at least one public hearing will be held during the development of the City's Five Year Consolidated Plan. The City will also publish a notice when the final version of any draft document has been submitted to HUD and will be made available upon request.

Meetings are scheduled at times and locations which permit broad participation by low-and moderate-income persons. City staff will provide translation services upon request. Ten (10) working days of advanced notice is requested.

Technical Assistance

To facilitate the continued involvement of low and moderate-income persons, non-English speaking persons, and residents in areas most likely to be affected by the CDBG or other HUD-funded

Appendix B – Community Participation Plan

programs, staff provides information and technical assistance to community organizations so they

may participate fully in planning, implementing, and assessing the CDBG and other HUD-funded programs. If needed, City staff also provides technical assistance to groups developing project proposals.

Program Information

The following information will be available to the public from the City of Hayward's Community Services Division:

- All CDBG and other HUD-funded program mailings and promotional materials.
- Records of hearings and CSC meetings, a summary of the proposal evaluation process, and by-laws of the CSC.
- All program documentation, including applications from prior program years, letters of approval, performance reports, quarterly evaluation reports, other reports required by HUD, and the proposed and approved application for the current program year.
- Copies of the HUD regulations, e.g., CDBG regulations, governing the programs.
- Explanation of program requirements, including contracting and operations procedures, environmental review policies, fair housing, and other equal opportunity requirements, relocation provisions, and the State Executive Order 12372 review process.
- The Community Participation Plan.
- Copies of written comments or complaints about the City's HUD-funded, including CDBG-funded, housing and community development activities, the City's assessment of these comments or complaints, and a description of any actions taken.
- Copies of the Consolidated Plan and the Action Plan are available at the City's Community Services Division.
- All documents are available for translation by written request. Please allow ten (10) working days for preparation.

City staff will provide translation services upon request. For hearing-impaired residents, ASL interpreters will be provided. Ten (10) working days of advanced notice is requested.

Public Comments

The public may submit comments, complaints, suggestions, or questions by letter, telephone, by email, or in person regarding any aspect of any HUD-funded program, including the CDBG program, by calling (510) 583-4250, or by logging onto the City's website (www.hayward-ca.gov) and clicking "Access Hayward," or by contacting the Community Services Division. Written comments should be sent to the following address. All written complaints will be answered in writing within 15 working days.

City of Hayward, Community Services Division
777 B Street, 4th Floor, Hayward CA 94541
Attention: Community Services Manager

When preparing the Annual Action Plan, the City of Hayward will consult with other public and private agencies that provide assisted housing, health services, and social services. The City of Hayward will also consult with adjacent units of general local government, including local government agencies with metropolitan-wide planning responsibilities where they exist, particularly for problems and solutions that go beyond a single jurisdiction.

Lead-Based Paint Hazards

The Alameda County Department of Housing and Community Development, Lead Poisoning Prevention Program is the lead agency responsible for addressing lead-based paint hazards. The Program's mission is to prevent childhood lead poisoning. The Lead Poisoning and Prevention Offices are located in Oakland but their jurisdiction includes the City of Hayward. Information and home test kits are available free of charge. The Program's general information line is (510) 567-8280.

Administering the Community Participation Plan

The Community Participation Plan (CPP) is subject to federal regulations that require resident participation during its initial development and any subsequent revisions. From time to time the City of Hayward may revise the CPP to reflect changes in HUD regulations or to make improvements to the community participation process.

To revise the CPP, a draft version of the revised CPP will be prepared by City staff and made available for a 15-day public review period. A notice for the public review period will be published in the Daily Review, a newspaper of general circulation, and on the City's website (www.hayward-ca.gov). Upon request, a summary of the draft revised CPP will be made available in formats and languages accessible to persons who have disabilities or who do not speak English. The complete draft revised CPP will be posted on the City's website (www.hayward-ca.gov), and hard copies will be provided to residents and groups that request them by contacting the City's Community Services Division.

Following the public comment period, a Public Hearing will be held on the draft revised CPP at a time convenient to potential and current program beneficiaries and a location that will accommodate persons with disabilities. A notice for the hearing will be published in the Daily Review a newspaper of general circulation and posted on the City's website (www.hayward-ca.gov). The notice will include a list of the locations where complete copies may be reviewed. The Hayward City Council shall consider any comments or complaints received in writing, or at public hearings.

Occasionally, the City may be eligible to apply for and/or receive other types of federal funding through HUD (e.g., ESG, etc.) to respond to emergency or urgent community needs. If the City's CPP does not include specific guidance for public participation for a particular type of HUD funding and

urgent community need does not allow time for the normal process for revision of the CPP to include such guidance, the community participation requirements of the CDBG program may be used *or adapted as permitted by HUD* and used to permit the City to apply for and/or receive those funds.

In such instances, community participation will be solicited and documented to the greatest extent possible, and in no case shall it be less than that which is required by HUD to qualify for those funds.

Anti-Displacement Plan

The City of Hayward seeks to avoid temporary or permanent displacement of Hayward residents by City action whenever feasible. When displacement occurs as a result of federally-funded activities, The City of Hayward will act in compliance with Section (104) of the Housing and Community Development Act of 1974, as amended, to mitigate any negative impacts of federally-funded activities. Mitigating actions may include providing replacement low and moderate-income housing and appropriate relocation benefits to households displaced.

If relocation services are required, displaced persons will be given a written description of the City's Relocation Program. These materials include:

- Descriptions of replacement housing and relocation payments,
- Eligibility conditions,
- Procedures for obtaining payment,
- Advisory services,
- Explanation of the ninety-day advance notice,
- Assurance that the displaced cannot be required to move permanently unless at least one comparable replacement dwelling has been made available.

Benefits include a choice of three or more comparable replacement dwellings (if available) or replacement housing payments, transportation to inspect housing, payment for moving and related expenses, and counseling to minimize adjustment hardships. Real property will be acquired by negotiation only after a written appraisal. Owners will be offered just compensation and will be paid before surrendering possession of their property.

Glossary

Action Plan - A plan submitted to HUD annual which specifically describes the allocation of CDBG funds to activities to be conducted in support of the priorities presented in the Consolidated Plan.

CDBG - The US Department of Housing and Urban Development's Community Development Block Grant program.

Consolidated Plan - A plan that includes a housing and community development needs analysis, a survey of resources available to address those needs, and a five-year strategy that includes goals and priorities for the use of CDBG funds. The Consolidated Plan must be updated every five years and serves as the strategic foundation for subsequent one-year Action Plans.

Consortium - An organization of geographically contiguous units of general local government that are acting as a single unit of general local government for purposes of the HOME program.

ESG - The US Department of Housing and Urban Development's Emergency Solutions Grant program.

HOME - The US Department of Housing and Urban Development's HOME Investment Partnership Program. This program provides funds for affordable housing programs and projects.

HUD - The US Department of Housing and Urban Development.

Income: Please refer to the following HUD-defined income categories:

Extremely Low-Income - Total household income is between 0 and 30 percent of the median income for the area, as determined by HUD adjusted for household size.

Very Low-Income - Total household income does not exceed 50 percent of the median income for the area, as determined by HUD adjusted for household size.

Low-Income - Total household income does not exceed 80 percent of the median income for the area, as determined by HUD adjusted for household size.

Moderate-Income - Total household income does not exceed 120 percent of the median income for the area, determined by HUD adjusted for household size.

Program Year - The City of Hayward receives HUD funding and must complete several HUD-mandated tasks on an annual basis. The CDBG program operates according to a 12-month schedule that corresponds with the City's fiscal year - July 1 through June 30.

Other Housing and Community Development Resources

The following agencies and organizations provide housing and community development services to Hayward residents. Please contact them if you have questions about any of their activities.

Housing Authority of Alameda County - General housing services (510) 538-8876
www.haca.net

ECHO Housing - Fair housing and landlord-tenant dispute mediation (510) 581-9380
www.echofairhousing.org

Eden Information and Referral - General housing services (510) 537-2552
www.211alamedacounty.org