

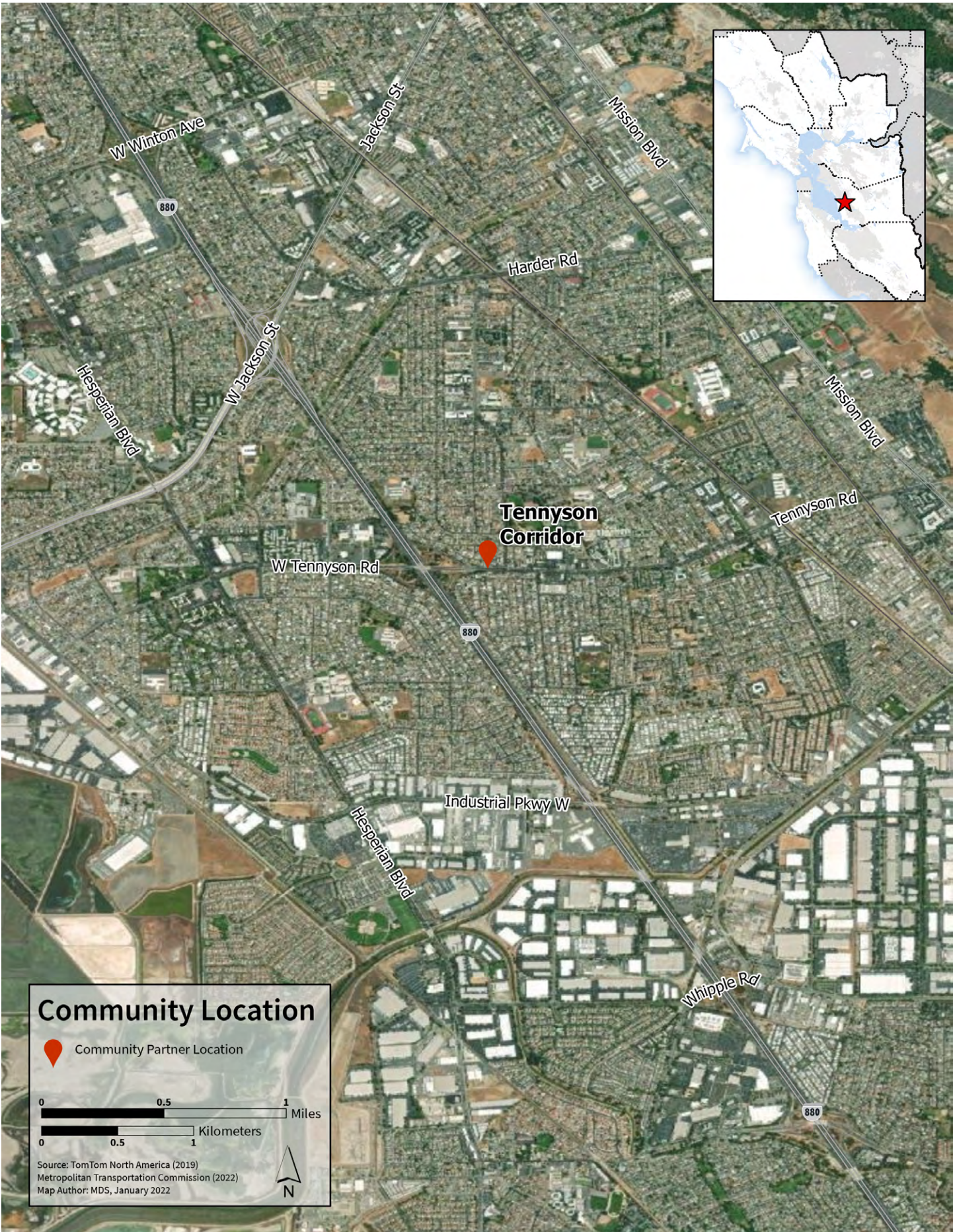


Photo courtesy of City of Hayward



Project Description

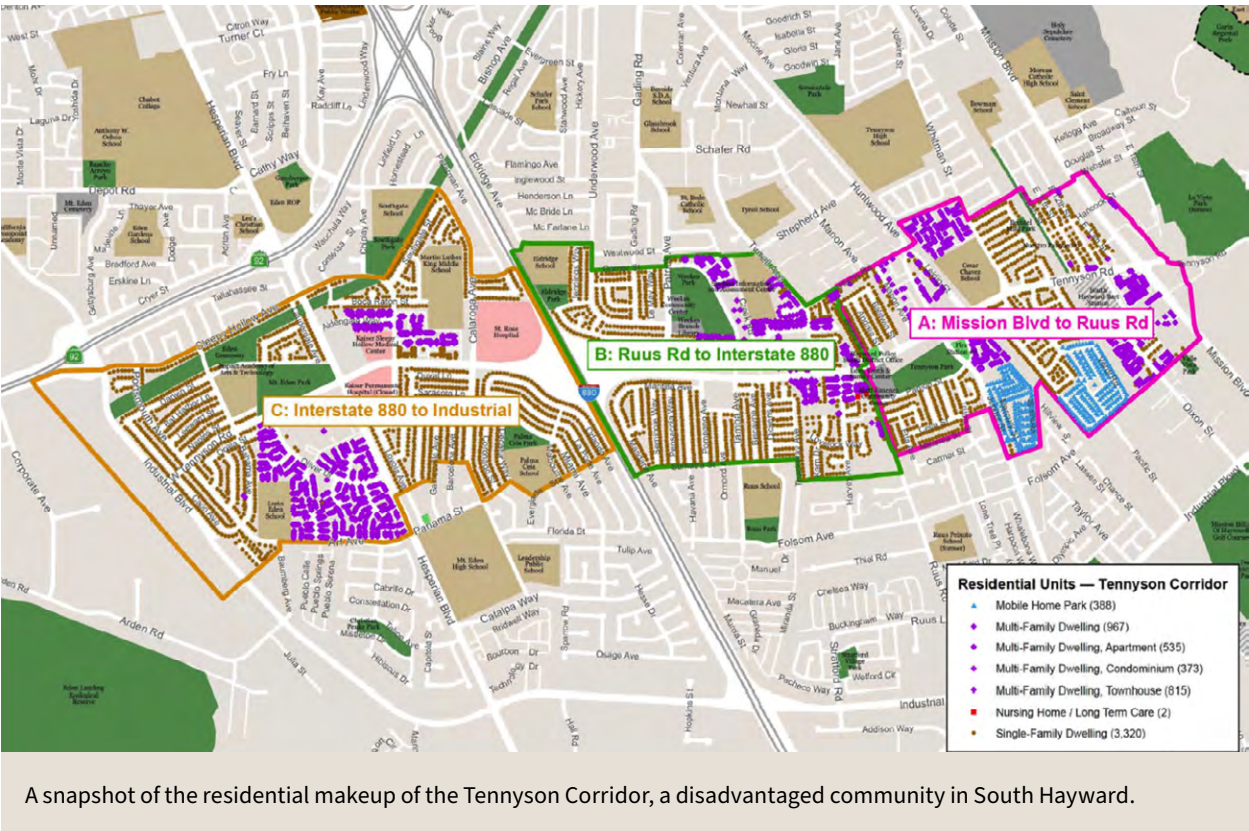
The City of Hayward undertook a community-driven assessment of the water management needs in the Tennyson Corridor, a disadvantaged community on the southern side of the city. The City of Hayward partnered with Rising Sun Center for Opportunity (Rising Sun) and Chabot Community College (Chabot) to guide the assessment. Rising Sun and Chabot facilitated hundreds of conversations about the Tennyson Corridor's water needs by adding a water-focused component to their existing engagement efforts. These included conducting door-to-door surveys and hosting a series of community gatherings from summer 2018 to spring 2019.



Background on the Tennyson Corridor in the City of Hayward

Demographics

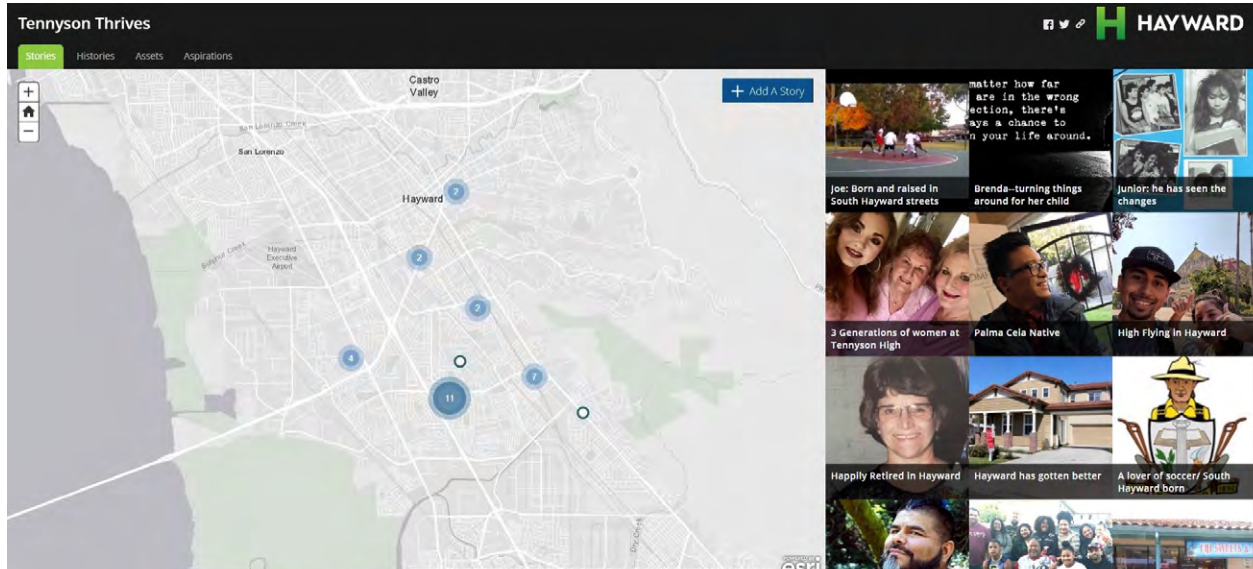
Hayward is the sixth-largest city in the Bay Area with 162,954 residents as of 2020 (Census, 2020). The city is home to three college campuses and a diverse community—economically, ethnically, and linguistically. The 2010 census ranked Hayward the second most diverse city in the state. Within the city, there are a number of economically disadvantaged and severely disadvantaged communities that make up nearly 20% of the city's service area. The Tennyson Corridor in South Hayward is home to some of the East Bay's lowest-income and most ethnically diverse census tracts.



A snapshot of the residential makeup of the Tennyson Corridor, a disadvantaged community in South Hayward.

History of Environmental Injustice and Inequity in the Tennyson Corridor

The Tennyson Corridor runs east-west through several neighborhoods, stretching for three miles from Mission Boulevard to Industrial Boulevard. The area is intersected by Highway 880 and Union Pacific Railroad. As part of the “Tennyson Thrives” Initiative, Chabot students interviewed community members, and common themes that arose from these interviews included lack of access to healthy food, housing, healthcare, and a lack of community. Residents have also expressed dissatisfaction with the lack of investment in the Tennyson Corridor area (City of Hayward, 2019).



The Tennyson Thrives Story Map, developed to provide Tennyson Corridor residents an opportunity to reflect on their stories, histories, and aspirations for the community.

Community-Identified Strengths and Assets

To provide the community with an interactive tool to share their connection to the Tennyson Corridor, the City of Hayward developed a “Tennyson Thrives Story Map,” through which residents had the opportunity to post personal stories, highlight local assets, and share histories and their aspirations. Contributors could then pin their post and accompanying picture to a relevant location on the map. Through their contributions to the Story Map, residents identified many physical and social assets in the Tennyson Corridor, including memories made in parks and green spaces, churches, good schools, public libraries, a local community college and state university, dining options, employment opportunities, and the diversity of the community.

Summary of Outreach and Education Efforts

From 2018 to 2019, Hayward leveraged existing successful programs implemented by two local groups to assess the water management needs in the Tennyson Corridor. Those groups were Rising Sun's California Youth Energy Services (CYES) team, and Chabot College's Student Initiative Center.

California Youth Energy Services (CYES): Initial Needs Assessment

Through a partnership with the East Bay Energy Watch (EBEW) and the Pacific Gas & Electric Company (PG&E), Bay Area nonprofit Rising Sun operates the CYES program, which trains and employs young adults to provide energy and water conservation assessments and equipment installation to local residents at no cost to the customer. This service, called a Green House Call, is offered to both homeowners and renters, and checks homes for efficiency, installs equipment, and provides personalized recommendations for further savings.

During the summer of 2018, the CYES team focused their efforts in the Tennyson Corridor to identify the water needs of its residents. The DACTI Program grant funding enabled Rising Sun to expand their Hayward CYES Specialist team from 8 to 10 local youth, providing additional bandwidth to collect survey responses during routine Green House Calls aimed at understanding community water needs. Over the course of the summer, the team conducted 390 Green House Calls and 137 water needs surveys. Rising Sun also reported the installation of enough water-saving devices in the Tennyson Corridor residences to lead to an annual reduction of more than 3,000,000 gallons of water.



A CYES Team member conducts a water needs assessment survey with a Tennyson Corridor resident. Photo courtesy City of Hayward

Chabot College Student Initiative Center: Continued Needs Assessment

Chabot College is located in the Tennyson Corridor and is a key economic and activity hub for the surrounding neighborhoods. The Student Initiative Center focuses on training and coaching students to design impactful programs in their own communities.

The Chabot students spent the fall of 2018 through the spring of 2019 conducting knowledge fairs, community gatherings, and follow-up outreach to build on the insights gained by the CYES team and develop recommendations for long-term programs to address their findings.

Chabot hosted five events to further engage the community. The events drew hundreds of Hayward community members and provided Chabot students opportunities to converse with residents about a range of topics, including water needs within the community. One such event was Palma Ceia Fest, which was attended by an estimated 300 Tennyson Corridor residents and was hosted at Palma Ceia Park, a local park with nostalgic value to many of the residents.

Other events included:

- Needles in the Haystack Art Exhibition: Chabot students displayed over 75 community-inspired art pieces at Hayward City Hall. The art, which was the culmination of interviews with 150 community members and 50 community-based organizations, expressed the dreams and concerns of South Hayward community members.
- Palma Ceia Pumpkin Patch: Chabot students organized a pumpkin patch at Palma Ceia Park, which was attended by over 250 community members. Participants played games, trick or treated, received free pumpkins, and shared their perspectives on student proposals to address needs identified in the community.
- Holiday Community Movie Night: Residents shared their dreams for their neighborhoods and a holiday movie was shown.
- City of Hayward GIS Maps and Water Pollution Knowledge Carnivals: Chabot students taught community members about local watersheds and created presentations, posters, and interactive activities to teach other Chabot students and community members about water pollution.



In summer 2018, Chabot students hosted Palma Ceia Fest at Palma Ceia Park in south Hayward, enabling them to engage with residents about the neighborhood's needs and their desires for their community. Photo courtesy City of Hayward

Needs Assessment Findings



Drinking Water



Flooding



Trash and Litter



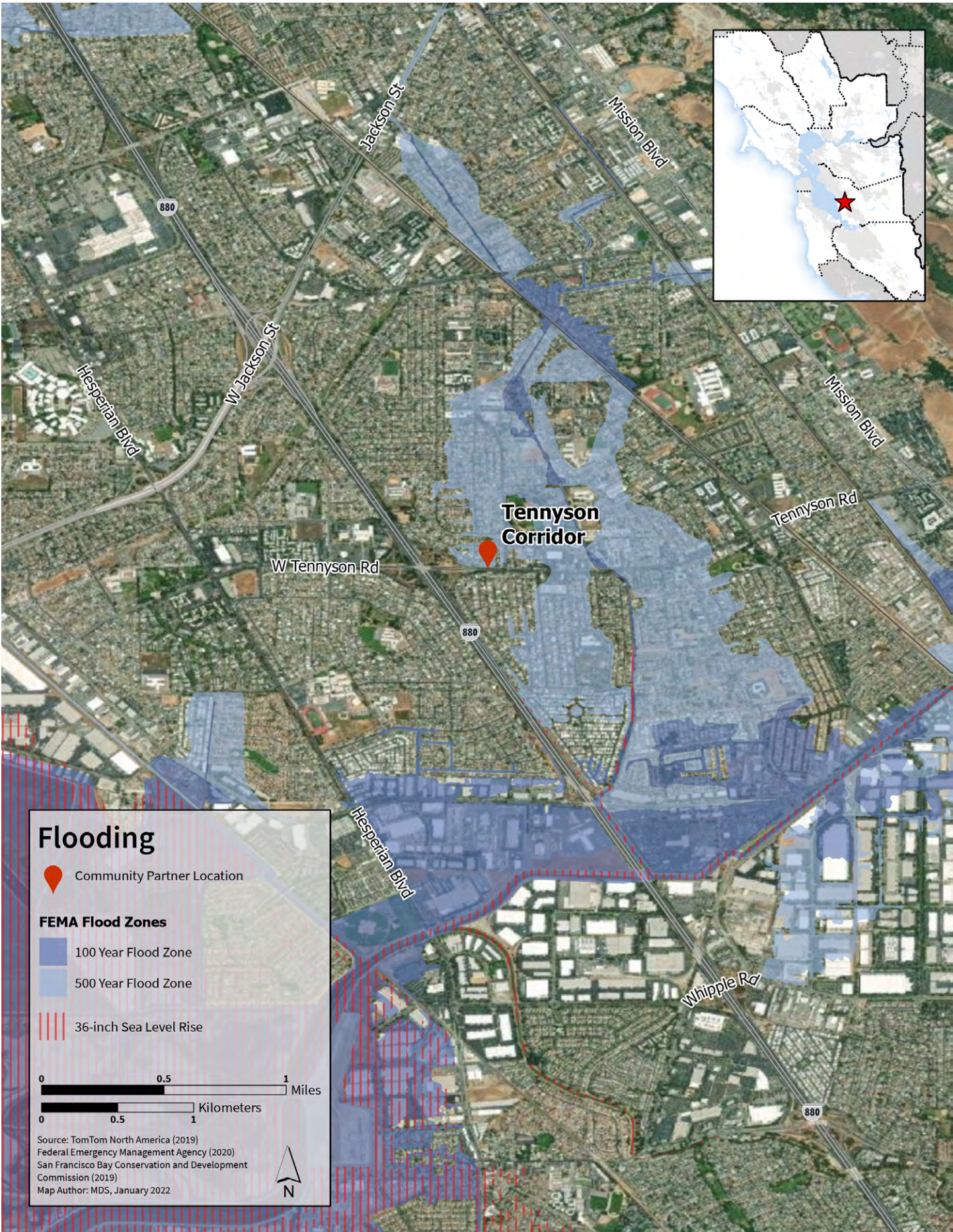
Green Space

Through the CYES survey process a number of themes arose, including:

- Desire to use less water in order to reduce bills
- Lack of knowledge about nearby water assets
- Concern about illegal dumping and pollution in nearby water assets

In addition to the themes identified during the CYES survey process, the following water-related themes were identified in Chabot's engagement with the Tennyson community:

- Concerns about sea level rise (see map on next page)
- Concerns about tagging in culverts
- Concerns about pollution, litter, and plastic going into the ocean
- Desire for community gardens and increased access to food
- Desire for celebration of Hayward's water assets
- Desire for de-paving and more green spaces/beautification



Next Steps

Environmental Justice Coalition for Water (EJCW)'s partnership with the State of California ended, and work on the DACTI program under the agreement with EJCW was ordered to stop before Chabot students were able to complete their work to consolidate the results of both outreach efforts, develop a set of recommended programs to address their findings, and present those findings and recommendations in a community knowledge fair. However, the outreach that was conducted by the CYES team and Chabot students leading up to the stop-work date produced valuable insight into the Tennyson community's interests and concerns around water, which the city will be able to use in future policy and program development efforts.

References

California Environmental Protection Agency and Office of Environmental Health Hazard Assessment. (2017, January). *CalEnviroScreen 3.0*. <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30>

City of Hayward. (2019). *Tennyson Thrives*. <https://hayward.maps.arcgis.com/apps/MapSeries/index.html?appid=b2aecf95c3bd443ba2122a4ee825cd1a>

United States Census Bureau. 2010-2014 *American Community Survey- Hayward city* U.S. Census Bureau's American Community Survey Office.

United States Census Bureau. (2020). QuickFacts: Hayward City, California. <https://www.census.gov/quickfacts/fact/table/haywardcitycalifornia/PST040221#PST040221>