

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

The Housing Market Analysis examines current and projected population figures, income levels, ethnic composition, and age composition to obtain a profile of the residents who make up the Consortium's housing market. It also describes characteristics of the housing stock, including general supply, condition, and housing available to people with special needs. The Housing Market Analysis also includes a profile of public and other assisted housing available, and the supportive housing, services, and facilities available for special needs populations.

The Alameda County 2019 *Analysis of Impediments to Fair Housing* found that the lack of affordable housing results in significant hardships for low-income households, preventing them from meeting other basic needs. Moderate income households are also increasingly being affected by the raising costs of housing and associated costs (taxes, insurance, homeowners' association fees, and home maintenance and repairs). Because home ownership is out of reach for many residents, low- and moderate-income households generally rent their homes as opposed to purchasing one. Of the 354,541 occupied housing units located in the Consortium, 60% are owner-occupied and the other 40% of homes are occupied by tenants.

MA-10 Housing Market Analysis: Number of Housing Units - 91.410, 91.210(a)&(b)(2)

Introduction

In 2015, the Consortium had a total of 369,118 housing units, of which 254,403 or 69% were single-family housing units and 108,057 or 29% of housing structures were multifamily units. Additionally, there are 6,658 mobile homes, or 2% of the Consortium's total housing stock.

All residential properties by number of units

| Property Type | Number | % |
|---------------------------------|----------------|-------------|
| 1-unit detached structure | 216,594 | 59% |
| 1-unit, attached structure | 37,809 | 10% |
| 2-4 units | 23,473 | 6% |
| 5-19 units | 32,154 | 9% |
| 20 or more units | 52,430 | 14% |
| Mobile Home, boat, RV, van, etc | 6,658 | 2% |
| Total | 369,118 | 100% |

Table 1 – Residential Properties by Unit Number

Data Source: 2011-2015 ACS

Unit Size by Tenure

| | Owners | | Renters | |
|--------------------|----------------|-------------|----------------|-------------|
| | Number | % | Number | % |
| No bedroom | 858 | 0% | 5,880 | 4% |
| 1 bedroom | 4,760 | 2% | 37,690 | 26% |
| 2 bedrooms | 32,964 | 16% | 59,425 | 42% |
| 3 or more bedrooms | 173,443 | 82% | 39,521 | 28% |
| Total | 212,025 | 100% | 142,516 | 100% |

Table 2 – Unit Size by Tenure

Data Source: 2011-2015 ACS

Describe the number and targeting (income level/type of family served) of units assisted with federal, state, and local programs.

Alameda County has assisted in the development of over 4,245 Housing Units in 99 completed projects, having restricted 1,809 of those units with HOME, HOPWA, CDBG or other local funding requirements. Overall, the County has over 25,000 below market rate units, funded through all types of affordable housing programs.

Alameda County HOME Consortium's 2019 *Analysis of Impediments to Fair Housing Choice* found that the Consortium has 8,987 subsidized units not including below market rate units (BMR). These units have been assisted by a variety of federal, state and local programs. The Consortium jurisdictions of San Leandro, Dublin and the unincorporated area of Ashland have over 10% of their housing stock as subsidized units, while Piedmont and unincorporated Sunol have no subsidized units; Albany and unincorporated Cherryland have less than 1%. The other Consortium members fall between 1-10% subsidized units of the overall housing stock.

Provide an assessment of units expected to be lost from the affordable housing inventory for any reason, such as expiration of Section 8 contracts.

A number of the subsidized units face conversion to market-rate rents in the near future. According to the California Housing Partnership Corporation, there are 346 rental units that will face conversion to market-rate rents in the next two years (FY18-19) within the County. Unless action is taken to preserve the affordability of these units, they will convert to market-rate housing.

Does the availability of housing units meet the needs of the population?

There is a severe shortfall of affordable homes for extremely low and very low income people in the HOME Consortium. Additionally, a large portion of low income residents also do not have access to an affordable home. Median rents have increased while median income decreased or was stagnant, significantly increasing the percentage of income that a household must spend on rent. Concurrently there has been an 89% decrease in state and federal funds for affordable housing since 2008.

Describe the need for specific types of housing:

There are over 155,000 households in Alameda County who do not earn enough to afford Fair Market Rent on a two bedroom apartment. In addition, 75,000 Very-Low and Extremely-Low income households have severe rent burdens in Alameda County, which represents 83% of all renter households.

The goals are to increase the availability of affordable rental housing for Low, Very Low and Extremely Low income households. This will be done with both New Construction activities and Acquisition and Rehabilitation of both existing and new buildings that can either be made more affordable or extend the terms of affordability. Preserving existing affordable housing is a cost effective way to maximize our resources. Additionally, providing tenant-based rental assistance allow many households to complete educational opportunities that in turn produce higher income leading to greater housing affordability.

To assist those who are ready to become homeowners, information is shared about homeownership, creating opportunities where appropriate, and directing them to resources that will assist them.

Discussion

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1311900000]>

MA-15 Housing Market Analysis: Cost of Housing - 91.410, 91.210(a)

Introduction:

The Housing Market Analysis examines current and projected population figures, income levels, ethnic composition, and age composition to obtain a profile of the residents who make up the Consortium's housing market. It also describes characteristics of the housing stock, including general supply, condition, and housing available to people with special needs. The Housing Market Analysis also includes a profile of public and other assisted housing available, and the supportive housing, services, and facilities available for special needs populations.

Cost of Housing

| | Base Year: 2009 | Most Recent Year: 2015 | % Change |
|----------------------|-----------------|------------------------|----------|
| Median Home Value | 0 | 0 | 0% |
| Median Contract Rent | 0 | 0 | 0% |

Table 3 – Cost of Housing

Data Source: 2005-2009 ACS (Base Year), 2011-2015 ACS (Most Recent Year)

| Rent Paid | Number | % |
|-----------------|----------------|---------------|
| Less than \$500 | 10,307 | 7.2% |
| \$500-999 | 19,555 | 13.7% |
| \$1,000-1,499 | 51,492 | 36.1% |
| \$1,500-1,999 | 36,625 | 25.7% |
| \$2,000 or more | 24,532 | 17.2% |
| Total | 142,511 | 100.0% |

Table 4 - Rent Paid

Data Source: 2011-2015 ACS

Housing Affordability

| % Units affordable to Households earning | Renter | Owner |
|--|---------------|---------------|
| 30% HAMFI | 6,409 | No Data |
| 50% HAMFI | 18,005 | 4,701 |
| 80% HAMFI | 56,709 | 11,129 |
| 100% HAMFI | No Data | 20,364 |
| Total | 81,123 | 36,194 |

Table 5 – Housing Affordability

Data Source: 2011-2015 CHAS

Monthly Rent

| Monthly Rent (\$) | Efficiency (no bedroom) | 1 Bedroom | 2 Bedroom | 3 Bedroom | 4 Bedroom |
|-------------------|-------------------------|-----------|-----------|-----------|-----------|
| Fair Market Rent | 1,397 | 1,693 | 2,109 | 2,902 | 3,558 |
| High HOME Rent | 1,390 | 1,491 | 1,791 | 2,060 | 2,279 |
| Low HOME Rent | 1,085 | 1,162 | 1,395 | 1,611 | 1,797 |

Table 6 – Monthly Rent

Data Source: HUD FMR and HOME Rents

Is there sufficient housing for households at all income levels?

There is a serious housing shortage in the HOME Consortium. The supply of affordable housing lags far behind the increasing need among lower income residents. Tables 29 and 30 show that there are more extremely low and low income renters than there are units available. ABAG's projections also show that none of the cities are projected to meet the projected new housing growth to meet the increased number of households.

How is affordability of housing likely to change considering changes to home values and/or rents?

There are going to be fewer affordable housing units available as the demand for housing increases.

How do HOME rents / Fair Market Rent compare to Area Median Rent? How might this impact your strategy to produce or preserve affordable housing?

HOME Consortium rents are lower than current (2015) Fair Market Rents. Many programs are experiencing difficulties identifying landlords who will accept rental assistance payments on behalf of low income tenants; the landlords no longer want to take Section 8 vouchers because they can receive more for the unit on the market. In 2013 and in 2018, the HOME Consortium had to pay for a rent study to increase the Fair Market rents above what HUD had estimated them to be for the area. This resulted in a slight increase in FMR's.

Discussion:

Rental rates across the Consortium jurisdictions have risen significantly since 2015. Increases in rent over the past three years have averaged 22.54% while the median income for renters has increased just 3%.

As of June 2019, the average monthly rent across all Consortium jurisdictions is \$2,200, up from \$1,819 in 2014. Average rents are highest in Emeryville, Dublin, and Union City, where rents range from \$2,355

to \$2,603. Only five jurisdictions have average rents below \$2,000 per month, including San Leandro (\$1,798), Livermore (\$1,801), Castro Valley (\$1,860), Hayward (\$1,925) and Albany (\$1,963).

Vacancy rates across the Consortium have remained low over the past few years. In May 2019, the overall vacancy rate for Consortium jurisdictions was 3.4 percent. This is up from the historical low of 2.74% in 2017. These rates are significantly lower than the rate of 5.0 percent, which is generally viewed by housing economists as the level sufficient to provide adequate choice and mobility for households in the rental market. The extremely low vacancy rates throughout the Consortium indicate a tight rental housing market in Alameda County, where options for renter households are highly constrained.

MA-20 Housing Market Analysis: Condition of Housing - 91.410, 91.210(a)

Introduction

According to American Community Survey 2011-2015 data, 37% of the HOME Consortium’s housing stock was built since 1980. The HOME Consortium contains 22,570 houses that were built prior to 1980 (63% of the housing stock). Pre-1978 housing is identified as most likely to contain lead-based paint is most often found. Lead-based paint may have been subsequently covered by latex or oil-based paint. (Lead-based paint became less available in the 1950's and 1960's. It was prohibited to be sold in 1972. 1978 is used as a cut-off date because it is assumed that lead-based paint was no longer being used after that year.) Older homes are also more likely to need rehabilitation than newer homes.

American Community Survey 2011-2015 data indicates that 453 homes in the HOME Consortium lacked complete plumbing facilities or kitchen facilities. Many low income homeowners cannot afford the substantial costs involved in rehabilitating their homes. According to the 2017 American Community Survey (ACS) 5-Year Estimates, 13% of individuals (almost 137,000 persons) in the Consortium are 65 years and older. In addition, 12% of elderly householders aged 65 or older live alone (16,440 individuals). Elderly households are more likely to be low-income, with 51.5% of households containing at least one person age 65 or older being extremely low-income, very low-income or low-income, with incomes ranging from 0-80% AMI, compared to 33.2% of the households in the general population of the Consortium.

Extremely low and low income households are likely to inhabit homes with extensive deferred maintenance. In Alameda County’s Owner-occupied Housing Rehabilitation program, the average cost of repairs needed is \$40,000-\$50,000 per house. The program has seen a steady increase in costs in recent years as the costs of building materials and labor increases. Additionally, 13% of the housing stock with children present built prior to 1980 is at risk of having a lead-based paint hazard.

Describe the jurisdiction's definition for "substandard condition" and "substandard condition but suitable for rehabilitation:

The Table displays the number of housing units, by tenure, based on the number of “conditions” the units has. Selected conditions are similar to housing problems in the Needs Assessment and are: 1) lacks complete plumbing facilities, 2) lacks complete kitchen facilities, 3) more than one person per room, and 4) cost burden greater than 30%. Eligible and qualified rehabilitation project work includes correction of health, safety and code violations, hazard mitigation, removal of architectural barriers for mobility access of disabled persons, and correction of structural failures.

Condition of Units

| Condition of Units | Owner-Occupied | | Renter-Occupied | |
|-----------------------------|----------------|-----|-----------------|-----|
| | Number | % | Number | % |
| With one selected Condition | 65,025 | 31% | 65,955 | 46% |

| Condition of Units | Owner-Occupied | | Renter-Occupied | |
|--------------------------------|----------------|-------------|-----------------|-------------|
| | Number | % | Number | % |
| With two selected Conditions | 2,524 | 1% | 8,239 | 6% |
| With three selected Conditions | 50 | 0% | 359 | 0% |
| With four selected Conditions | 0 | 0% | 80 | 0% |
| No selected Conditions | 144,434 | 68% | 67,864 | 48% |
| Total | 212,033 | 100% | 142,497 | 100% |

Table 7 - Condition of Units

Data Source: 2011-2015 ACS

Year Unit Built

| Year Unit Built | Owner-Occupied | | Renter-Occupied | |
|-----------------|----------------|------------|-----------------|------------|
| | Number | % | Number | % |
| 2000 or later | 21,683 | 10% | 13,508 | 9% |
| 1980-1999 | 55,804 | 26% | 38,998 | 27% |
| 1950-1979 | 104,777 | 49% | 70,310 | 49% |
| Before 1950 | 29,764 | 14% | 19,719 | 14% |
| Total | 212,028 | 99% | 142,535 | 99% |

Table 8 – Year Unit Built

Data Source: 2011-2015 CHAS

Risk of Lead-Based Paint Hazard

| Risk of Lead-Based Paint Hazard | Owner-Occupied | | Renter-Occupied | |
|---|----------------|-----|-----------------|-----|
| | Number | % | Number | % |
| Total Number of Units Built Before 1980 | 134,541 | 63% | 90,029 | 63% |
| Housing Units build before 1980 with children present | 28,372 | 13% | 14,529 | 10% |

Table 9 – Risk of Lead-Based Paint

Data <TYPE=[text] REPORT_GUID=[849B607A44611EB8939044AC016B30A5] PLAN_SECTION_ID=[1313600000]>

Source:

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Vacant Units

| | Suitable for Rehabilitation | Not Suitable for Rehabilitation | Total |
|--------------------------|-----------------------------|---------------------------------|-------|
| Vacant Units | 0 | 0 | 0 |
| Abandoned Vacant Units | 0 | 0 | 0 |
| REO Properties | 0 | 0 | 0 |
| Abandoned REO Properties | 0 | 0 | 0 |

Table 10 - Vacant Units

Data <TYPE=[text] REPORT_GUID=[849B607A44611EB8939044AC016B30A5] PLAN_SECTION_ID=[1313700000]>

Source:

Describe the need for owner and rental rehabilitation based on the condition of the jurisdiction's housing.

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Estimate the number of housing units within the jurisdiction that are occupied by low or moderate income families that contain lead-based paint hazards. 91.205(e), 91.405

23% of the housing stock with children present built prior to 1980 is at risk of having a lead-based paint hazard. There are 28,272 owner-occupied housing units and 14,529 rental units that are estimated to contain lead-based paint hazards in the HOME Consortium.

Discussion

MA-25 Public And Assisted Housing - 91.410, 91.210(b)

Introduction:

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686] PLAN_SECTION_ID=[1320100000]>

Totals Number of Units

| | Program Type | | | | | | | | |
|---|--------------|-----------|----------------|----------|----------------|---------------|-------------------------------------|----------------------------|------------|
| | Certificate | Mod-Rehab | Public Housing | Vouchers | | | | | |
| | | | | Total | Project -based | Tenant -based | Special Purpose Voucher | | |
| | | | | | | | Veterans Affairs Supportive Housing | Family Unification Program | Disabled * |
| # of units vouchers available | 0 | 123 | 355 | 8,315 | 251 | 8,064 | 117 | 0 | 38 |
| # of accessible units | | | | | | | | | |
| *includes Non-Elderly Disabled, Mainstream One-Year, Mainstream Five-year, and Nursing Home Transition | | | | | | | | | |

Table 11 – Total Number of Units by Program Type

Data Source: PIC (PIH Information Center)

Describe the supply of public housing developments:

Describe the number and physical condition of public housing units in the jurisdiction, including those that are participating in an approved Public Housing Agency Plan:

The City of Alameda’s Housing Authority and Alameda County Housing Authority do not operate any Public Housing Units.

The Housing Authority of the City of Livermore (LHA) owns and manages 125 units of multifamily housing at Leahy Square. In addition, LHA has used HUD and City resources to acquire and rehabilitate 27 units of rental housing, including nine transitional units for households graduating from area homeless and domestic violence shelters. LHA staff provides appropriate support services to transitional housing residents, and eventually facilitates their move to permanent independent housing, a top priority among residents.

In total, 125 public housing units in the Consortium provide homes for families, the elderly and disabled individuals.

Public Housing Condition

| Public Housing Development | Average Inspection Score |
|----------------------------|--------------------------|
| | |

Table 12 - Public Housing Condition

Describe the restoration and revitalization needs of public housing units in the jurisdiction:

PLAN_SECTION_ID=[1320501000]>

Not applicable.

Describe the public housing agency's strategy for improving the living environment of low- and moderate-income families residing in public housing:

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Not applicable.

Discussion:

MA-30 Homeless Facilities and Services - 91.410, 91.210(c)

Introduction

PLAN_SECTION_ID=[1340100000]>

The goal of Alameda County’s EveryOne Home Plan is to provide a coordinated and comprehensive system of housing and supportive services to prevent and end homelessness. Since the 2015 Homeless Point-In-Time Count homelessness has virtually doubled in Alameda County going from 4,040 to 8,022 persons in January 2019’s Count. The capacity of the homeless housing and services system expanded modestly during that same period. For example, Systems, including programs that have historically been difficult for homeless people to access, must be coordinated at every level and resources allocated to ensure that services and housing, along the entire continuum, are available and are appropriate for the population that needs them. Efforts to promote awareness of the issue of homelessness and improve public perceptions of homeless and affordable housing projects will help reduce impediments and create an environment where program success is enhanced.

Facilities Targeted to Homeless Persons

| | Emergency Shelter Beds | | Transitional Housing Beds | Permanent Supportive Housing Beds | |
|---|---------------------------------|------------------------------------|---------------------------|-----------------------------------|-------------------|
| | Year Round Beds (Current & New) | Voucher / Seasonal / Overflow Beds | Current & New | Current & New | Under Development |
| Households with Adult(s) and Child(ren) | 372 | 0 | 164 | 1,162 | 0 |
| Households with Only Adults | 770 | 158 | 416 | 2,226 | 0 |
| Chronically Homeless Households | 0 | 0 | 0 | 645 | 0 |
| Veterans | 73 | 0 | 83 | 416 | 0 |
| Unaccompanied Youth | 18 | 0 | 0 | 0 | 0 |

Table 13 - Facilities Targeted to Homeless Persons

Data Source Comments:

Describe mainstream services, such as health, mental health, and employment services to the extent those services are used to complement services targeted to homeless persons

List and describe services and facilities that meet the needs of homeless persons, particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth. If the services and facilities are listed on screen SP-40 Institutional Delivery Structure or screen MA-35 Special Needs Facilities and Services, describe how these facilities and services specifically address the needs of these populations.

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The primary source of county-wide information and referral is Eden I&R Alameda County's 211 provider. Many homeless service providers in Alameda County provide 24-hour hotlines that provide information about their own services and referrals.

Five organizations provide regular street outreach to homeless people, including two mobile health and mental health teams (Health Care for the Homeless (HCFH) and the Community Crisis Response Team). These programs focus on homeless people living on the streets or other places unsuited for habitation, and seek to provide immediate services and link them with ongoing services and shelter/housing. HCFH provides support including food assistance, financial benefits counseling, transportation, and employment assistance and referrals for medical and dental services, housing or food assistance.

Two primary sources of emergency services are food programs and drop-in centers. Food programs provide meals to homeless people and to housed people who are hungry. Some food programs provide hot meals at the site. Others provide grocery bags of food or vouchers to purchase food. There are over 150 sites in Alameda County that provide food for homeless people. Multi-Service Centers (drop-in centers) provide places for homeless people during the day providing on-site services, including homeless people with an address, access to phones, shower, clothing and assistance with other basic needs, as well as referrals to other agencies. There are 79 emergency shelters in the County. Stays in shelters average 45 days and range from 30 days to 6 months. Additional beds are available in the cold weather months at the three winter shelters.

Exiting homelessness requires addressing chronic life issues, such as alcohol and drug (AOD) problems, domestic violence, and saving money to obtain permanent housing. Transitional housing with services such as job training, financial planning assistance and counseling for AOD or mental health issues can provide steps for many to recover from homelessness and to develop life skills that will enable them to move to permanent housing with lower risk of repeated homelessness. Currently, there are 82 transitional housing programs that serve singles, families, victims of domestic violence and veterans.

MA-35 Special Needs Facilities and Services - 91.410, 91.210(d)

Introduction

The following section describes the housing, facilities and services available to groups with specific needs, including the elderly, frail elderly, persons with disabilities, and persons with AIDS. The need for supportive housing and services by these special needs populations exceeds what is currently available. For more detailed information, please see the Alameda County Homeless and Special Needs Housing (EveryOne Home) Plan available at EveryOneHome.org.

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Data Source Comments:

Including the elderly, frail elderly, persons with disabilities (mental, physical, developmental), persons with alcohol or other drug addictions, persons with HIV/AIDS and their families, public housing residents and any other categories the jurisdiction may specify, and describe their supportive housing needs

Consortium residents are experiencing escalating rents and home sale prices, resulting in displacement and a reduction in the availability of affordable housing for special needs populations. Elderly residents have a unique set of housing needs, due to physical limitations, fixed incomes, health care costs, and limited mobility. Unit sizes and accessibility to transit, health care, and other services are important for elderly residents. Housing affordability also represents a key issue for seniors, many of whom are living on fixed incomes.

According to the Alameda County Plan for Older Adults (FY16/17), there are 3,543 subsidized senior housing units in the Consortium area. There are 40,807 senior households in Consortium jurisdictions that are classified as extremely low households making below 30% of AMI. In addition to housing affordability, seniors face challenges in securing adequate housing units that can accommodate mobility and physical limitations.

Persons with disabilities, both physical handicaps and developmental disabilities, have a wide range of housing needs and have significant challenges in securing adequate housing. Some persons with disabilities require homes that are wheelchair-accessible or have grab bars or other accessibility features. Some individuals with disabilities may reside in licensed board and care homes that provide support 24 hours a day, 7 days a week, while others may prefer to receive full-time in-home care in their residence.

For disabilities individuals who do not earn enough income to pay for market-rate housing costs, housing affordability is a key issue. Those that have Supplemental Security Income (SSI) as their primary or only income source need deeply affordable units in order to afford housing.

People with developmental disabilities are largely misunderstood and commonly stigmatized. These individuals are easily dismissed by landlords who frequently receive multiple applications for any open unit immediately upon listing the unit. Even if persons with physical or developmental disabilities are able to secure housing, they are frequently subjected to inadequate housing conditions and discriminatory treatment by property owners or managers. In addition to difficulties related to reasonable modification and accommodation requests, discriminatory practices related to service companion animals and in-home caregivers are also common fair housing complaints.

Describe programs for ensuring that persons returning from mental and physical health institutions receive appropriate supportive housing

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1350402000]>

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e)

See below.

For entitlement/consortia grantees: Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. (91.220(2))

_SECTION_ID=[1350900000]>

MA-40 Barriers to Affordable Housing - 91.410, 91.210(e)

Describe any negative effects of public policies on affordable housing and residential investment.

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The barriers to providing affordable housing are based on real estate market and other factors. Affordable housing projects are difficult to build due to the high costs of building materials. The cost and limited availability of land in the Consortium contribute to high development costs. Affordable housing developments generally require multiple funding sources from public and private sources.

CHAS data on severe housing problems indicated that 68,964 renter households and 41,031 owner households in the Consortium had one or more housing problems. 18% of renter households and 7% of owner households were overcrowded. The elderly are also affected by cost burdens, as 7% of senior with incomes below 30% AMI paid more than 30% of their monthly income on housing costs. According to the Alameda County Housing Authority, the number of Section 8 vouchers under contract declined even though there was an increase in the number of families that were eligible for rental assistance. The number of total available rental units in the County has risen over the past five years, yet the number of affordable units has declined. With the ownership housing market escalating, the rental market is experiencing escalating rents.

For many homebuyers and renters who are disabled, accessibility is a large barrier to finding an affordable living space. There are 84,673 people who are disabled within the Consortium; disabled adults comprise 8.5% of the Consortium population.

In January 2020, the Alameda County HOME Consortium updated its *Analysis of Impediments to Fair Housing (AI)*. According to AI, there is great need for affordable housing for families, individuals, and households with special needs within the Consortium; yet, developers of affordable housing and governmental agencies still encounter neighborhood opposition. Neighborhood support and consultation is sought early in the development process so questions about proposed development can be addressed. Neighborhood opposition is often raised on the basis of local land use codes and ordinances, such as what is allowed through local zoning codes and ordinances, parking needs, environmental review, or the loss of property tax due to the property tax exemption, making it difficult to raise a charge of discrimination under the Fair Housing Act.

To work towards community acceptance, developers and jurisdictions have sought to involve the public early on in the development process, through neighborhood meetings, information sessions on housing needs in the community, and field trips to exemplary housing developments. The Consortium jurisdictions have implemented a variety of public policies and programs to eliminate general barriers to affordable housing. Several jurisdictions in the Consortium fund an affordable housing campaign by East Bay Housing Organizations which sponsors Affordable Housing Week, held annually in May, offering tours, open houses, media presentations, and information regarding affordable housing.

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

Introduction

PLAN_SECTION_ID=[1370100000]>

This section is a description of the non-housing community development needs in the HOME Consortium, specifically an economic development market analysis. Some of the areas described are eligible uses of Community Development Block Grant (CDBG) funding as long as they are providing jobs to low-income persons. Each jurisdiction within the Consortium will address this section within their own Consolidated Plan as well.

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 | 1,080 | 231 | 1 | 0 | -1 |
| Arts, Entertainment, Accommodations | 12,942 | 11,000 | 12 | 15 | 3 |
| Construction | 6,649 | 5,395 | 6 | 7 | 1 |
| Education and Health Care Services | 20,395 | 11,144 | 18 | 15 | -3 |
| Finance, Insurance, and Real Estate | 6,738 | 3,043 | 6 | 4 | -2 |
| Information | 5,098 | 3,413 | 5 | 5 | 0 |
| Manufacturing | 11,393 | 7,057 | 10 | 10 | 0 |
| Other Services | 4,332 | 2,902 | 4 | 4 | 0 |
| Professional, Scientific, Management Services | 18,622 | 12,718 | 17 | 17 | 0 |
| Public Administration | 0 | 0 | 0 | 0 | 0 |
| Retail Trade | 12,952 | 12,207 | 12 | 17 | 5 |
| Transportation and Warehousing | 4,057 | 1,087 | 4 | 1 | -3 |
| Wholesale Trade | 6,526 | 3,433 | 6 | 5 | -1 |
| Total | 110,784 | 73,630 | -- | -- | -- |

Table 14 - Business Activity

Data Source: 2011-2015 ACS (Workers), 2015 Longitudinal Employer-Household Dynamics (Jobs)

Data Source Comments: <TYPE=[text] REPORT_GUID=[0F583FFC4EF3E92EC8EA8C84899896ED] PLAN_SECTION_ID=[1370200000]>

Labor Force

| | |
|--|---------|
| Total Population in the Civilian Labor Force | 148,661 |
| Civilian Employed Population 16 years and over | 137,489 |
| Unemployment Rate | 7.50 |
| Unemployment Rate for Ages 16-24 | 18.65 |
| Unemployment Rate for Ages 25-65 | 5.21 |

Table 15 - Labor Force

Data Source: 2011-2015 ACS

| Occupations by Sector | Number of People |
|--|------------------|
| Management, business and financial | 44,415 |
| Farming, fisheries and forestry occupations | 6,212 |
| Service | 11,843 |
| Sales and office | 30,949 |
| Construction, extraction, maintenance and repair | 9,460 |
| Production, transportation and material moving | 6,592 |

Table 16 – Occupations by Sector

Data Source: 2011-2015 ACS

Travel Time

| Travel Time | Number | Percentage |
|--------------------|----------------|-------------|
| < 30 Minutes | 61,109 | 50% |
| 30-59 Minutes | 42,584 | 35% |
| 60 or More Minutes | 17,625 | 15% |
| Total | 121,318 | 100% |

Table 17 - Travel Time

Data Source: 2011-2015 ACS

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 | 8,239 | 805 | 6,214 |
| High school graduate (includes equivalency) | 21,384 | 2,528 | 8,494 |
| Some college or Associate's degree | 32,304 | 2,699 | 9,659 |
| Bachelor's degree or higher | 57,388 | 2,444 | 9,905 |

Table 18 - Educational Attainment by Employment Status

Data Source: 2011-2015 ACS

Educational Attainment by Age

| | Age | | | | |
|---|-----------|-----------|-----------|-----------|---------|
| | 18–24 yrs | 25–34 yrs | 35–44 yrs | 45–65 yrs | 65+ yrs |
| Less than 9th grade | 234 | 1,284 | 2,024 | 4,041 | 3,988 |
| 9th to 12th grade, no diploma | 2,464 | 1,807 | 2,123 | 3,964 | 2,331 |
| High school graduate, GED, or alternative | 6,164 | 8,173 | 7,728 | 16,494 | 8,629 |
| Some college, no degree | 8,890 | 8,899 | 7,008 | 16,649 | 6,389 |
| Associate's degree | 800 | 3,228 | 3,124 | 5,850 | 2,224 |
| Bachelor's degree | 2,828 | 13,118 | 11,750 | 17,685 | 5,910 |
| Graduate or professional degree | 125 | 5,977 | 9,061 | 12,350 | 4,143 |

Table 19 - Educational Attainment by Age

Data Source: 2011-2015 ACS

Data Source Comments: <TYPE=[text] REPORT_GUID=[0F583FFC4EF3E92EC8EA8C84899896ED] PLAN_SECTION_ID=[1370602000]>

Educational Attainment – Median Earnings in the Past 12 Months

| Educational Attainment | Median Earnings in the Past 12 Months |
|---|---------------------------------------|
| Less than high school graduate | 346,593 |
| High school graduate (includes equivalency) | 480,474 |
| Some college or Associate's degree | 570,206 |
| Bachelor's degree | 794,311 |
| Graduate or professional degree | 1,149,558 |

Table 20 – Median Earnings in the Past 12 Months

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

N_ID=[1370700500]>

Many of Alameda County's largest employers are located in the cities of Berkeley and Oakland, with the University of California, Kaiser Hospital and Alameda County being the primary employers. This includes the Professional, scientific and Management Services Sector as well as the Education and Health Care Sector. Many of the low income jobs are found in the retail trade sector.

Describe the workforce and infrastructure needs of the business community:

The Association of Bay Area Governments estimated there were approximately 1,103,670 jobs in Alameda County in 2020. Consistent with information on the County's largest employers, Oakland, Fremont, and Hayward comprised the top three job centers in 2020. Oakland accounted for 28% of all employment countywide, while Fremont and Hayward contained 14% and 9% of the County total, respectively.

Employment in Alameda County is projected to increase by 18% between 2020 and 2040, to 2,092,370 jobs. The Consortium is expected to grow slightly less with a projected increase of 15% during the same time period. High job growth, in terms of percentages, is projected for Dublin, but it had small job base in 2020. Nevertheless, Oakland, Fremont, and Berkeley will remain major employment centers within the County. Importantly, 24 of the County's 25 largest employers are within one-quarter mile of a transit station or bus stop.

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.

The East Bay Economic Outlook 2019-20 Report found that the major economic indicators point towards steady growth for Alameda County in the short term. With employment and wages on the rise, consumer confidence is expected to drive up further business activity. While there was a slowdown in the pace of growth, total nonfarm employment and the labor force still increased at a moderate pace, and the region has consistently experienced low levels of unemployment. However, there are significant factors that affect economic growth, including the region's ongoing labor shortages and the lack of

housing supply. Home and rent valuations have been on the rise as a result of constrained supply—and with increases in population, this problem will linger unless the rate of supply is changed. Alameda County will continue to grow in the near future due in part to ongoing in-migration and a growing labor market, but eventually the issues of labor scarcity and housing supply will need to be resolved in order to keep the region’s economy growing at a healthy pace.

The Deputy Sheriff’s Activity League’s Food Hub will serve the area’s food-related start-ups. The Food Hub will rent out blocks of production time to individual food producers. But, setting up a retail and/or tech-focused incubator would require public subsidies, including start-up funds for equipment and marketing and on-going funding for rent and operations.

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370701000]>

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.

The initiatives listed below support the Consortium’s Consolidated Plan by providing the employment training and support to align the Consortium’s residents with its employment opportunities.

Cal Fresh and Supplemental Nutrition Assistance Program Employment and Training (SNAP E&T) provides monthly food benefits to low-income families and individuals. Dig Deep Farms working with Food as Medicine will augment people’s ability to receive nutritional food.

California Workforce Association Boot Camp Capstone Project will have participants participate in a variety of skill building activities that lead to employability. Participants will also receive supportive services.

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

<TYPE=[text] REPORT_GUID=[10658FE840693584323B17B1BDF088BA]
PLAN_SECTION_ID=[1370705000]>

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370705000]>

Discussion

MA-50 Needs and Market Analysis Discussion

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

The most common housing problem for low to moderate-income households in the Consortium is cost burden. Renters struggle to afford rental rates and homeowners struggle to afford the cost of household maintenance and repairs. Poorly-maintained homes in turn lead to additional repair problems, higher utility costs, etc., further restricting household funds and contributing to the deterioration of housing units. With 40.8% of total households in the Consortium are cost burdened or severely cost burdened, this is a pervasive problem throughout the Consortium.

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

The Consortium has a diverse population with no one race comprising a majority in 2014. White persons account for 32.4% of the population, Asian persons represent 31.2% and Hispanics and Latinos represent 23.9% of the population Consortium-wide. Black or African American persons represent 6.8% of the population, followed by a 4.2% who are two or more races, and a very small percent (less than 1% each) made up of a combination of the remaining categories including some other race alone, Native American and Native Hawaiian / Pacific Islander alone.

There are several methods recognized by HUD for defining areas of minority concentration. One method defines areas of minority concentration as census tracts where more than 50% of the population is comprised of a single ethnic or racial group. Under this definition, with regard to racial or ethnic minorities, portions of San Leandro, Hayward, Union City, and Fremont and portions of Dublin, Livermore, and the unincorporated areas have a majority Asian population. Additionally, San Lorenzo, Hayward, Union City, and Livermore have concentrations of Hispanic population under this definition.

Another way to define minority concentration is an area where the percentage of all minorities is at least 20% above the overall percentage for the Consortium-wide minority population percentage.

There are several cities or census designated places in the Consortium where racial or ethnic minorities are considered concentrated within the Consortium. With an Asian population in the Consortium of 31.2% overall, the jurisdictions of Fremont (52.6%) and Union City (51%) have concentrations of this population of more than 20% of the overall Consortium.

The census designated place of Cherryland has a Hispanic/Latino population of 56.9%, more than double the 23.9% population of the Consortium as a whole. Additionally, the census designated place of Ashland has a Hispanic/Latino population of 46%.

With regard to income, if concentration is similarly defined as 20% above the overall Consortium-wide percentage, only Ashland (57.8%) and Cherryland (56.2%) have low-income populations 20% higher than the Consortium-wide percentage of 33.2%.

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

Are there any community assets in these areas/neighborhoods?

These areas do have community assets, including community centers, parks, and other public facilities.

Are there other strategic opportunities in any of these areas?

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380500000]>

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

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

High speed internet connection providers provide user access to on-line content including websites, tv shows, video conferencing, cloud services and voice conversations. The majority of internet access devices include personal computers, smart phones, or tablets. The City of San Leandro's Fiber Master Plan 2017 found that 30% of their residents with incomes of less than \$10,000 had internet access, 45% at incomes of \$10,000-\$19,000, 65% at incomes of \$20,000-\$34,999 and 75% of the residents with incomes between \$35,000-\$50,000 had internet access. These numbers are similar throughout the HOME Consortium. Approximately 14,000 people in Alameda County do not have access to any wireless internet. All new construction of housing units in California require hardwired internet connections in the units. Additionally, there are personnel computers with internet access located in area library's, senior center and community centers.

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

There are 289 internet providers in California. Approximately 95% of Alameda County residents are served by multiple wireless providers with broadband speed. This is not an issue in Alameda County.

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

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

According to the Climate Change and Health Profile – Alameda County (Feb 2017). The temperature will increase by 2°F; there will be a moderate decline in annual rainfall, sea level/Bay level will raise; fire hazard zones will increase, and wildlife will decrease.

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

The temperature increase will lead to greater emissions which will lead to greater asthma risk. The cost of housing will increase to mitigate all risks. Fire hazards zones expanding and bay levels raising will compress the land available to build housing increasing the costs and lowering the supply. Extreme weather events lead to greater exposure to toxic materials and widespread social and economic disruption including disruption to the infrastructure for the diversity of health services and general economic well-being. Economic disruption can lead to income loss, income insecurity, food insecurity, housing insecurity and mental health problems.

The COVID-19 pandemic has caused loss of life, economic disruption, income loss, income insecurity, food insecurity, housing insecurity and health problems.

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

Table 21 - Facilities Targeted to Homeless Persons<TYPE=[text] REPORT_GUID=[8BBB6E264588D52B335BFE8599A2E47A]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1340401000]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1350401000]>

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e) <TYPE=[text] REPORT_GUID=[F509EAC544D9011D0B452A982B520C95]>

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

Introduction

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 | 258 | 29 | 1 | 0 | -1 |
| Arts, Entertainment, Accommodations | 4,368 | 4,353 | 13 | 19 | 6 |
| Construction | 1,345 | 710 | 4 | 3 | -1 |
| Education and Health Care Services | 6,009 | 3,277 | 18 | 14 | -4 |
| Finance, Insurance, and Real Estate | 2,139 | 1,072 | 6 | 5 | -2 |
| Information | 1,418 | 188 | 4 | 1 | -3 |
| Manufacturing | 2,204 | 2,297 | 7 | 10 | 3 |
| Other Services | 1,509 | 1,046 | 5 | 5 | 0 |
| Professional, Scientific, Management Services | 5,742 | 4,356 | 17 | 19 | 2 |
| Public Administration | 0 | 0 | 0 | 0 | 0 |
| Retail Trade | 3,349 | 2,185 | 10 | 10 | 0 |
| Transportation and Warehousing | 1,168 | 407 | 3 | 2 | -2 |
| Wholesale Trade | 1,447 | 543 | 4 | 2 | -2 |
| Total | 30,956 | 20,463 | -- | -- | -- |

Table 22 - Business Activity

Data Source: 2011-2015 ACS (Workers), 2015 Longitudinal Employer-Household Dynamics (Jobs)

Data Source Comments: <TYPE=[text] REPORT_GUID=[0F583FFC4EF3E92EC8EA8C84899896ED] PLAN_SECTION_ID=[1370200000]>

Labor Force

| | |
|--|--------|
| Total Population in the Civilian Labor Force | 42,215 |
| Civilian Employed Population 16 years and over | 38,950 |
| Unemployment Rate | 7.73 |
| Unemployment Rate for Ages 16-24 | 24.08 |
| Unemployment Rate for Ages 25-65 | 5.41 |

Table 23 - Labor Force

Data Source: 2011-2015 ACS

| Occupations by Sector | | Number of People |
|--|--------|-------------------------|
| Management, business and financial | 13,780 | |
| Farming, fisheries and forestry occupations | 1,925 | |
| Service | 3,200 | |
| Sales and office | 8,750 | |
| Construction, extraction, maintenance and repair | 1,905 | |
| Production, transportation and material moving | 1,605 | |

Table 24 – Occupations by Sector

Data Source: 2011-2015 ACS

Travel Time

| Travel Time | Number | Percentage |
|--------------------|---------------|-------------|
| < 30 Minutes | 18,035 | 50% |
| 30-59 Minutes | 13,255 | 37% |
| 60 or More Minutes | 4,800 | 13% |
| Total | 36,090 | 100% |

Table 25 - Travel Time

Data Source: 2011-2015 ACS

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 | 1,775 | 210 | 1,205 |
| High school graduate (includes equivalency) | 3,820 | 340 | 1,130 |
| Some college or Associate's degree | 9,380 | 850 | 2,280 |
| Bachelor's degree or higher | 19,675 | 1,060 | 3,475 |

Table 26 - Educational Attainment by Employment Status

Data Source: <TYPE=[text] REPORT_GUID=[849B607A44611EB8939044AC016B30A5] PLAN_SECTION_ID=[1370601000]>

Educational Attainment by Age

| | Age | | | | |
|---------------------|-----------|-----------|-----------|-----------|---------|
| | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-65 yrs | 65+ yrs |
| Less than 9th grade | 49 | 135 | 330 | 1,085 | 1,015 |

| | Age | | | | |
|---|-----------|-----------|-----------|-----------|---------|
| | 18–24 yrs | 25–34 yrs | 35–44 yrs | 45–65 yrs | 65+ yrs |
| 9th to 12th grade, no diploma | 285 | 375 | 345 | 920 | 655 |
| High school graduate, GED, or alternative | 1,375 | 1,245 | 920 | 3,170 | 1,730 |
| Some college, no degree | 2,165 | 2,065 | 2,430 | 4,205 | 2,405 |
| Associate's degree | 280 | 970 | 855 | 2,150 | 690 |
| Bachelor's degree | 1,015 | 4,375 | 4,390 | 6,610 | 2,165 |
| Graduate or professional degree | 50 | 1,635 | 3,095 | 4,250 | 1,910 |

Table 27 - Educational Attainment by Age

Data Source: 2011-2015 ACS

Educational Attainment – Median Earnings in the Past 12 Months

| Educational Attainment | Median Earnings in the Past 12 Months |
|---|---------------------------------------|
| Less than high school graduate | 18,640 |
| High school graduate (includes equivalency) | 28,077 |
| Some college or Associate's degree | 40,670 |
| Bachelor's degree | 62,225 |
| Graduate or professional degree | 87,892 |

Table 28 - Median Earnings in the Past 12 Months

Data Source: 2011-2015 ACS

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

Describe the workforce and infrastructure needs of the business community:

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370703000]>

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

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370704000]>

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

<TYPE=[text] REPORT_GUID=[10658FE840693584323B17B1BDF088BA]
PLAN_SECTION_ID=[1370705000]>

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.

Discussion

MA-50 Needs and Market Analysis Discussion

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380100000]>

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380200000]>

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

Are there any community assets in these areas/neighborhoods?

Are there other strategic opportunities in any of these areas?

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

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

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

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

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

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

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

Table 29 - Facilities Targeted to Homeless Persons<TYPE=[text] REPORT_GUID=[8BBB6E264588D52B335BFE8599A2E47A]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1340401000]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1350401000]>

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e) <TYPE=[text] REPORT_GUID=[F509EAC544D9011D0B452A982B520C95]>

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

Introduction

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 | 279 | 16 | 1 | 0 | -1 |
| Arts, Entertainment, Accommodations | 3,398 | 2,259 | 10 | 8 | -2 |
| Construction | 1,317 | 1,306 | 4 | 4 | 1 |
| Education and Health Care Services | 6,111 | 3,824 | 18 | 13 | -5 |
| Finance, Insurance, and Real Estate | 1,626 | 632 | 5 | 2 | -3 |
| Information | 1,491 | 185 | 4 | 1 | -4 |
| Manufacturing | 4,414 | 4,650 | 13 | 16 | 3 |
| Other Services | 1,012 | 877 | 3 | 3 | 0 |
| Professional, Scientific, Management Services | 4,902 | 829 | 15 | 3 | -12 |
| Public Administration | 0 | 0 | 0 | 0 | 0 |
| Retail Trade | 3,206 | 2,524 | 10 | 9 | -1 |
| Transportation and Warehousing | 1,076 | 760 | 3 | 3 | -1 |
| Wholesale Trade | 1,879 | 2,954 | 6 | 10 | 4 |
| Total | 30,711 | 20,816 | -- | -- | -- |

Table 30 - Business Activity

Data Source: 2011-2015 ACS (Workers), 2015 Longitudinal Employer-Household Dynamics (Jobs)

Data Source Comments: <TYPE=[text] REPORT_GUID=[0F583FFC4EF3E92EC8EA8C84899896ED] PLAN_SECTION_ID=[1370200000]>

Labor Force

| | |
|--|--------|
| Total Population in the Civilian Labor Force | 37,451 |
| Civilian Employed Population 16 years and over | 34,720 |
| Unemployment Rate | 7.27 |
| Unemployment Rate for Ages 16-24 | 16.26 |
| Unemployment Rate for Ages 25-65 | 5.25 |

Table 31 - Labor Force

Data Source: 2011-2015 ACS

| Occupations by Sector | | Number of People |
|--|-------|------------------|
| Management, business and financial | 9,625 | |
| Farming, fisheries and forestry occupations | 2,060 | |
| Service | 3,080 | |
| Sales and office | 8,285 | |
| Construction, extraction, maintenance and repair | 2,440 | |
| Production, transportation and material moving | 2,545 | |

Table 32 – Occupations by Sector

Data Source: 2011-2015 ACS

Travel Time

| Travel Time | Number | Percentage |
|--------------|--------|------------|
| < 30 Minutes | 11,784 | 47% |

| Travel Time | Number | Percentage |
|--------------------|---------------|-------------|
| 30-59 Minutes | 10,060 | 40% |
| 60 or More Minutes | 3,235 | 13% |
| Total | 25,079 | 100% |

Table 33 - Travel Time

Data Source: 2011-2015 ACS

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 | 2,030 | 125 | 1,660 |
| High school graduate (includes equivalency) | 7,010 | 560 | 2,515 |
| Some college or Associate's degree | 8,250 | 965 | 1,948 |
| Bachelor's degree or higher | 13,065 | 494 | 1,940 |

Table 34 - Educational Attainment by Employment Status

Data Source: <TYPE=[text] REPORT_GUID=[849B607A44611EB8939044AC016B30A5] PLAN_SECTION_ID=[1370601000]>

Educational Attainment by Age

| | Age | | | | |
|---|-----------|-----------|-----------|-----------|---------|
| | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-65 yrs | 65+ yrs |
| Less than 9th grade | 90 | 235 | 350 | 1,305 | 1,520 |
| 9th to 12th grade, no diploma | 644 | 363 | 370 | 1,185 | 845 |
| High school graduate, GED, or alternative | 1,760 | 2,355 | 2,620 | 5,110 | 3,293 |
| Some college, no degree | 2,794 | 2,430 | 1,880 | 4,095 | 1,575 |
| Associate's degree | 180 | 750 | 835 | 1,208 | 465 |
| Bachelor's degree | 740 | 3,820 | 2,610 | 4,110 | 1,925 |
| Graduate or professional degree | 90 | 1,545 | 1,640 | 1,795 | 525 |

Table 35 - Educational Attainment by Age

Data Source: 2011-2015 ACS

Educational Attainment – Median Earnings in the Past 12 Months

| Educational Attainment | Median Earnings in the Past 12 Months |
|---|--|
| Less than high school graduate | 25,294 |
| High school graduate (includes equivalency) | 70,812 |
| Some college or Associate's degree | 81,871 |
| Bachelor's degree | 104,584 |
| Graduate or professional degree | 166,000 |

Table 36 - Median Earnings in the Past 12 Months

Data Source: 2011-2015 ACS

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

Describe the workforce and infrastructure needs of the business community:

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370703000]>

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

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370704000]>

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

<TYPE=[text] REPORT_GUID=[10658FE840693584323B17B1BDF088BA]
PLAN_SECTION_ID=[1370705000]>

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.

Discussion

MA-50 Needs and Market Analysis Discussion

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380100000]>

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380200000]>

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

Are there any community assets in these areas/neighborhoods?

Are there other strategic opportunities in any of these areas?

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

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

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

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

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

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

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

Table 37 - Facilities Targeted to Homeless Persons<TYPE=[text] REPORT_GUID=[8BBB6E264588D52B335BFE8599A2E47A]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1340401000]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1350401000]>

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e) <TYPE=[text] REPORT_GUID=[F509EAC544D9011D0B452A982B520C95]>

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

Introduction

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 | 704 | 35 | 1 | 0 | -1 |
| Arts, Entertainment, Accommodations | 8,355 | 6,899 | 8 | 7 | -1 |
| Construction | 3,806 | 4,667 | 4 | 5 | 1 |
| Education and Health Care Services | 14,451 | 13,752 | 14 | 14 | -1 |
| Finance, Insurance, and Real Estate | 5,094 | 3,412 | 5 | 3 | -2 |
| Information | 6,206 | 1,832 | 6 | 2 | -4 |
| Manufacturing | 16,606 | 25,190 | 16 | 25 | 8 |
| Other Services | 2,751 | 2,331 | 3 | 2 | 0 |
| Professional, Scientific, Management Services | 19,984 | 17,738 | 20 | 18 | -2 |
| Public Administration | 0 | 0 | 0 | 0 | 0 |
| Retail Trade | 8,180 | 7,439 | 8 | 7 | -1 |
| Transportation and Warehousing | 2,255 | 2,273 | 2 | 2 | 0 |
| Wholesale Trade | 5,675 | 7,883 | 6 | 8 | 2 |
| Total | 94,067 | 93,451 | -- | -- | -- |

Table 38 - Business Activity

Data Source: 2011-2015 ACS (Workers), 2015 Longitudinal Employer-Household Dynamics (Jobs)

Data Source Comments: <TYPE=[text] REPORT_GUID=[0F583FFC4EF3E92EC8EA8C84899896ED] PLAN_SECTION_ID=[1370200000]>

Labor Force

| | |
|--|---------|
| Total Population in the Civilian Labor Force | 117,700 |
| Civilian Employed Population 16 years and over | 110,185 |
| Unemployment Rate | 6.38 |
| Unemployment Rate for Ages 16-24 | 12.82 |
| Unemployment Rate for Ages 25-65 | 4.63 |

Table 39 - Labor Force

Data Source: 2011-2015 ACS

| Occupations by Sector | | Number of People |
|--|--------|------------------|
| Management, business and financial | 45,910 | |
| Farming, fisheries and forestry occupations | 4,005 | |
| Service | 7,950 | |
| Sales and office | 21,500 | |
| Construction, extraction, maintenance and repair | 5,015 | |
| Production, transportation and material moving | 4,300 | |

Table 40 – Occupations by Sector

Data Source: 2011-2015 ACS

Travel Time

| Travel Time | Number | Percentage |
|--------------|--------|------------|
| < 30 Minutes | 36,045 | 45% |

| Travel Time | Number | Percentage |
|--------------------|---------------|-------------|
| 30-59 Minutes | 33,515 | 42% |
| 60 or More Minutes | 10,885 | 14% |
| Total | 80,445 | 100% |

Table 41 - Travel Time

Data Source: 2011-2015 ACS

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 | 4,265 | 435 | 3,015 |
| High school graduate (includes equivalency) | 15,450 | 1,245 | 5,630 |
| Some college or Associate's degree | 19,465 | 1,570 | 5,925 |
| Bachelor's degree or higher | 58,570 | 2,805 | 12,575 |

Table 42 - Educational Attainment by Employment Status

Data Source: <TYPE=[text] REPORT_GUID=[849B607A44611EB8939044AC016B30A5] PLAN_SECTION_ID=[1370601000]>

Educational Attainment by Age

| | Age | | | | |
|---|-----------|-----------|-----------|-----------|---------|
| | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-65 yrs | 65+ yrs |
| Less than 9th grade | 75 | 340 | 600 | 2,120 | 2,580 |
| 9th to 12th grade, no diploma | 1,400 | 1,055 | 1,110 | 2,485 | 1,690 |
| High school graduate, GED, or alternative | 4,230 | 5,035 | 5,195 | 12,100 | 6,790 |
| Some college, no degree | 6,740 | 4,580 | 4,165 | 10,060 | 4,100 |
| Associate's degree | 660 | 1,605 | 1,955 | 4,585 | 1,695 |
| Bachelor's degree | 2,455 | 11,740 | 11,655 | 15,515 | 4,865 |
| Graduate or professional degree | 210 | 8,780 | 13,465 | 12,805 | 3,400 |

Table 43 - Educational Attainment by Age

Data Source: 2011-2015 ACS

Educational Attainment – Median Earnings in the Past 12 Months

| Educational Attainment | Median Earnings in the Past 12 Months |
|---|--|
| Less than high school graduate | 24,939 |
| High school graduate (includes equivalency) | 34,969 |
| Some college or Associate's degree | 45,024 |
| Bachelor's degree | 76,502 |
| Graduate or professional degree | 105,175 |

Table 44 - Median Earnings in the Past 12 Months

Data Source: 2011-2015 ACS

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

Describe the workforce and infrastructure needs of the business community:

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370703000]>

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

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370704000]>

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

<TYPE=[text] REPORT_GUID=[10658FE840693584323B17B1BDF088BA]
PLAN_SECTION_ID=[1370705000]>

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.

Discussion

MA-50 Needs and Market Analysis Discussion

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380100000]>

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380200000]>

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

Are there any community assets in these areas/neighborhoods?

Are there other strategic opportunities in any of these areas?

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

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

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

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

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

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

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

This housing market analysis (MA) for the City of Hayward looks at non-housing community development assets such as details on employment, the commute of people to work and educational attainment of the population in the City. It also includes an analysis of the concentration of households with multiple housing problems, racial/ethnic populations, and low-income families. This analysis will help to determine the areas and populations in the City that are most in need of investment through CPD programs.

As the internet and reliable highspeed services have become an increasing necessity to thrive in the modern economic environment, the broadband needs of housing occupied by low- and moderate-income households is discussed. Additionally, the vulnerability of LMI households to the effects of climate change is addressed.

Table 45 - Facilities Targeted to Homeless Persons<TYPE=[text] REPORT_GUID=[8BBB6E264588D52B335BFE8599A2E47A]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1340401000]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1350401000]>

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e) <TYPE=[text] REPORT_GUID=[F509EAC544D9011D0B452A982B520C95]>

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

Introduction

SECTION_ID=[1370100000]>

This section provides insight into the economic development landscape of Hayward. The table below details the extent of business sector employment throughout the City. 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 | 295 | 65 | 0 | 0 | 0 |
| Arts, Entertainment, Accommodations | 7,880 | 4,878 | 10 | 7 | -3 |
| Construction | 5,686 | 6,461 | 7 | 9 | 2 |
| Education and Health Care Services | 16,244 | 15,582 | 20 | 22 | 2 |
| Finance, Insurance, and Real Estate | 4,198 | 2,067 | 5 | 3 | -2 |
| Information | 1,718 | 680 | 2 | 1 | -1 |
| Manufacturing | 8,961 | 10,525 | 11 | 15 | 4 |
| Other Services | 4,616 | 1,897 | 6 | 3 | -3 |
| Professional, Scientific, Management Services | 10,119 | 8,181 | 13 | 11 | -2 |
| Public Administration | 2,767 | 1,516 | 3 | 2 | -1 |
| Retail Trade | 8,251 | 8,167 | 10 | 11 | 1 |
| Transportation and Warehousing | 6,053 | 4,076 | 8 | 6 | -2 |
| Wholesale Trade | 2,682 | 7,390 | 3 | 10 | 7 |
| Total | 79,470 | 71,485 | -- | -- | -- |

Table 46 - Business Activity

Alternate Data Source Name:

2013-2017 ACS (Workers), 2017 LEHD (Jobs)

Data Source Comments: <TYPE=[text] REPORT_GUID=[0F583FFC4EF3E92EC8EA8C84899896ED] PLAN_SECTION_ID=[1370200000]>

In the above table the prevalence of both workers and jobs by sector is presented. In Hayward, there are approximately 8,000 more workers than jobs. This means that there are approximately 10% of the city’s workers must leave the city for work. There are also three sectors that have a significant disconnect between the number of workers and the number of jobs.

In the Arts, Entertainment, Accommodations sector there are over 3,000 more workers than jobs. In the Finance, Insurance, and Real Estate sector there are over 2,100 more workers than jobs. As well, In the Transportation and Warehousing sector there are almost 2,000 more workers than jobs.

Alternately, in the Wholesale Trade sector the number of jobs outnumbers the number of workers significantly. There are only 2,682 workers for 7,390 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.

Labor Force

| | |
|--|--------|
| Total Population in the Civilian Labor Force | 84,783 |
| Civilian Employed Population 16 years and over | 80,461 |
| Unemployment Rate | 2.60 |
| Unemployment Rate for Ages 16-24 | 12.00 |
| Unemployment Rate for Ages 25-65 | 4.50 |

Table 47 - Labor Force

Alternate Data Source Name:
2014-2018 ACS 5-Yr Estimates

Data Source Comments:

Data for the unemployment rate is from the Bureau of Labor Statistics (BLS), November 2019, Not seasonally adjusted. All other data including unemployment rates for age groups are from the ACS.

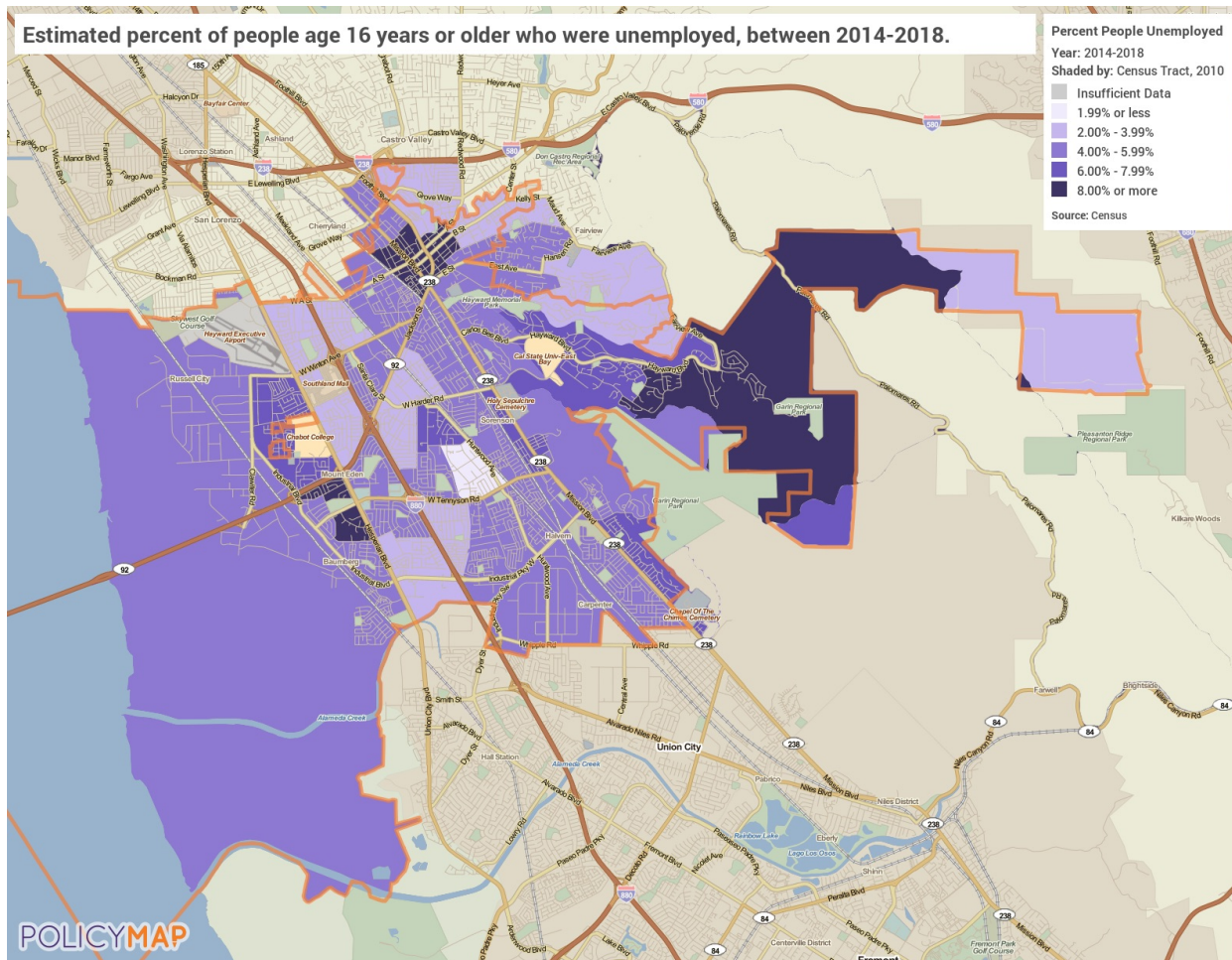
Unemployment

There are two primary sources used to analyze the unemployment rate in Hayward for this report. They each have pros and cons, but when taken together they can provide a clearer view of unemployment in the City. The first source is the US Census Bureau's American Community Survey 5-Estimates. In the ACS unemployment data is only taken annually and the most recent data is from 2018. It is also an average of the five years included, which does not necessarily provide an accurate view of recent employment trends. However, the ACS data is available at a census tract level and can help identify any areas that have disproportionately high unemployment.

The second source is the Bureau of Labor Statistics. This measurement of unemployment is updated monthly and provides insight into any trends at the city level. It is not available at the census tract level and therefore provides a look at employment as it relates to time, while the ACS looks at employment as it relates to space.

The following map displays unemployment throughout the City using data provided by the 2014-2018 ACS. The highest unemployment rates in the City are Census tract 06001435103 with 8.7% in the east and Census tracts 06001435400 (8.6%) in the north central and 06001437102 (9.9%) in the central part of the Hayward.

Source: 2014-2018 American Community Survey 5-Year Estimates



Unemployment Rate

Unemployment Rate Over Time

When looking at unemployment changes over time, the City of Hayward has seen its unemployment rate fall consistently. The annual unemployment rate has not been determined for 2019 yet but looking at the monthly breakdown of January through December shows that the rate may remain the same or decrease further.

Data Source: Bureau of Labor Statistics 2019, Not seasonally adjusted

| 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------|------|------|------|------|------|------|------|------|
| 14.9 | 13.8 | 12.0 | 10.0 | 8.1 | 6.6 | 4.7 | 4.0 | 3.2 |

Table 48 - BLS Unemployment by Year 2010 to 2018

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct |
|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|
| 3.7 | 3.5 | 3.6 | 3.0 | 2.9 | 3.4 | 3.6 | 3.4 | 2.7 | 2.9 |
| Nov | Dec | | | | | | | | |
| 2.8 | 2.6 | | | | | | | | |

Table 49 - Unemployment Rate from January 2019 to December 2019

| Occupations by Sector | Number of People |
|--|------------------|
| Management, business and financial | 25,706 |
| Farming, fisheries and forestry occupations | 226 |
| Service | 16,635 |
| Sales and office | 16,945 |
| Construction, extraction, maintenance and repair | 7,805 |
| Production, transportation and material moving | 13,144 |

Table 50 – Occupations by Sector

Alternate Data Source Name:

2014-2018 ACS 5-Yr Estimates

Data Source Comments:

Occupations by Sector

The above table analyzes occupations by sector. Instead of showing which sectors are most common in the City, as the table at the beginning of this section did, this shows what type of jobs are available in each sector. For example, this table would include a manger of a fast food

restaurant and the manager of a logging company in the same category (Management, Business, and Financial) while in the earlier table they would be in separate categories.

In Hayward, the largest occupation sector is the “Management, Business, and Financial” sector with 25,706 followed by the “Sales and office” sector with 16,945 jobs. The next two largest are “Service” and “Production, transportation and material moving” with 16,635 and 13,144 jobs, respectively.

Travel Time

| Travel Time | Number | Percentage |
|--------------------|---------------|-------------------|
| < 30 Minutes | 30,492 | 45% |
| 30-59 Minutes | 25,131 | 38% |
| 60 or More Minutes | 11,393 | 17% |
| Total | 67,016 | 100% |

Table 51 - Travel Time

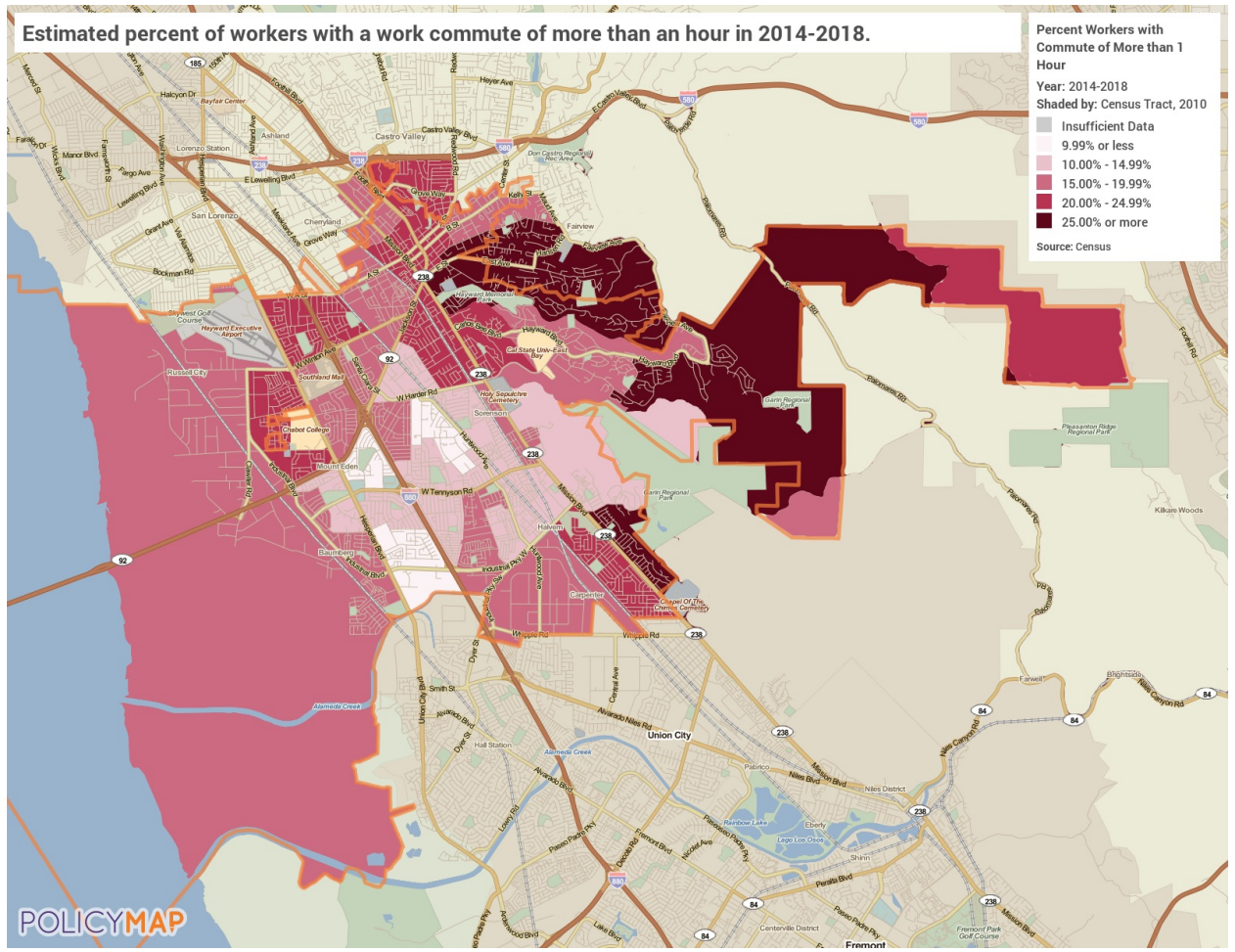
Alternate Data Source Name:
 2014-2018 ACS 5-Yr Estimates
Data Source Comments:

Commute Travel Time

All other things being equal, residents would rather live in the same City as their job. Relative to short commutes, long commute times are associated with lower life satisfaction, increased stress, obesity, anxiety, depression, and increased exposure to pollutants. This is particularly true when compared to commuters who use bicycles or walk to work.

Approximately 46% of all persons commuting to work have a commute of less than 30 minutes each way. About 17% workers who commute to work have to travel more than 60 minutes to and from work each day. Workers with commute times more than one hour are much more likely in the east part of the City.

Source: 2014-2018 American Community Survey 5-Year Estimates



Commuter Travel Time One Hour or More

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 | 9,477 | 709 | 4,500 |
| High school graduate (includes equivalency) | 18,000 | 855 | 5,764 |
| Some college or Associate's degree | 19,707 | 1,465 | 4,295 |
| Bachelor's degree or higher | 21,090 | 973 | 2,995 |

Table 52 - Educational Attainment by Employment Status

Data Source: <TYPE=[text] REPORT_GUID=[849B607A44611EB8939044AC016B30A5] PLAN_SECTION_ID=[1370601000]>
Alternate Data Source Name:
 2014-2018 ACS 5-Yr Estimates

Educational attainment is one of the best predictors of economic success, both in attaining a job and receiving a higher wage. In Hayward, the unemployment rate for a person without a high school diploma is 7% while the rate for a resident with a bachelor's degree or higher is only 4.4%. 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 85% 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 | 239 | 1,324 | 1,872 | 4,081 | 3,222 |
| 9th to 12th grade, no diploma | 1,263 | 1,547 | 2,325 | 3,320 | 1,650 |
| High school graduate, GED, or alternative | 4,590 | 7,550 | 5,317 | 11,557 | 5,206 |
| Some college, no degree | 7,550 | 6,357 | 4,257 | 8,199 | 3,215 |
| Associate's degree | 595 | 2,013 | 1,728 | 2,712 | 1,051 |

| | Age | | | | |
|---------------------------------|-----------|-----------|-----------|-----------|---------|
| | 18–24 yrs | 25–34 yrs | 35–44 yrs | 45–65 yrs | 65+ yrs |
| Bachelor's degree | 1,744 | 7,338 | 4,238 | 6,852 | 2,662 |
| Graduate or professional degree | 109 | 2,118 | 1,643 | 2,769 | 1,486 |

Table 53 - Educational Attainment by Age

Alternate Data Source Name:

2014-2018 ACS 5-Yr Estimates

Data Source Comments:

In general, higher education is associated with older age but not always. The percentage of the population who did not graduate from high school or get an equivalent diploma increases with age until the 65+ age group. Approximately 9.3% of residents between the age of 18 and 24 did not graduate from high school but nearly 19% of residents in the 45 to 65 years old age group did not graduate. In fact, the 45 to 65 years old age group stands out in most levels of educational attainment. There is a need for adult education classes for the 19,341 residents of Hayward who are over the age of 25 but never graduated high school.

Educational Attainment – Median Earnings in the Past 12 Months

| Educational Attainment | Median Earnings in the Past 12 Months |
|---|--|
| Less than high school graduate | 28,381 |
| High school graduate (includes equivalency) | 37,323 |
| Some college or Associate's degree | 43,705 |
| Bachelor's degree | 63,070 |
| Graduate or professional degree | 74,873 |

Table 54 - Median Earnings in the Past 12 Months

Alternate Data Source Name:
2014-2018 ACS 5-Yr Estimates
Data Source Comments:

Median Earnings by Educational Attainment

As mentioned before, educational attainment and earnings are closely linked. In Hayward, it appears to be particularly important to get a bachelor's degree. Residents with just some college or an associate degree have median income higher than a high school graduate, but only by \$5,000. Residents with Bachelor's degrees earn \$20,000 more than those with an associates degree, a 30% increase.

The annual wage difference based on education can lead to substantial wealth differences over time. A person who graduates high school and works from age 18 to 65 will earn approximately \$1,754,181. A person with a bachelor's degree who works from age 23 to 65 will earn \$2,648,940. That added financial benefit does not take into account that jobs that require degrees tend to have benefits like health insurance and the higher income can lead to investments, purchasing a home instead of renting, and other activities that can increase wealth substantially.

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

The largest employment sector in the area is the Education and Health Care Services. Approximately 20.4% of workers (16,244) are in this sector.

The second largest sector is the Professional, scientific, and management, and administrative and waste management services sector with 12.7% of the workers (10,119).

Lastly, the third most common sector is Manufacturing with 11.3% of workers (8,961).

Describe the workforce and infrastructure needs of the business community:

The workforce and infrastructure needs of Hayward have changed drastically in the first few months of calendar year 2020, as this plan was being developed, due to the COVID-19 pandemic. Prior to the COVID-19 crisis, which has disrupted normal business practices and potentially future labor demand, the workforce needs of the Hayward business community were strong. With pre-pandemic unemployment rates in the City hovering around 4 percent, employers needed skilled and unskilled labor to fill vacant positions. Labor needs were expressed by a wide range of industries including general manufacturing and food production, which were looking to fill vacancies for machinists, machine operators, production line staff, general warehouse, engineering and machine maintenance positions. Common vacancies in the service and commercial industry included positions for service staff, order fulfillment, customer service and both front and back of house restaurant employees. It is unclear what labor demand will be

like post-pandemic, but it is likely there still will be a demand for labor as some businesses restart operations.

The physical infrastructure needs of the Hayward business community mirror that of the Bay Area region. Major needs continue to be improved surface transportation routes that are currently choked with congestion, more connections to and higher frequency of public transit to job centers; and improved access to broadband internet in both the industrial and downtown areas of Hayward.

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370703000]>

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

ON_ID=[1370701000]>

In general, the skills and education correspond with the employment opportunities in the general area, but there is a disconnect within the jurisdiction. The mismatch between jobs and workers in some industries is not necessarily an area of concern but should be acknowledged and observed.

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370704000]>

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

<TYPE=[text] REPORT_GUID=[10658FE840693584323B17B1BDF088BA]
PLAN_SECTION_ID=[1370705000]>

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.

There are several local and regional plans that may impact economic growth in Hayward. 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. Plan Bay Area 2050 is under development by the Metropolitan Planning Commission (the region's MPO). This plan focuses on four key issues—the economy, the environment, housing and transportation—and will identify a path to make the Bay Area more equitable for all residents and more resilient in the face of unexpected challenges. Adoption of the Plan is anticipated in the Summer of 2021. In early 2020, the City of Hayward submitted and received an approval to include in the Plan a Priority Production Area, which identifies the City's industrial corridor as an area to be preserved and enhanced to support job creation. Strategies and resources to be fleshed out and allocated to the Plan's implementation will impact Hayward's economic development trajectory.
- Comprehensive Economic Development Strategy for the San Francisco Bay Area – In 2018, the US Economic Development Administration (USEDA) enacted the Comprehensive Economic Development Strategy, or CEDS, for the San Francisco Bay Area. Prepared by the Association of Bay Area Governments, this extensive blueprint that describes the Bay Area's economy and the actions that could improve it. The CEDS identifies priorities including improving the business climate, infrastructure, workforce and housing and workplace availability throughout the region.
- 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.
- 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 diverse 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.

Discussion

N/A

MA-50 Needs and Market Analysis Discussion

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380100000]>

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380200000]>

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

Below are the characteristics of the concentration areas (Census Tracts). Data was provided by the 2014-2018 American Community Survey 5-Year Estimates.

- Census tract 06001435300 has a concentration of Black or African Americans. The median home value in this tract is \$487,400. Median rent is \$1,540.
- Census tract 06001436402 has a concentration of Black or African Americans. The median home value in this tract is \$677,500. Median rent is \$3,111.
- Census tract 06001437101 has a concentration of Asians and Hispanics. The median home value in this tract is \$626,000. Median rent is \$2,101.
- Census tract 06001438203 has a concentration of Asians. The median home value in this tract is \$495,200. Median rent is \$1,239.
- Census tract 06001437200 has a concentration of Asians. The median home value in this tract is \$578,200. Median rent is \$2,021.
- Census tract 06001438400 has a concentration of Asians. The median home value in this tract is \$474,400. Median rent is \$2,547.
- Census tract 06001438204 has a concentration of Asians. The median home value in this tract is \$327,100. Median rent is \$1,876.
- Census tract 06001436800 has a concentration of "Some Other Race". The median home value in this tract is \$503,000. Median rent is \$1,829.
- Census tract 06001438201 has a concentration of "Some Other Race" and Hispanics. The median home value in this tract is \$264,100. Median rent is \$2,101.
- Census tract 06001437900 has a concentration of "Some Other Race" and Hispanics. The median home value in this tract is \$482,100. Median rent is \$1,796.
- Census tract 06001437500 has a concentration of "Some Other Race" and Hispanics. The median home value in this tract is \$538,900. Median rent is \$1,670
- Census tract 06001437701 has a concentration of "Some Other Race". The median home value in this tract is \$387,100. Median rent is \$1,507.

- Census tract 06001437702 has a concentration of “Some Other Race” and Hispanics. The median home value in this tract is \$373,300. Median rent is \$1,580.
- Census tract 06001436900 has a concentration of Hispanics. The median home value in this tract is \$518,800. Median rent is \$1,487.
- Census tract 06001437400 has a concentration of Hispanics. The median home value in this tract is \$474,300. Median rent is \$1,961.

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.

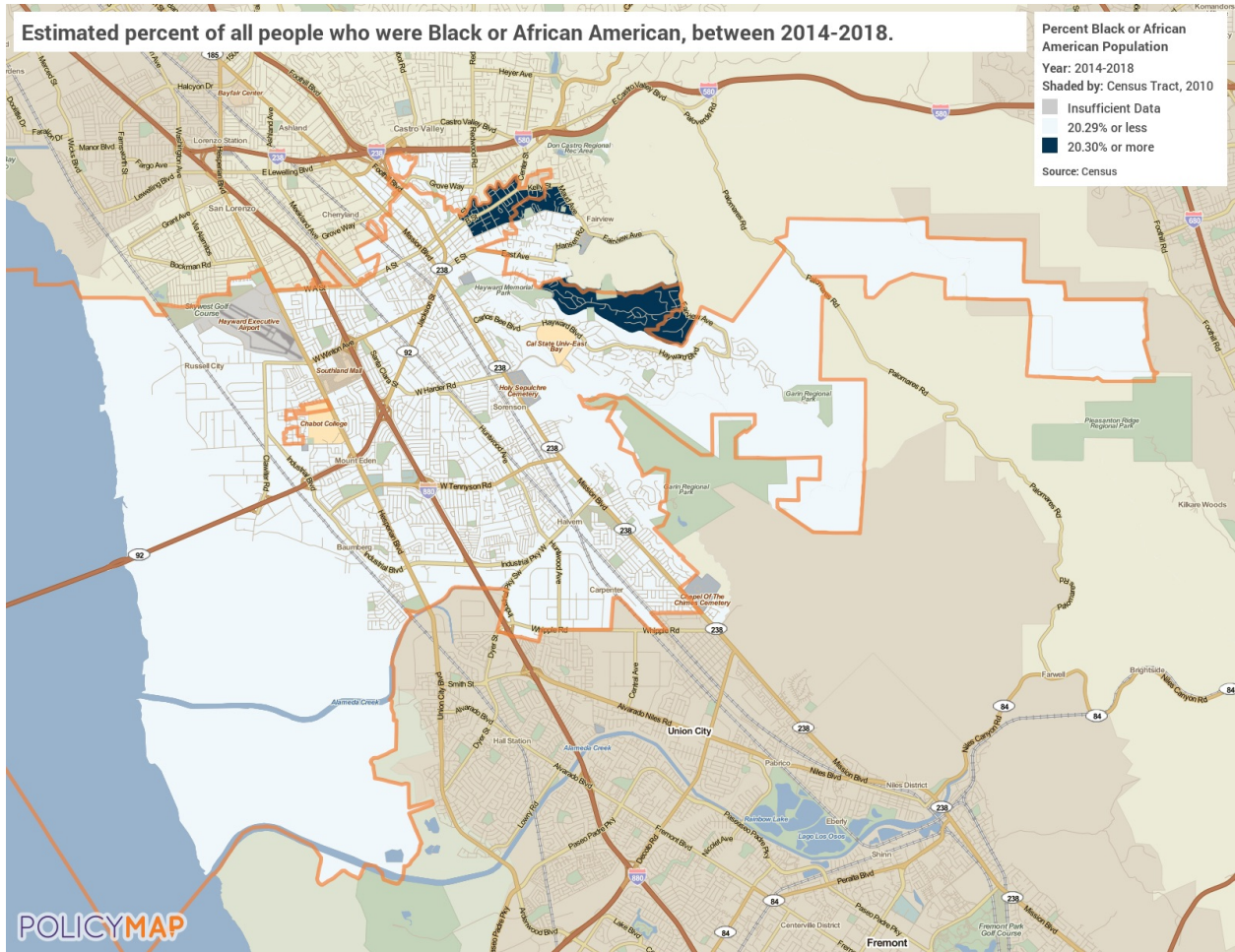
- Community Centers Weekes Community Center Matt Jimenez Community Center Hayward Senior Center
- Shelters and Homeless Services Family Emergency Shelter Magnolia House Ruby's Place- Emergency Shelter Hayward Housing Navigation Center
- Education Resources Hayward Public Library Hayward Adult School 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 1st 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 2nd 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 Housing and Economic Rights Advocates (HERA) International Institute of the Bay Area Legal Assistance for Seniors Love Never Fails Rebuilding Together The Salvation Army SAVE/COPSS Spectrum Community Services

Are there other strategic opportunities in any of these areas?

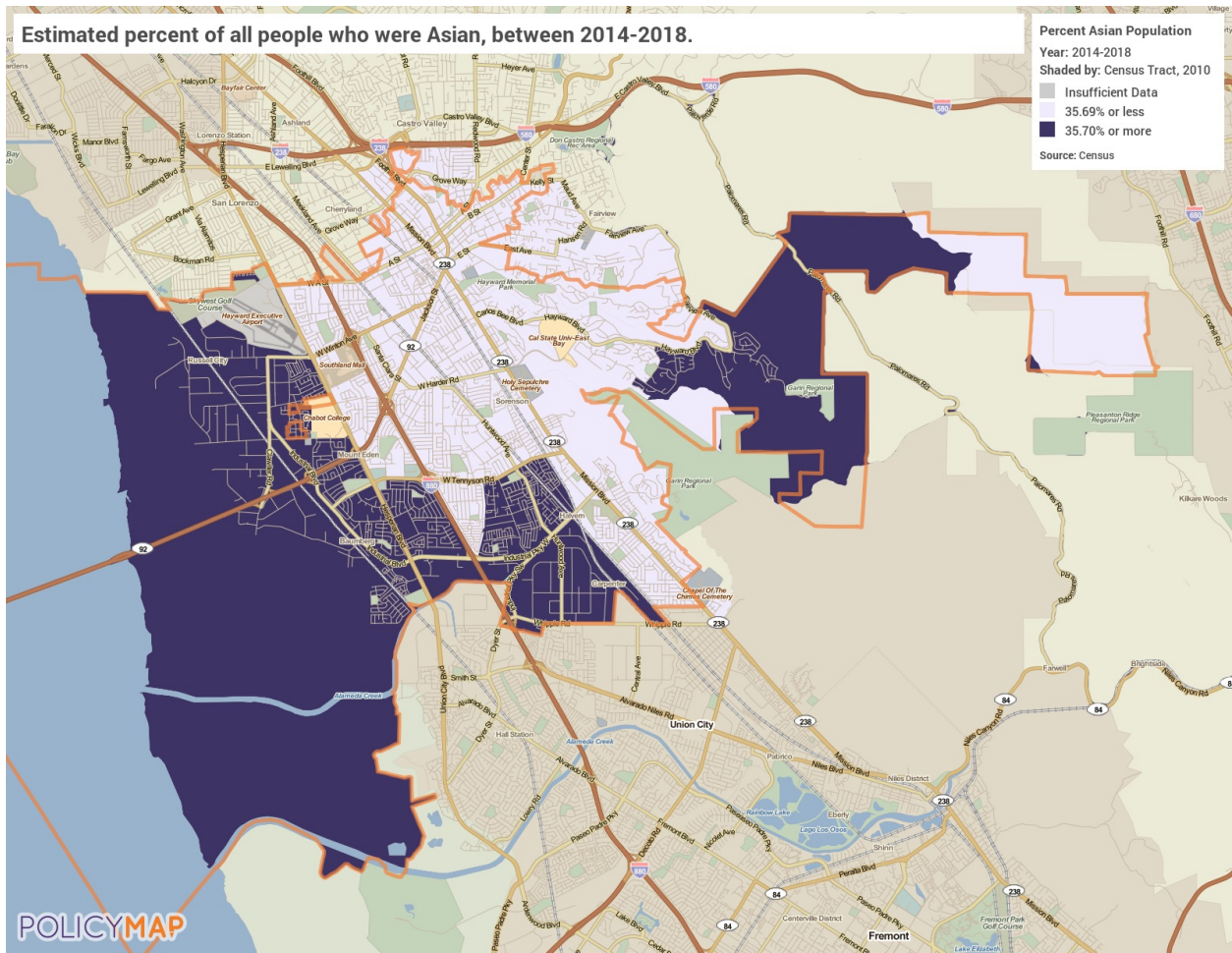
LAN_SECTION_ID=[1380500000]>

The City of Hayward engages with partners from many of the resources listed above, through CDBG funding and other city-wide collaborations. The City of Hayward is continually seeking strategic opportunities with these partners to leverage existing resources (e.g., grant matching). The City anticipates several strategic opportunities, including partnerships with faith-based partners to provide

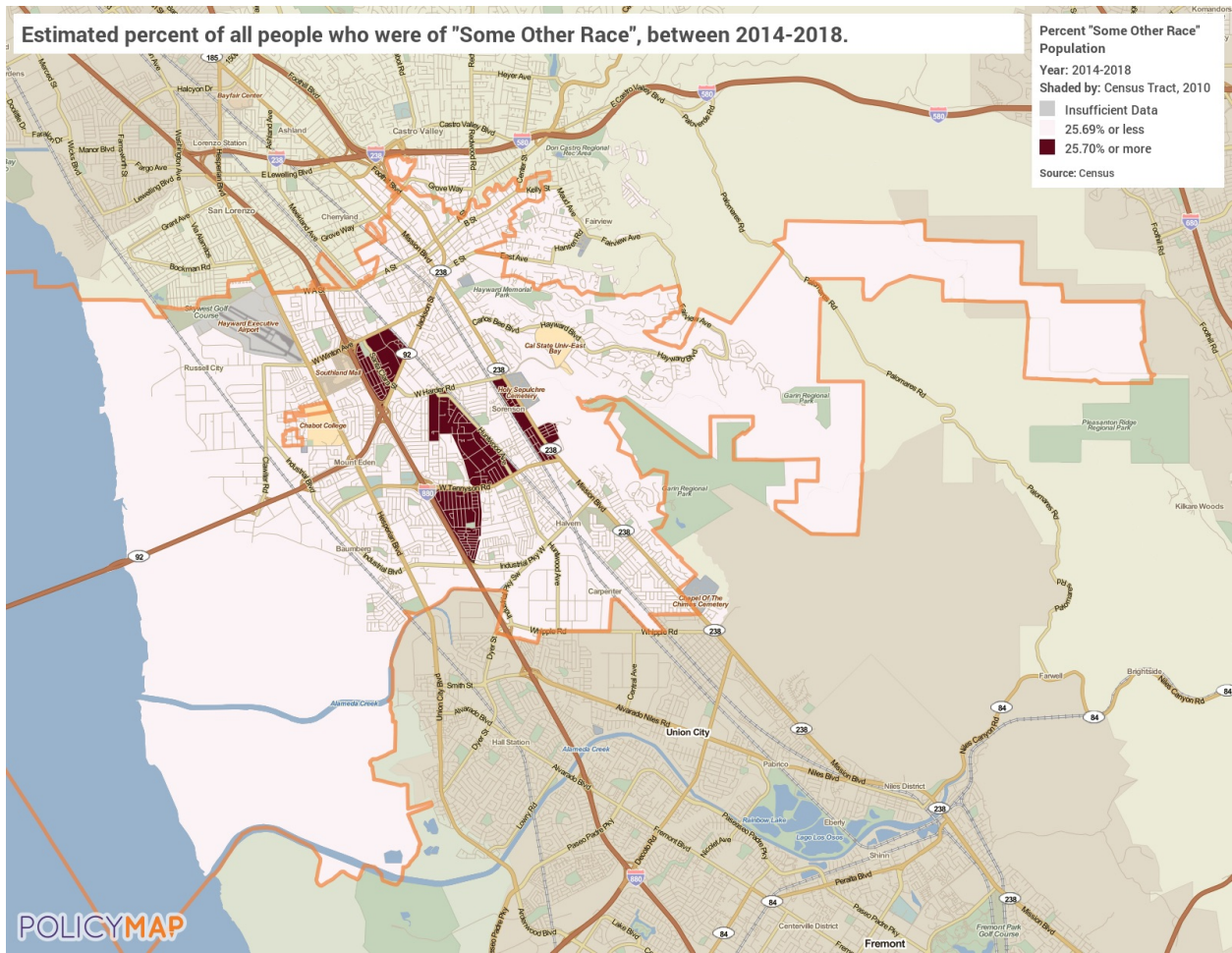
enhanced food pantry and shelter services; ways for leveraging the expertise of existing partners to improve administration of infrastructure projects; and partnerships with community volunteer organizations to offset costs of the City’s new Housing Navigation Center. The City recognizes such strategic partnerships as essential as we enter the new Consolidated Plan term during a global public health crisis and its economic, social, and health impacts create significant need among Hayward residents and businesses.



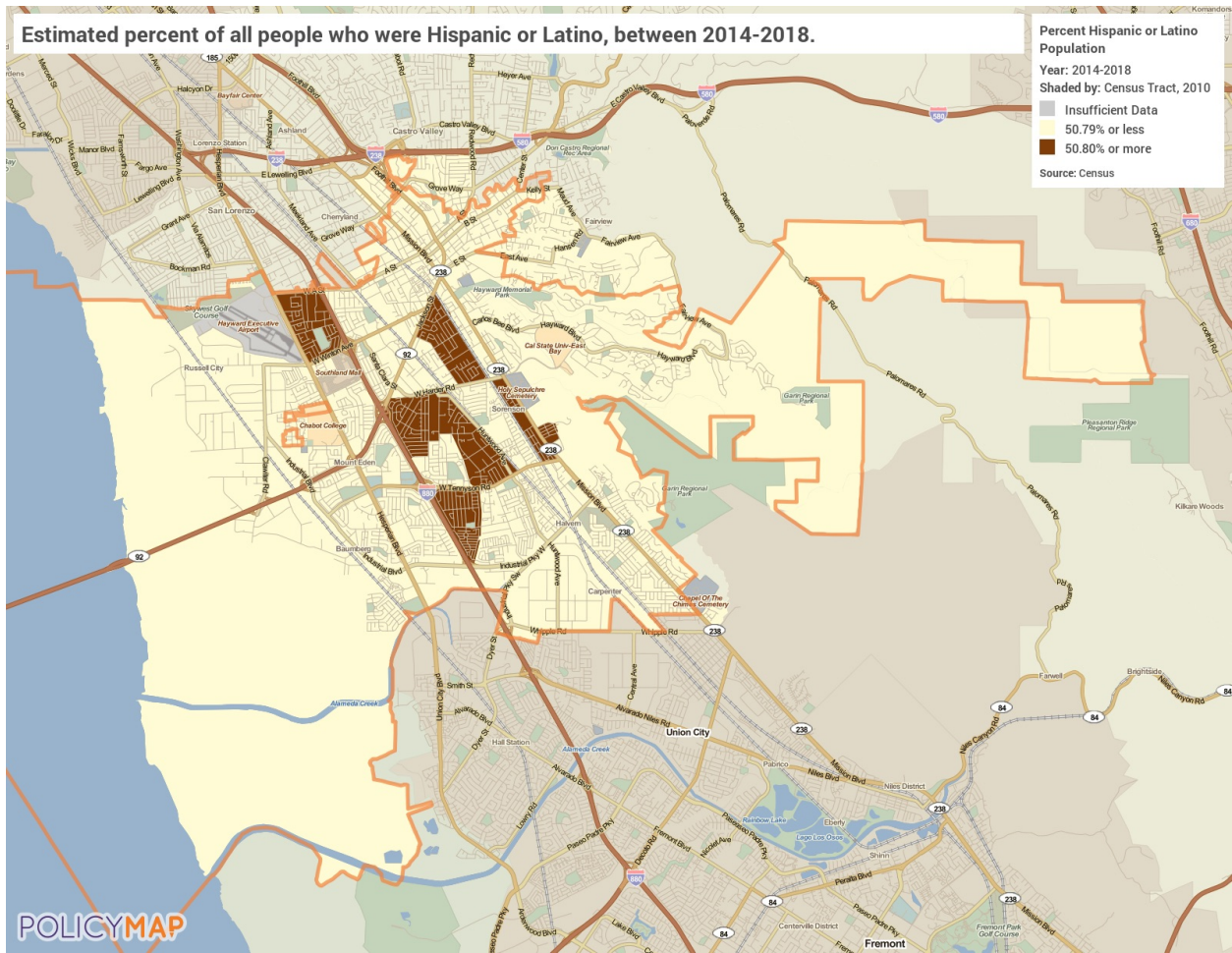
Concentration Black Population



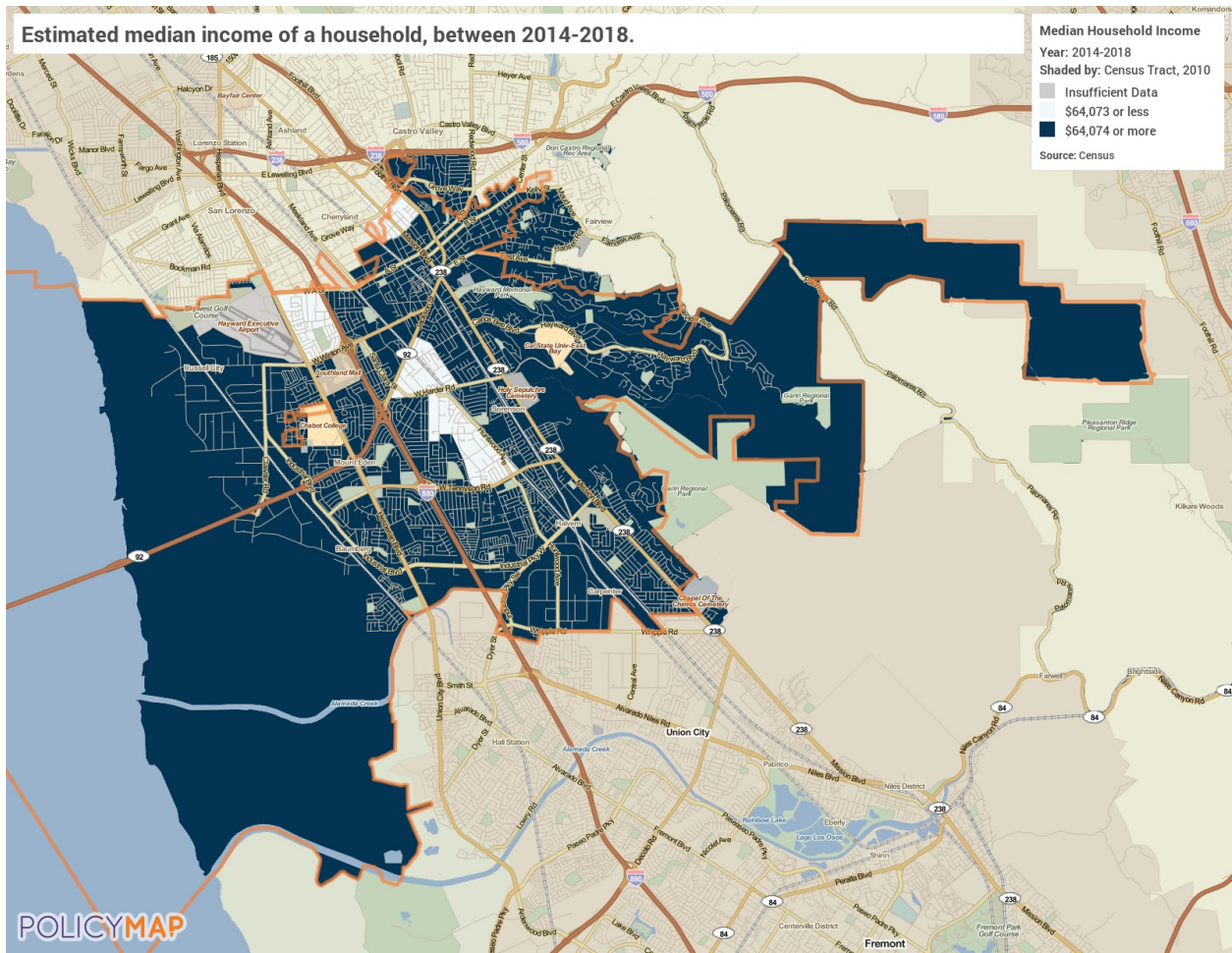
Concentration Asian Population



Concentration Some other race Population



Concentration Hispanic Population



Concentration of LMI Households

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

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

Internet is an essential communications and information platform that allows users to take advantage of the increased interconnectedness of business, education, commerce, and day to day utility. Reliable access to the internet is becoming a necessity to thrive in the modern economic environment. Communities that lack broadband access struggle to keep pace with the country. Locations without broadband access impede its population's ability to take advantage of the educational and entrepreneurial opportunities available online. This is particularly problematic for LMI areas where economic opportunities are already often lacking. Studies suggest a strong correlation between increased high-speed internet access and increased education and employment opportunities, especially in small cities and rural areas.

Hayward does not have significant gaps in broadband coverage. Most of the city has multiple options of internet providers, to include LMI areas. The average Hayward household has at least four (4) options for broadband-quality Internet service; however, an estimated 4,000 locals, a little over two percent (2%), still do not have access to more than one provider and may have to rely on low-grade wireless.

The following map shows broadband access throughout the City. Broadband access is defined as advertised internet speeds of 768 kilobits per second or higher. FCC data shows four major infrastructure options within Hayward: cable and DSL, fiber, and fixed wireless.

See map below at the end of the section: Broadband Access

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

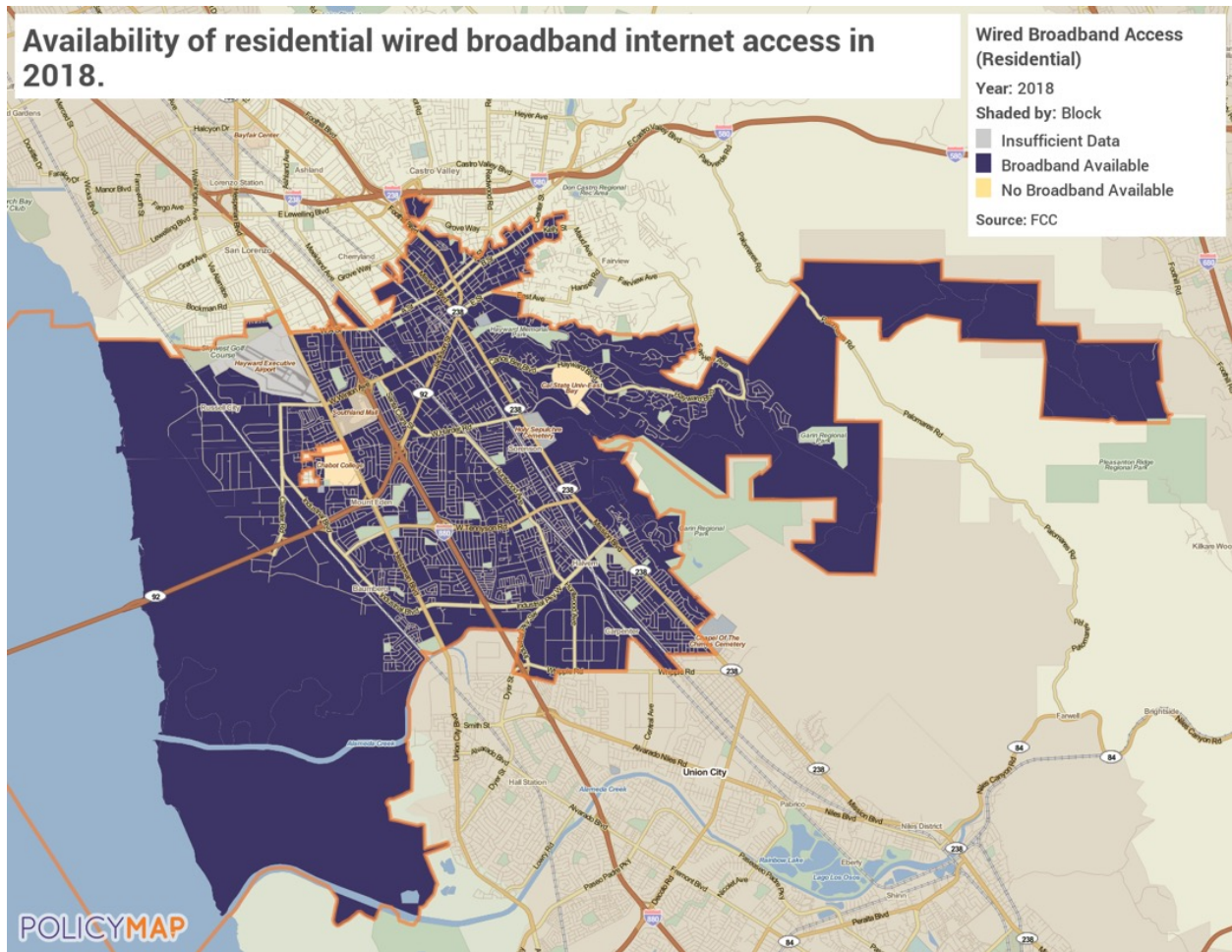
Once broadband access has been obtained, it is important to ensure there is competition among service providers. Any resource that has a de facto monopoly on an area may not be incentivized to provide standard and consistent services. Hayward has a total of eight (8) Internet providers offering residential service. AT&T (DSL) and Xfinity (Cable) are the strongest providers in Hayward so far as coverage. The average Hayward household has at least four (4) options for broadband-quality Internet service. These providers frequently overlap around the city:

- AT&T Internet (DSL and Fiber)
- Xfinity (Cable)
- Earthlink (DSL and Fiber)
- Etheric Network (Fixed Wireless)

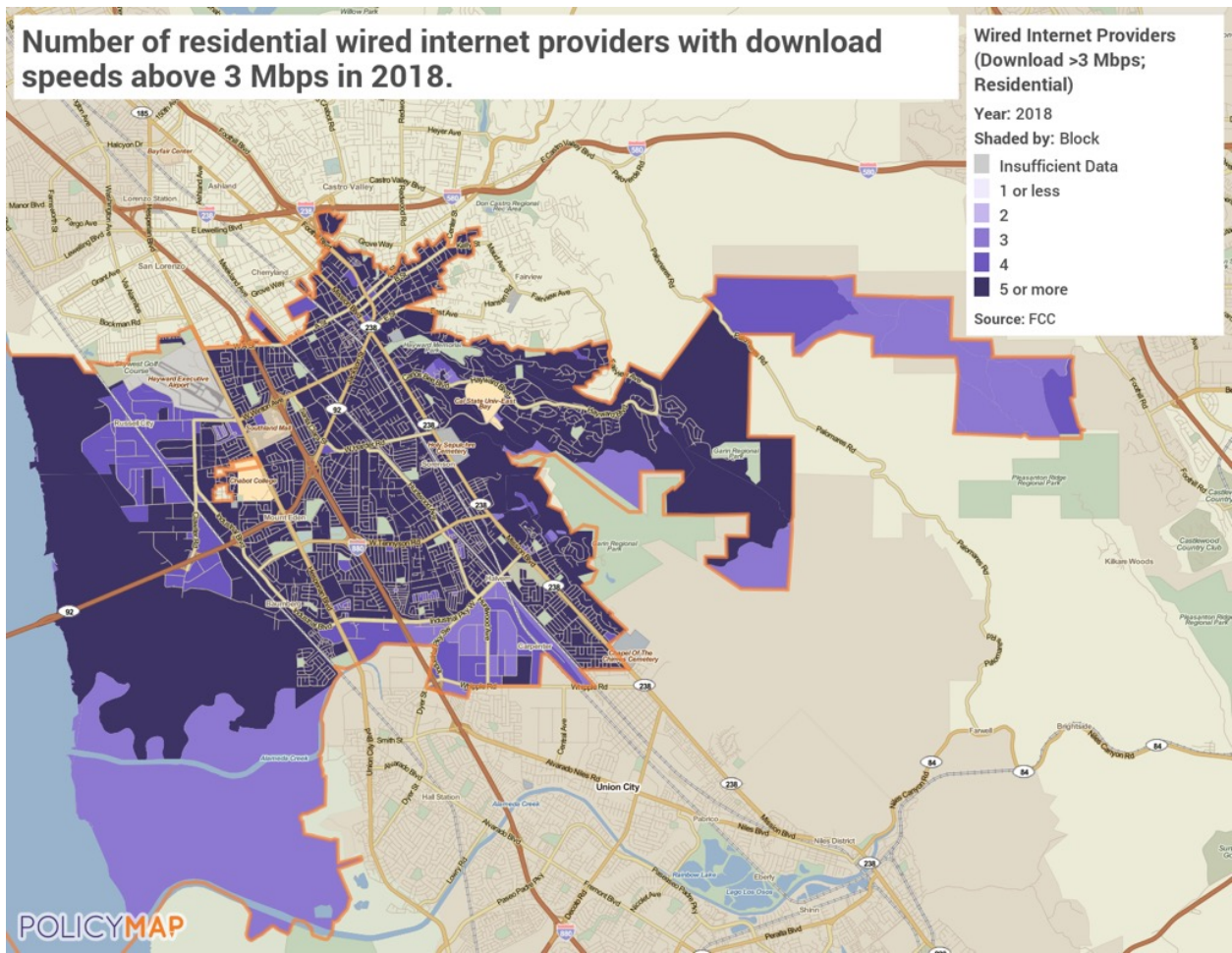
- Sonic (DSL)
- Cruzio Internet (Fixed Wireless)
- Viasat Internet (formerly Exede)(Satellite)
- HughesNet (Satellite)

The following map shows the number of broadband service providers by census tract. Most of the city has at least four (4) options of high-speed internet with competitive providers, though there are some tracts with lower populations that only have access to one provider.

See map below at the end of the section: Highspeed Internet Providers



Broadband Access



Highspeed Internet Providers

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

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

Hayward has historically been prone to various natural hazard events including earthquakes, flooding, hail, thunderstorm winds, and others. The potential impacts of climate change—including an increase in prolonged periods of excessively high temperatures, more heavy precipitation, more severe storms or droughts—are often most significant for vulnerable communities. The City is located near the coast and is impacted by primary effects. By the middle of the century the average summer temperature is expected to rise four degrees. This rise in temperature could lead to altered weather and precipitation patterns, a rise in severe storms, an increased risk of catastrophic floods, increased electricity costs, and increased risk of wild fire. These environmental changes may eventually lead people away from the coast. However, coastal populations have historically continued to see an increase in population from year to year. An increase of people may drive up housing costs, reduce the availability of jobs, and tax resources, while a decrease in population could cause labor shortages, decrease in competition for services, driving up costs and reducing quality, and reduced resources for locals. Coastal areas must continue to address their geographic challenges by anticipating, planning, and adapting to risks from flooding, sea level rise, and storm surge.

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 are at particular risk due to having less available resources to combat the impacts of natural disasters. A dramatic rise in electricity or housing costs could put them at imminent risk of homelessness or living in substandard conditions. Residents in rural communities will have less access to public support in case of emergencies and will have fewer resources to repair or prevent damage to their homes.

The City of Hayward strives to inform and prepare the general public for multi-hazard mitigation. There are online venues (including the City website and social media pages, the City Fire Department website and social media pages, Alameda County website, and the NorCal VOAD website and Facebook page) that disseminate numerous informational guidebooks, videos, and emergency resources to build disaster resiliency in the community.

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

Table 55 - Facilities Targeted to Homeless Persons<TYPE=[text] REPORT_GUID=[8BBB6E264588D52B335BFE8599A2E47A]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1340401000]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1350401000]>

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e) <TYPE=[text] REPORT_GUID=[F509EAC544D9011D0B452A982B520C95]>

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

Introduction

SECTION_ID=[1370100000]>

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 | 417 | 65 | 1 | 0 | -1 |
| Arts, Entertainment, Accommodations | 4,184 | 3,802 | 11 | 9 | -2 |
| Construction | 3,006 | 5,808 | 8 | 14 | 6 |
| Education and Health Care Services | 5,118 | 3,766 | 14 | 9 | -5 |
| Finance, Insurance, and Real Estate | 2,148 | 1,464 | 6 | 4 | -2 |
| Information | 1,384 | 1,252 | 4 | 3 | -1 |
| Manufacturing | 4,002 | 3,835 | 11 | 9 | -2 |
| Other Services | 1,277 | 918 | 3 | 2 | -1 |
| Professional, Scientific, Management Services | 7,637 | 10,623 | 21 | 26 | 5 |
| Public Administration | 0 | 0 | 0 | 0 | 0 |
| Retail Trade | 4,048 | 4,731 | 11 | 11 | 0 |
| Transportation and Warehousing | 1,103 | 1,149 | 3 | 3 | 0 |
| Wholesale Trade | 2,325 | 3,813 | 6 | 9 | 3 |
| Total | 36,649 | 41,226 | -- | -- | -- |

Table 56 - Business Activity

Data Source: 2011-2015 ACS (Workers), 2015 Longitudinal Employer-Household Dynamics (Jobs)

Data Source Comments: <TYPE=[text] REPORT_GUID=[0F583FFC4EF3E92EC8EA8C84899896ED] PLAN_SECTION_ID=[1370200000]>

Labor Force

| | |
|--|--------|
| Total Population in the Civilian Labor Force | 47,440 |
| Civilian Employed Population 16 years and over | 45,025 |
| Unemployment Rate | 5.10 |
| Unemployment Rate for Ages 16-24 | 18.16 |
| Unemployment Rate for Ages 25-65 | 3.48 |

Table 57 - Labor Force

Data Source: 2011-2015 ACS

| Occupations by Sector | | Number of People |
|--|--------|------------------|
| Management, business and financial | 14,770 | |
| Farming, fisheries and forestry occupations | 1,270 | |
| Service | 4,175 | |
| Sales and office | 10,450 | |
| Construction, extraction, maintenance and repair | 3,275 | |
| Production, transportation and material moving | 2,075 | |

Table 58 – Occupations by Sector

Data Source: 2011-2015 ACS

Travel Time

| Travel Time | Number | Percentage |
|--------------|--------|------------|
| < 30 Minutes | 23,100 | 56% |

| Travel Time | Number | Percentage |
|--------------------|---------------|-------------|
| 30-59 Minutes | 12,165 | 29% |
| 60 or More Minutes | 6,160 | 15% |
| Total | 41,425 | 100% |

Table 59 - Travel Time

Data Source: 2011-2015 ACS

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 | 2,570 | 175 | 1,140 |
| High school graduate (includes equivalency) | 6,240 | 320 | 1,570 |
| Some college or Associate's degree | 12,465 | 675 | 2,965 |
| Bachelor's degree or higher | 17,280 | 510 | 2,325 |

Table 60 - Educational Attainment by Employment Status

Data Source: <TYPE=[text] REPORT_GUID=[849B607A44611EB8939044AC016B30A5] PLAN_SECTION_ID=[1370601000]>

Educational Attainment by Age

| | Age | | | | |
|---|-----------|-----------|-----------|-----------|---------|
| | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-65 yrs | 65+ yrs |
| Less than 9th grade | 135 | 405 | 530 | 875 | 500 |
| 9th to 12th grade, no diploma | 765 | 545 | 550 | 975 | 560 |
| High school graduate, GED, or alternative | 1,800 | 1,735 | 1,870 | 4,525 | 1,920 |
| Some college, no degree | 2,710 | 2,560 | 2,255 | 6,215 | 2,710 |
| Associate's degree | 410 | 1,290 | 1,215 | 2,570 | 965 |
| Bachelor's degree | 645 | 3,365 | 3,225 | 6,600 | 1,810 |
| Graduate or professional degree | 65 | 1,455 | 1,895 | 3,585 | 1,475 |

Table 61 - Educational Attainment by Age

Data Source: 2011-2015 ACS

Educational Attainment – Median Earnings in the Past 12 Months

| Educational Attainment | Median Earnings in the Past 12 Months |
|---|--|
| Less than high school graduate | 23,689 |
| High school graduate (includes equivalency) | 40,605 |
| Some college or Associate's degree | 51,024 |
| Bachelor's degree | 74,737 |
| Graduate or professional degree | 100,380 |

Table 62 - Median Earnings in the Past 12 Months

Data Source: 2011-2015 ACS

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

Describe the workforce and infrastructure needs of the business community:

The City of Livermore's 2020-2025 Economic Development Strategic Plan identified transit and workforce recruitment and retention as key challenges for the local business community. Major employers who were interviewed identified the lack of transit options and regional congestion on Altamont Pass and along Highways 84, 580, and 680 as barriers to doing business. Housing supply, traffic congestion, and relatively lower wages were identified as factors that present a challenge to recruiting and retaining workers.

Furthermore, the City's 2019 economic development survey identified transit options and BART, parks or facilities for youth activities, higher quality hotels, and affordable housing as things that Livermore is missing. Downtown was also heavily emphasized, with many survey respondents stating their desire to see a completed downtown along with more parking and improved bike and pedestrian access.

Economic disruptions caused by the COVID-19 emergency have created a host of workforce and infrastructure needs that are described in the following question.

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370703000]>

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

ON_ID=[1370701000]>

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370704000]>

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

<TYPE=[text] REPORT_GUID=[10658FE840693584323B17B1BDF088BA]
PLAN_SECTION_ID=[1370705000]>

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.

The City of Livermore's FY2020-2024 Consolidated Plan strategies align closely with its 2020-2025 Economic Development Strategic Plan, which identifies the following three goals: 1) Encourage an innovation-driven economy 2) Further enhance Livermore's unique sense of place and elevate the City's standing as a world-class destination; and 3) Ensure Livermore's economy remains diverse, inclusive, and resilient. In particular, Consolidated Plan activities can help the City meet the following objectives related to its third goal of ensuring Livermore's economy remains diverse, inclusive, and resilient: Objective 1: Ensure access to local employment and entrepreneurship opportunities for a broad section of the community; Objective 2: Ensure Livermore remains a place where people of all backgrounds and skill levels can live and work; Objective 3: Economic Resiliency

Discussion

MA-50 Needs and Market Analysis Discussion

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380100000]>

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380200000]>

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

Are there any community assets in these areas/neighborhoods?

Census Tract 4514.04 has several small businesses and grocery stores that cater to community members. Elementary schools in the local school district that qualify for Title 1 funding serve this area. Both of these schools provide a variety of programs and services designed to serve low-income community members and immigrant families. The City also has an active public library branch library within this community. May Nissen Park, a 12.2 acre community park that was recently renovated and includes a swim center, playgrounds,, group picnic areas, basketball courts, restrooms, horseshoe pits, sports fields, tennis courts, dog park and a preschool, is located near the library.

Are there other strategic opportunities in any of these areas?

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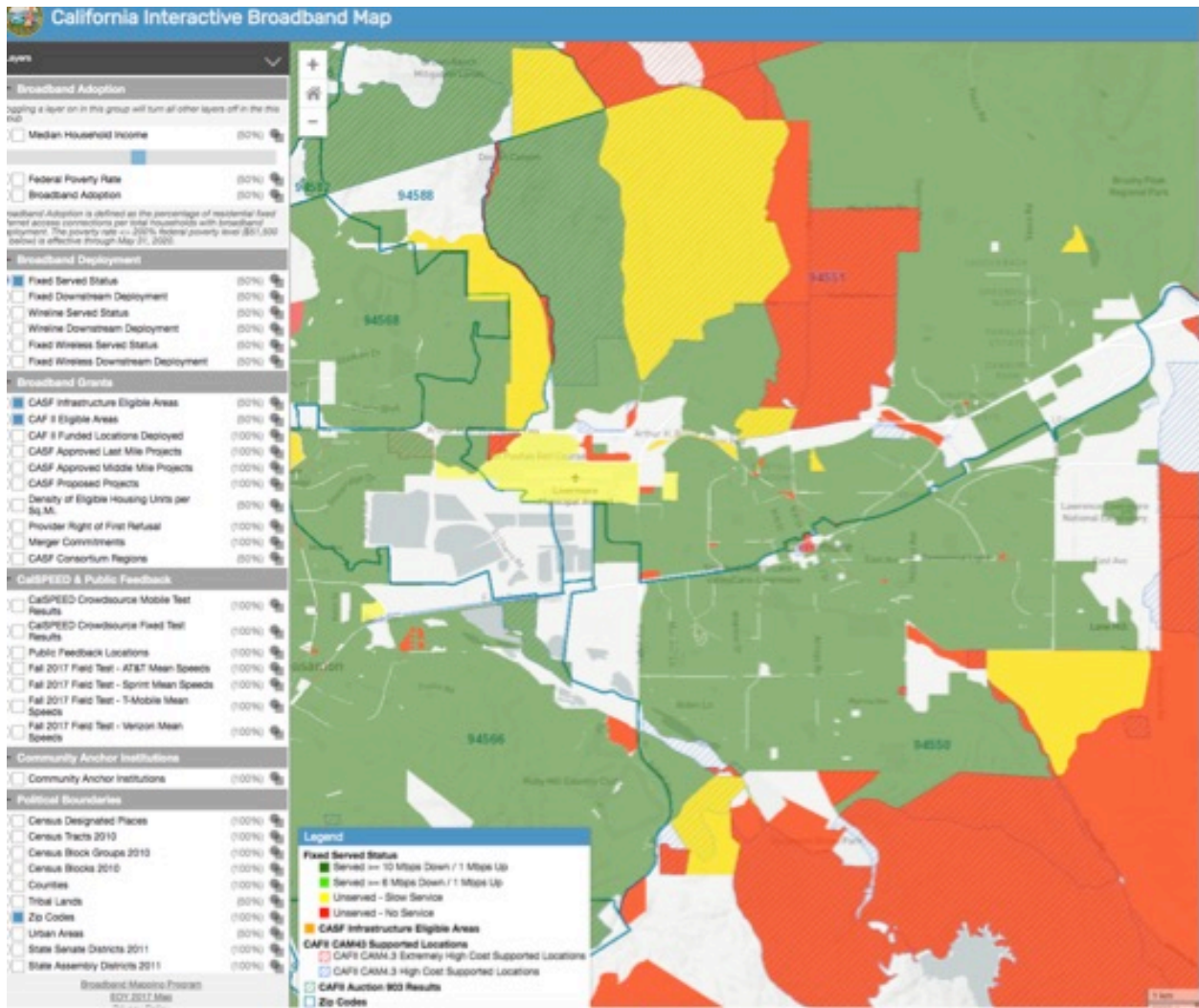
An affordable housing development site within this area, will provide 72 affordable apartment units for seniors and 42 affordable family units in addition to a 44-unit market rate townhouse project.

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

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

According to the California Interactive Broadband Map, the majority of Livermore is served by fixed-service broadband. However, in nonresidential areas such as the Livermore Municipal Airport and other commercial areas as shown by the attached map, there is underservice of internet with slow service or no service at all. According to the California Census Office's analysis of 2013-2017 American Community Survey data, 9.7% of Livermore households lack broadband internet.

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



MA-60 Broadband Access Map Livermore

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

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

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

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

San Leandro is located on the east shore of San Francisco Bay approximately 8 miles south of Oakland, 15 miles southeast of San Francisco, and 35 miles north of San Jose. It is the fifth largest of Alameda County's 14 cities in population the sixth largest in number of jobs. It is bounded on the north by Oakland and on the south by the unincorporated communities of San Lorenzo and Ashland. The western edge of the city is defined by San Francisco Bay, while the East Bay hills define the eastern edge.

The Bay Area is one of the most expensive housing markets in the United States though San Leandro has maintained relatively affordable compared to the Bay Area's larger Cities and job centers. The following is an excerpt from the City's Housing Element Needs Assessment and Local Housing Costs for the period 2015-2023 (based on an analysis done using available data as of ~2014).

Home prices and rents in San Leandro have fluctuated at dramatic rates between 1999 and 2014, as they had throughout the Bay Area as a whole. The City experienced a rapid run-up in home prices between 1998-2000, continued price inflation (although at a slower rate) through 2006, a steep and unprecedented decline between 2007-2011, and a rapid increase in 2012-2014.

According to American Community Survey 5-Year Estimates and the Comprehensive Housing Affordability Strategy (CHAS) data the current population of the City of San Leandro is 84,950 in approximately 31,360 households. Of those households, there are approximately 55.5% homeowners and 45.5% renters. There are approximately 18,845 households making below the HUD Area Median Family Income (HAMFI) level or approximately 60% of households. For a family of four, the HAMFI is approximately \$112,000. Of those households making below HAMFI, 22% have at least one person above the age of 62 years old and 10% have at least one person under the age of 6 years old. The number of households headed by senior citizens and who own and live in their homes is very high compared to the rest of the population in the City—68% compared to the general population of owner-occupied residences.

According to CHAS data 38% of all San Leandro households are "cost burdened" paying more than 30% of their gross income on housing and 18% of households "severely cost burdened" paying more than 50% of their gross income on housing. Renter households have significantly higher cost burden at 48% of households and severe cost burden at 23% of households.

An analysis of housing costs that was conducted for the FY 2015-2019 Consolidated Plan was compared to a survey conducted in the Fall of 2019. Both surveys conducted used local resources (e.g.: Craigslist, Apartments.com, Trulia, Rent.com, San Leandro Times, and Zillow) and an attempt to use similar data was generally achieved. The following dollar figures have not been adjusted for current year data.

San Leandro Median Rents

- Studio - \$ 1,767 (in 2015 = \$1,033—an increase of 71%)
- 1-bedroom - \$ 1,869 (in 2015 = \$1,229—an increase of 52%)
- 2-bedroom - \$ 2,235 (in 2015 = \$1,375-1,619—an increase between 38% and 63%)
- 3-bedroom - \$3,052 (No data from 2015.)

San Leandro Median Home Sales Prices

- Condo/Townhouse - \$440,000 (in 2015 = \$282,500—an increase of 56%)
- Single-Family - \$670,000 (in 2015 = 466,000—an increase of 44%)

Table 63 - Facilities Targeted to Homeless Persons<TYPE=[text] REPORT_GUID=[8BBB6E264588D52B335BFE8599A2E47A]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1340401000]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1350401000]>

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e) <TYPE=[text] REPORT_GUID=[F509EAC544D9011D0B452A982B520C95]>

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

Introduction

SECTION_ID=[1370100000]>

With one of the most diverse populations in California, San Leandro is centrally located in the Bay Area near Oakland international airport, two BART stations, two highways, the Port of Oakland, Silicon Valley, and a highly-skilled workforce.

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 | 272 | 0 | 1 | 0 | -1 |
| Arts, Entertainment, Accommodations | 4,748 | 3,280 | 13 | 8 | -5 |
| Construction | 2,088 | 4,584 | 6 | 11 | 5 |
| Education and Health Care Services | 7,564 | 10,133 | 21 | 24 | 3 |
| Finance, Insurance, and Real Estate | 1,968 | 1,362 | 5 | 3 | -2 |
| Information | 1,078 | 595 | 3 | 1 | -2 |
| Manufacturing | 3,546 | 5,383 | 10 | 13 | 3 |
| Other Services | 1,661 | 1,512 | 5 | 4 | -1 |
| Professional, Scientific, Management Services | 4,659 | 1,972 | 13 | 5 | -8 |
| Public Administration | 0 | 0 | 0 | 0 | 0 |
| Retail Trade | 4,525 | 6,805 | 13 | 16 | 3 |
| Transportation and Warehousing | 1,869 | 2,234 | 5 | 5 | 0 |
| Wholesale Trade | 2,198 | 3,675 | 6 | 9 | 3 |
| Total | 36,176 | 41,535 | -- | -- | -- |

Table 64 - Business Activity

Data Source: 2011-2015 ACS (Workers), 2015 Longitudinal Employer-Household Dynamics (Jobs)

Data Source Comments: <TYPE=[text] REPORT_GUID=[0F583FFC4EF3E92EC8EA8C84899896ED] PLAN_SECTION_ID=[1370200000]>

Labor Force

| | |
|--|--------|
| Total Population in the Civilian Labor Force | 48,465 |
| Civilian Employed Population 16 years and over | 44,515 |
| Unemployment Rate | 8.16 |
| Unemployment Rate for Ages 16-24 | 25.37 |
| Unemployment Rate for Ages 25-65 | 5.74 |

Table 65 - Labor Force

Data Source: 2011-2015 ACS

| Occupations by Sector | | Number of People |
|--|--------|------------------|
| Management, business and financial | 9,650 | |
| Farming, fisheries and forestry occupations | 2,275 | |
| Service | 5,045 | |
| Sales and office | 11,930 | |
| Construction, extraction, maintenance and repair | 3,449 | |
| Production, transportation and material moving | 2,650 | |

Table 66 – Occupations by Sector

Data Source: 2011-2015 ACS

Travel Time

| Travel Time | Number | Percentage |
|--------------|--------|------------|
| < 30 Minutes | 21,500 | 52% |

| Travel Time | Number | Percentage |
|--------------------|---------------|-------------|
| 30-59 Minutes | 14,660 | 35% |
| 60 or More Minutes | 5,405 | 13% |
| Total | 41,565 | 100% |

Table 67 - Travel Time

Data Source: 2011-2015 ACS

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 | 5,340 | 625 | 2,360 |
| High school graduate (includes equivalency) | 8,640 | 925 | 2,770 |
| Some college or Associate's degree | 11,390 | 780 | 2,375 |
| Bachelor's degree or higher | 12,410 | 545 | 1,905 |

Table 68 - Educational Attainment by Employment Status

Data Source: <TYPE=[text] REPORT_GUID=[849B607A44611EB8939044AC016B30A5] PLAN_SECTION_ID=[1370601000]>

Educational Attainment by Age

| | Age | | | | |
|---|-----------|-----------|-----------|-----------|---------|
| | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-65 yrs | 65+ yrs |
| Less than 9th grade | 210 | 665 | 1,335 | 2,570 | 1,665 |
| 9th to 12th grade, no diploma | 750 | 645 | 1,220 | 1,890 | 920 |
| High school graduate, GED, or alternative | 2,285 | 3,115 | 2,605 | 6,640 | 3,785 |
| Some college, no degree | 3,705 | 1,965 | 2,535 | 5,685 | 2,210 |
| Associate's degree | 125 | 1,045 | 1,045 | 2,270 | 670 |
| Bachelor's degree | 675 | 3,230 | 2,570 | 4,720 | 1,700 |
| Graduate or professional degree | 10 | 790 | 1,390 | 2,185 | 1,000 |

Table 69 - Educational Attainment by Age

Data Source: 2011-2015 ACS

Educational Attainment – Median Earnings in the Past 12 Months

| Educational Attainment | Median Earnings in the Past 12 Months |
|---|--|
| Less than high school graduate | 24,645 |
| High school graduate (includes equivalency) | 31,239 |
| Some college or Associate's degree | 39,075 |
| Bachelor's degree | 52,152 |
| Graduate or professional degree | 73,243 |

Table 70 - Median Earnings in the Past 12 Months

Data Source: 2011-2015 ACS

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

According to the most recent published U.S. economic census, business activity in San Leandro has shifted since the last 5 Year Consolidated Plan analysis. With the construction of a Kaiser Permanente hospital and related medical center activities, the sector with the highest number of jobs in the City is Education and Health Care Services with over 10,100 jobs. San Leandro continues to have a relatively large blue-collar workforce with 5,383 manufacturing jobs, 4,584 construction jobs and 3,675 wholesale trade jobs. Many of the city's jobs are in relatively low wage sectors. For example, San Leandro has 6,805 retail sales jobs. However, it also supports a growing number of jobs in higher wage sectors, such as professional, scientific and technical services (1,972 jobs), and finance, insurance and real estate (1,362 jobs).

Describe the workforce and infrastructure needs of the business community:

Businesses in San Leandro and across the Bay Area face a number of different pressures and challenges that they must address on an ongoing basis in order to succeed and continue to operate in the area. Despite (or because of) the region's strong economy, businesses face a number of common challenges. As identified in the Comprehensive Economic Development Strategy of the San Francisco Bay Area, the top challenges are related to: housing, workforce training, transportation and infrastructure, business resilience and opportunities, and community health and equity. Among the top concerns expressed by businesses in San Leandro are challenges in hiring and retaining workforce with a low level of region-wide unemployment, finding affordable housing options for employees within reasonable commute distances, and the high costs of doing business, including the high cost of land, high cost of construction and tight construction labor market, and high labor costs due to the high cost of living. While San Leandro has a convenient location for businesses with close proximity to transportation, and a strong physical and business infrastructure, infrastructure challenges that businesses and the City face are related to the aging and heavily trafficked street system and needs to update aging and highly-utilized potable water and electrical infrastructure managed by the East Bay Municipal Utility District and Pacific Gas and Electric.

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370703000]>

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

ON_ID=[1370701000]>

Relative to the County and the region, San Leandro has a lower percentage of residents with bachelor’s degrees or higher and a higher percentage of residents who did not finish high school. The city also has a higher percentage of residents with a high school degree only. The largest employment sector in the city, Education and Health Care Services, largely requires bachelor’s degrees or higher. However, the other largest sectors, Manufacturing, Construction, Wholesale Trade, and Retail Trade do not necessarily require a bachelor’s degree for most of their workforce. The data suggests significant opportunities for vocational and workforce development programs, providing a pathway to employment or better jobs for those who did not pursue higher education.

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370704000]>

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

<TYPE=[text] REPORT_GUID=[10658FE840693584323B17B1BDF088BA]
PLAN_SECTION_ID=[1370705000]>

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.

Yes, San Leandro is a part of the Comprehensive Economic Development Strategy for the San Francisco Bay Area, led by the Association of Bay Area Governments (ABAG). More information can be found at <https://abag.ca.gov/our-work/land-use/economic-development-district>.

The City’s highest economic development priority is to support existing businesses, the majority of which are small businesses, so that they can succeed and prosper in San Leandro. San Leandro takes pride in being a “business friendly” city. The City helps businesses with expansion and renovation by providing an efficient, streamlined building permit process for tenant improvements and the construction of new commercial and industrial space. A number of financial assistance programs have been developed to assist local businesses. The Commercial Rehabilitation Program and the Awning, Sign, and Paint Program both provide forgivable loans and help small businesses improve their properties. Loan programs have also been created to help businesses connect to the Lit San Leandro fiber optic

network and to facilitate energy efficiency improvements. The City also offers design assistance and professional architectural services to help businesses redesign older commercial spaces.

The City also supports local businesses through transportation investments. Most San Leandro employers are more than a mile from BART, and public transit service between BART and these areas is limited. More than a decade ago, the City facilitated the creation of a Business Improvement District that funds a free shuttle bus (LINKS) connecting local workplaces to BART. LINKS service was significantly expanded in 2015. San Leandro is also investing in streetscape improvements, bike lanes, sidewalks, and other features that make walking and cycling easier in the industrial area and that improve connections to BART and nearby shopping areas.

Discussion

MA-50 Needs and Market Analysis Discussion

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380100000]>

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

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1380200000]>

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

Approximately half of the Low-Mod Census Blockgroups are along the East 14th Street commercial corridor. Four Low-Mod Census Blockgroups are located South West of the Bay Fair BART station with the remaining nine Blockgroups scattered on the borders of West San Leandro's commercial/industrial properties and waterfront. All of the Low-Mod Census Blockgroups are relatively evenly distributed throughout the city. Given this, the market characteristics in these neighborhoods are in many ways similar to the market characteristics of the City as a whole.

Are there any community assets in these areas/neighborhoods?

There are various community assets interspersed and proximate to all of the Low-Mod Census Blockgroup concentrations. For example, along the East 14th Street commercial corridor there are a number of affordable housing developments, grocery stores, the San Leandro Senior Center, schools, the hospitals and health centers, and the retail commercial center of the Bay Fair Shopping Center. In the Western portion of the City there is the Marina Community Center, a number of parks and sports fields, Marina and Manor Branch Libraries and schools, and retail shopping areas.

Are there other strategic opportunities in any of these areas?

LAN_SECTION_ID=[1380500000]>

The strategic opportunities in these areas align with the strategies of the Consolidated Plan as a whole.

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

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

To be included in final version of the 5 Year Consolidated Plan.

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

To be included in final version of the 5 Year Consolidated Plan.

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

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

San Leandro is located on the shoreline of the San Francisco Bay and sits at an average elevation of 56 feet. Located between Oakland and Hayward with a population of about 88,000 people, it is highly urbanized, made up of residential properties with industrial and manufacturing uses in the west, mixed use areas in the southern portions of the city, and the downtown core to the northeast. Due to its geographic span from the Bay into the hills, San Leandro is susceptible to a variety of climate hazards. San Leandro will likely be most affected by the combination of sea level rise, high tides and flooding along the shoreline and throughout the southwest portion of the city, which threaten to limit mobility and damage amenities and industry that are important to San Leandro and the regional economy. However, the most severe impacts will be seen in the long-term, when projected temperature increases and the frequency of very hot days will impact a broader set of the city's assets and population, resulting in greater occurrence of heat related illness.

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

According to the City of San Leandro's Climate Hazard Assessment dated July 2017 and a review of the updated 2018 FEMA flood maps, San Leandro has a significant number of affordable housing assets located in areas that have a one percent and 0.2 percent chance of flooding in a given year. Note that the citywide assets addressed in this report did not consider the City's affordable housing but rather staff reviewed this report and overlaid address data for known affordable housing assets. The section of the report used for this analysis, Climate Hazard Analysis, cited important direct effects of inland flooding that exist for vital community assets.

Areas that have a one percent chance of flooding in a given year include the shoreline and southern edge of the city up to Bay Fair Center. Most critically the largest privately held low income housing tax credit development in the City, half of Lakeside Village property containing a total of 830 housing units affordable to households under 60% of Area Median Income are located in this flood zone. Additionally, Eden Lodge, a non-profit owned and operated housing complex with 143 residential units available to senior citizens is also located in this flood zone. Finally, three of the City's recently rent-regulated privately owned affordable housing stock in the form of mobile home parks are located in or in very close proximity to the flood zone—this represents approximately 500 mobile homes at-risk of flooding.

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

Table 71 - Facilities Targeted to Homeless Persons<TYPE=[text] REPORT_GUID=[8BBB6E264588D52B335BFE8599A2E47A]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1340401000]>

<TYPE=[text] REPORT_GUID=[7C7A0A904809C920776867969EA08588] PLAN_SECTION_ID=[1350401000]>

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e) <TYPE=[text] REPORT_GUID=[F509EAC544D9011D0B452A982B520C95]>

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

Introduction

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 | 321 | 45 | 1 | 0 | -1 |
| Arts, Entertainment, Accommodations | 3,019 | 5,845 | 9 | 10 | 0 |
| Construction | 1,758 | 2,422 | 5 | 4 | -1 |
| Education and Health Care Services | 4,264 | 7,094 | 13 | 12 | -1 |
| Finance, Insurance, and Real Estate | 1,939 | 2,645 | 6 | 4 | -2 |
| Information | 1,792 | 2,449 | 5 | 4 | -1 |
| Manufacturing | 3,903 | 3,352 | 12 | 6 | -6 |
| Other Services | 941 | 1,394 | 3 | 2 | -1 |
| Professional, Scientific, Management Services | 6,854 | 17,066 | 21 | 28 | 7 |
| Public Administration | 0 | 0 | 0 | 0 | 0 |
| Retail Trade | 2,979 | 7,829 | 9 | 13 | 4 |
| Transportation and Warehousing | 788 | 642 | 2 | 1 | -1 |
| Wholesale Trade | 1,901 | 4,266 | 6 | 7 | 1 |
| Total | 30,459 | 55,049 | -- | -- | -- |

Table 72 - Business Activity

Data Source: 2011-2015 ACS (Workers), 2015 Longitudinal Employer-Household Dynamics (Jobs)

Data Source Comments: <TYPE=[text] REPORT_GUID=[0F583FFC4EF3E92EC8EA8C84899896ED] PLAN_SECTION_ID=[1370200000]>

Labor Force

| | |
|--|--------|
| Total Population in the Civilian Labor Force | 37,975 |
| Civilian Employed Population 16 years and over | 35,875 |
| Unemployment Rate | 5.51 |
| Unemployment Rate for Ages 16-24 | 9.40 |
| Unemployment Rate for Ages 25-65 | 3.84 |

Table 73 - Labor Force

Data Source: 2011-2015 ACS

| Occupations by Sector | | Number of People |
|--|--------|------------------|
| Management, business and financial | 16,495 | |
| Farming, fisheries and forestry occupations | 1,005 | |
| Service | 2,270 | |
| Sales and office | 7,420 | |
| Construction, extraction, maintenance and repair | 1,325 | |
| Production, transportation and material moving | 1,115 | |

Table 74 – Occupations by Sector

Data Source: 2011-2015 ACS

Travel Time

| Travel Time | Number | Percentage |
|--------------|--------|------------|
| < 30 Minutes | 16,310 | 50% |

| Travel Time | Number | Percentage |
|--------------------|---------------|-------------|
| 30-59 Minutes | 10,520 | 32% |
| 60 or More Minutes | 5,665 | 17% |
| Total | 32,495 | 100% |

Table 75 - Travel Time

Data Source: 2011-2015 ACS

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 | 885 | 30 | 535 |
| High school graduate (includes equivalency) | 2,695 | 245 | 920 |
| Some college or Associate's degree | 6,870 | 535 | 1,745 |
| Bachelor's degree or higher | 20,410 | 740 | 4,910 |

Table 76 - Educational Attainment by Employment Status

Data Source: <TYPE=[text] REPORT_GUID=[849B607A44611EB8939044AC016B30A5] PLAN_SECTION_ID=[1370601000]>

Educational Attainment by Age

| | Age | | | | |
|---|-----------|-----------|-----------|-----------|---------|
| | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-65 yrs | 65+ yrs |
| Less than 9th grade | 55 | 75 | 105 | 275 | 475 |
| 9th to 12th grade, no diploma | 440 | 315 | 260 | 420 | 490 |
| High school graduate, GED, or alternative | 1,395 | 905 | 730 | 2,225 | 2,335 |
| Some college, no degree | 1,830 | 1,185 | 1,285 | 3,800 | 2,310 |
| Associate's degree | 275 | 410 | 680 | 1,785 | 550 |
| Bachelor's degree | 985 | 2,505 | 4,055 | 8,580 | 2,320 |
| Graduate or professional degree | 75 | 1,350 | 3,480 | 6,095 | 1,275 |

Table 77 - Educational Attainment by Age

Data Source: 2011-2015 ACS

Educational Attainment – Median Earnings in the Past 12 Months

| Educational Attainment | Median Earnings in the Past 12 Months |
|---|--|
| Less than high school graduate | 25,935 |
| High school graduate (includes equivalency) | 41,909 |
| Some college or Associate's degree | 54,805 |
| Bachelor's degree | 84,932 |
| Graduate or professional degree | 112,029 |

Table 78 - Median Earnings in the Past 12 Months

Data Source: 2011-2015 ACS

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

Describe the workforce and infrastructure needs of the business community:

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370703000]>

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

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.

<TYPE=[text] REPORT_GUID=[F8DC4D3147433947165558A235C46686]
PLAN_SECTION_ID=[1370704000]>

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

<TYPE=[text] REPORT_GUID=[10658FE840693584323B17B1BDF088BA]
PLAN_SECTION_ID=[1370705000]>

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.

Discussion

MA-50 Needs and Market Analysis Discussion

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

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PLAN_SECTION_ID=[1380100000]>

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PLAN_SECTION_ID=[1380200000]>

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

Are there any community assets in these areas/neighborhoods?

Are there other strategic opportunities in any of these areas?

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

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

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

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

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

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