

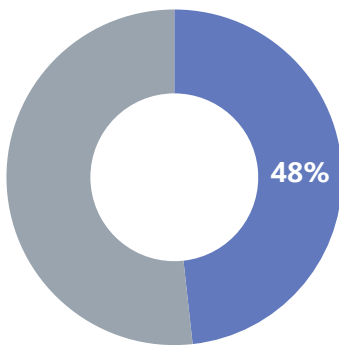
When Renters Rise, Cities Thrive

Hayward Residents Rising Up

The Bay Area is increasingly a renter region. Today, 3.2 million people live in renter households in the nine-county region, and renters are contributing ever more to the economic, social, and cultural vitality of neighborhoods and cities. They could be contributing even more if it were not for skyrocketing rents and stagnant wages. When the rent is too high, little is left over for basics like food, transportation, health care, and education. Thousands of families are increasingly at risk of eviction and homelessness. In a matter of months, the Hayward Collective has mobilized the community to reform the city's ineffective, outdated Residential Rent Stabilization Ordinance. The community succeeded in convincing the council to expand just cause protections and place a moratorium on removing units from rent control.

Renters are critical to Hayward's present and future...

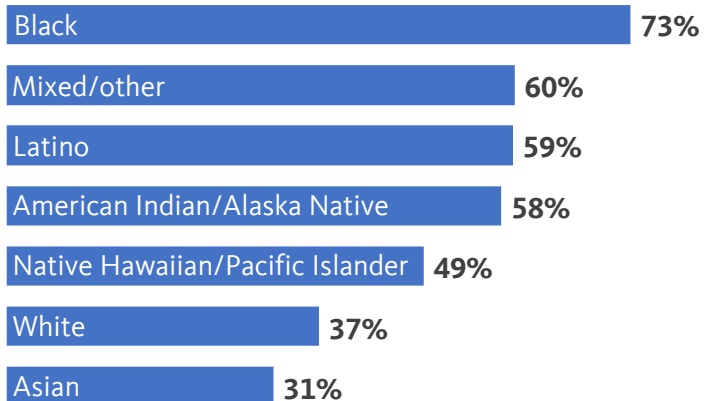
■ Renter
■ Owner



Hayward's renter population is 73,000, an **increase of 15 percent since 2000**, compared to 5 percent among homeowners.

...and they are more likely to be people of color and have lower incomes.

% Renter



Median homeowner household income is **nearly double** that of renter households.

Renters are increasingly burdened by rising rents and low wages. Since 2000, renters have experienced:

10%

increase in median rent*

During the same period, median renter household income declined by 14 percent.

46%

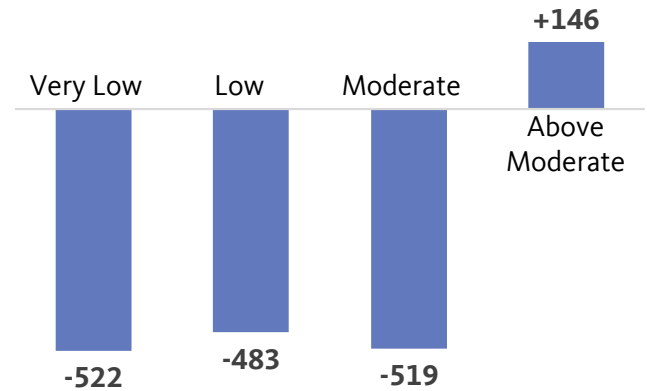
increase in rent-burdened households

Today, **57 percent** are paying too much for housing, up from 43 percent in 2000.

Low-income housing production has not kept pace with needs.

Difference in permits issued and affordable housing units needed by income level, 2007 to 2014

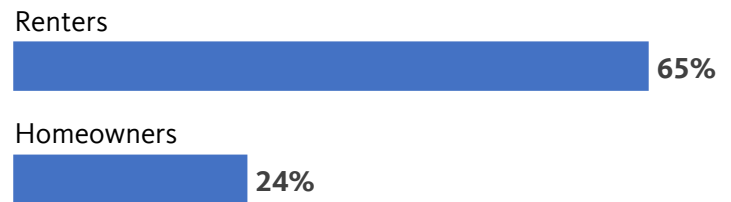
Hayward only permitted **32 percent** of very low-income (50% of AMI or below) housing units needed from 2007 to 2014, but **109 percent** of above-moderate income (120% of AMI or higher) housing needs.



Without adequate protections, renters have less housing stability.

% who moved into their unit in 2010 or later

Hayward renters are 2.5 times as likely as homeowners to have moved into their unit in 2010 or later.



What's holding Hayward back?

- Lack of protections from eviction
- No rent control
- Low wages



We intend to protect Hayward's diversity. If our council won't take a strong stance to protect our tenants, we will.

- Veronica Solorio

Hayward thrives when its renters thrive. The Hayward Collective calls for:

- 1) **Renter rights** including just cause eviction, stronger code enforcement, rent control, and anti-displacement protections—with real enforcement infrastructure.
- 2) **Tenants' right to organize** and bargain collectively.
- 3) **Community control over land and housing** through land trusts, cooperatives, and non-market solutions for affordable homes.

Data analysis from the [National Equity Atlas](#), a partnership between PolicyLink and the USC Program for Environmental and Regional Equity (PERE). **Sources:** 2016 5-Year American Community Survey and 2000 Decennial Census summary data and the Association of Bay Area Governments Progress in Meeting 2007-2014 Regional Housing Need Allocations (RHNA).

For more information:

<http://www.thehaywardcollective.com>

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Notes: With the exception of the pie chart on page 1 and the horizontal bar chart on page 2, "renters" refers to renter-occupied households. Rent burden is defined as spending more than 30 percent of income on housing costs, also called housing burden. Rent is defined as gross rent, which includes utilities. Data for the White population excludes those who identify as Latino, data for Latinos include all who identify as Latino, and data for all other racial/ethnic groups include any Latinos who identify with that racial category.

*Real, inflation-adjusted increase in median rent and decrease in median renter household income.