



CITY OF  
**HAYWARD**  
HEART OF THE BAY

# 2010 Census Results

Erik Pearson, *Senior Planner*

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# Overview of Staff Presentation

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- ✓ Demographic Data
- ✓ Difference between Census Bureau and State Estimates  
(144,186 vs. 153,104)
- ✓ Possibility of Filing a Challenge
- ✓ Fiscal Impacts



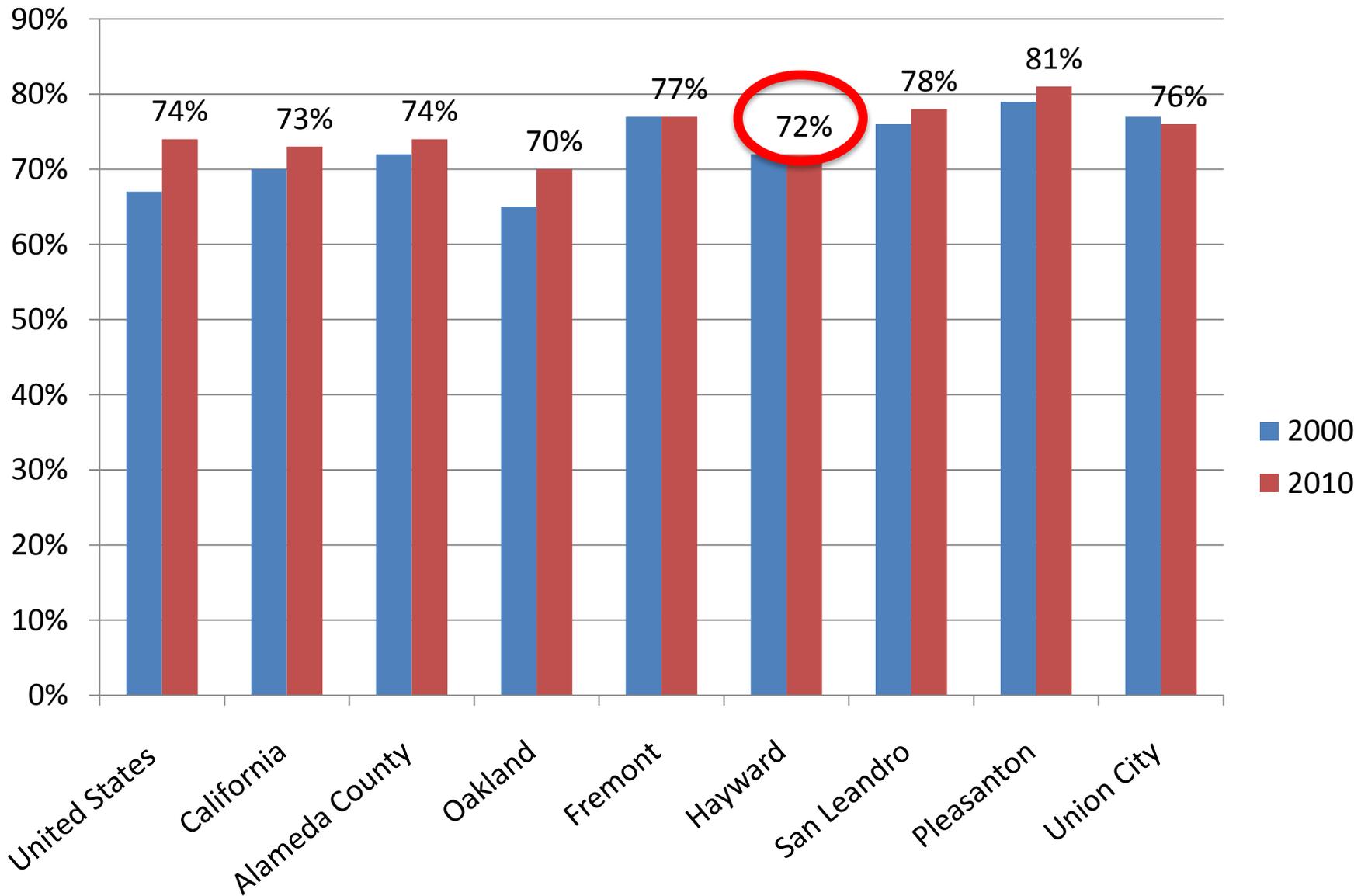
# Census Participation

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- ✓ Staff began working with Census Bureau in Fall 2008 to maximize participation
- ✓ Mail-in response rates
- ✓ Census follow-up



# Mail-In Response Rates

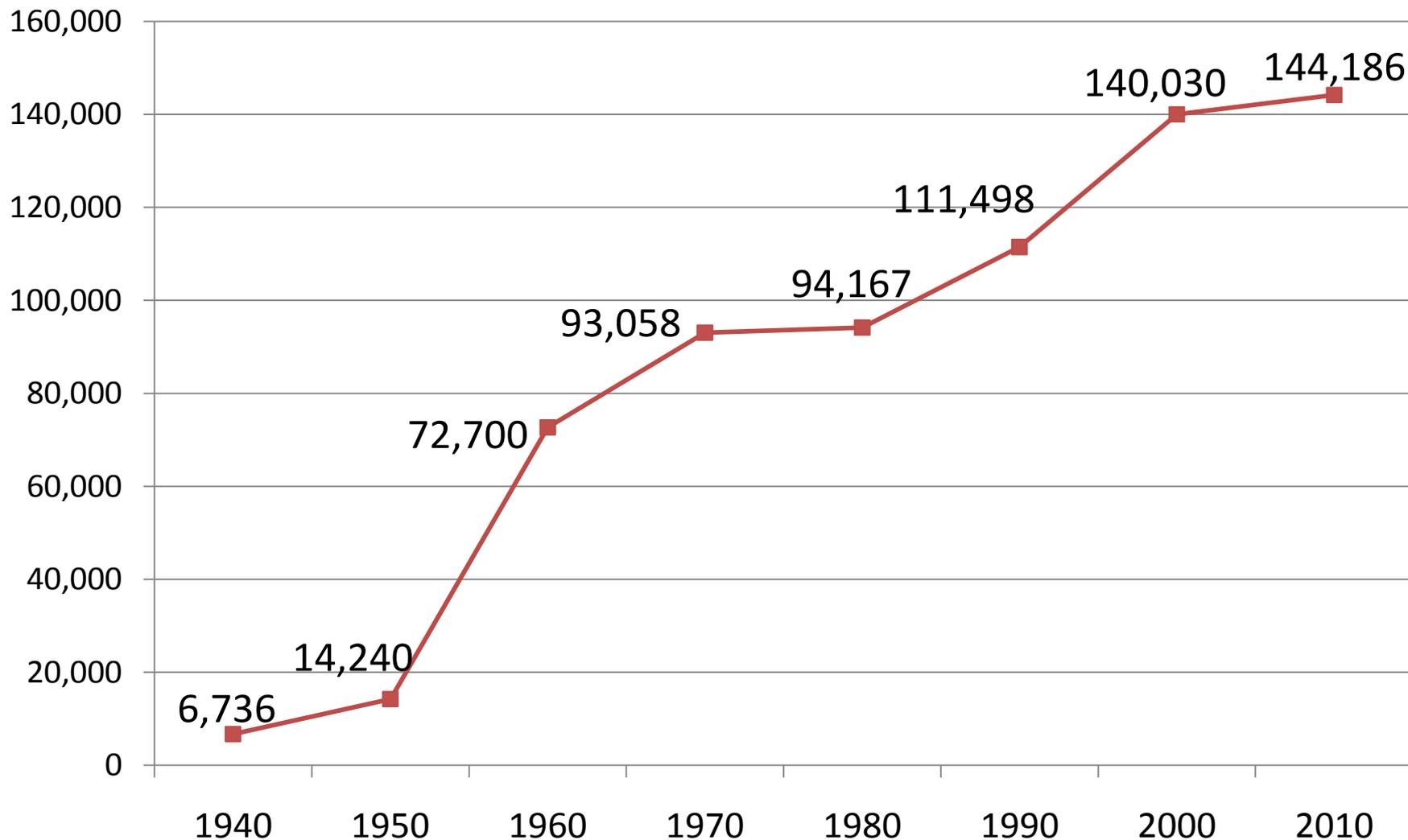


# 2010 Census Questions

- Only 10 Questions
- No longer using “Long Form”
- American Community Survey (data from 2005-2009) replaces “Long Form”



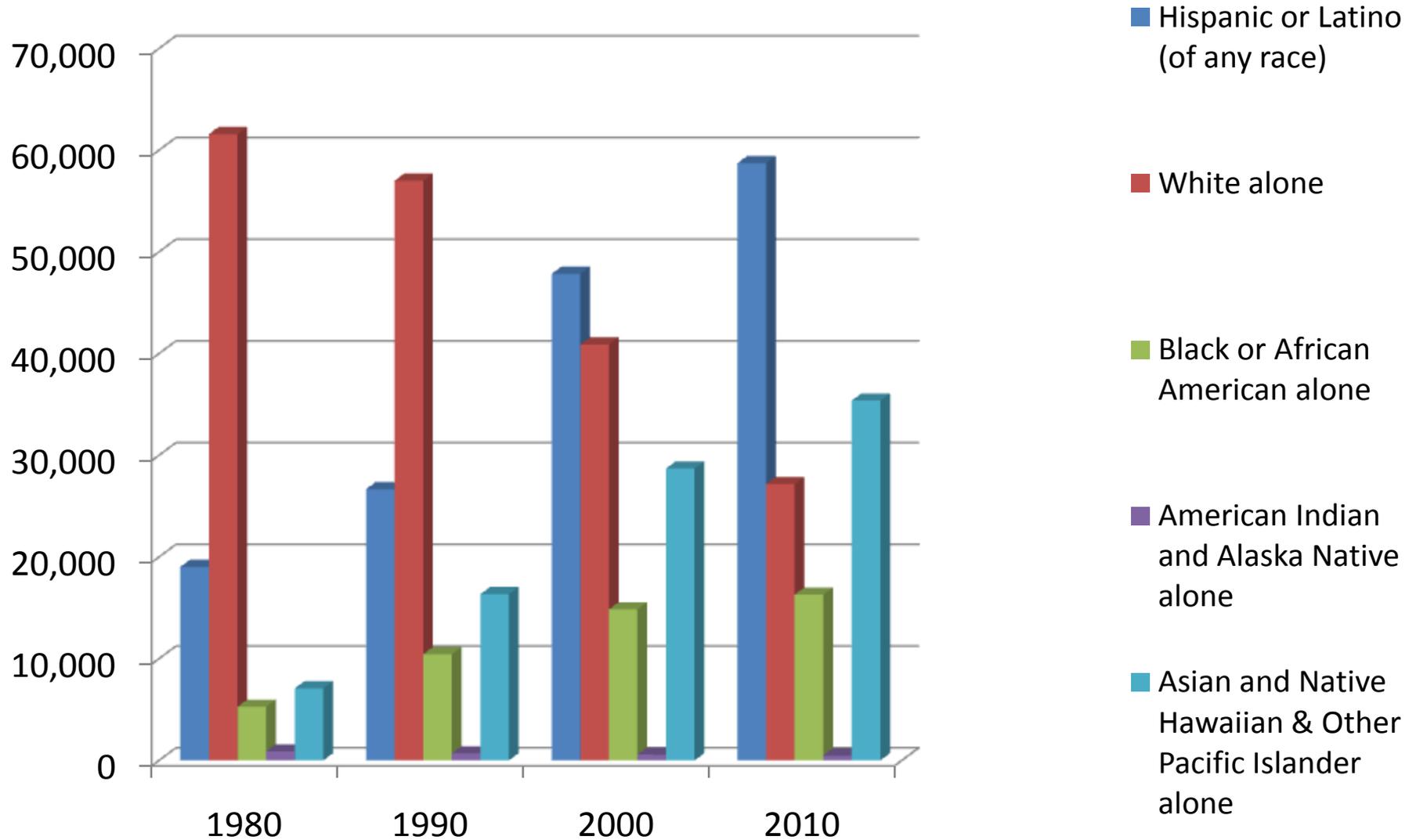
# Hayward Population by Decade, per Census



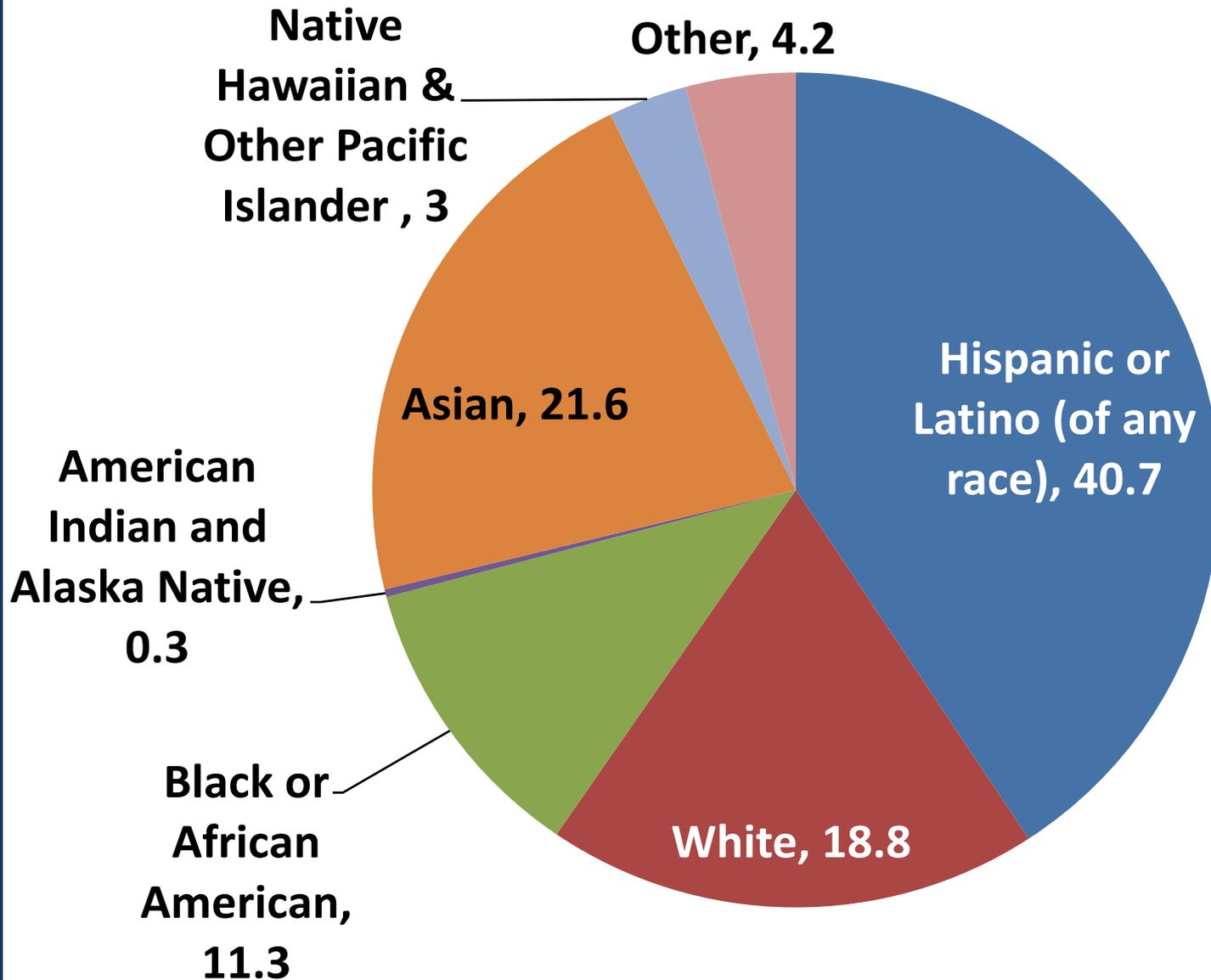
(Dept. of Finance estimate for 2010 was 153,104.)



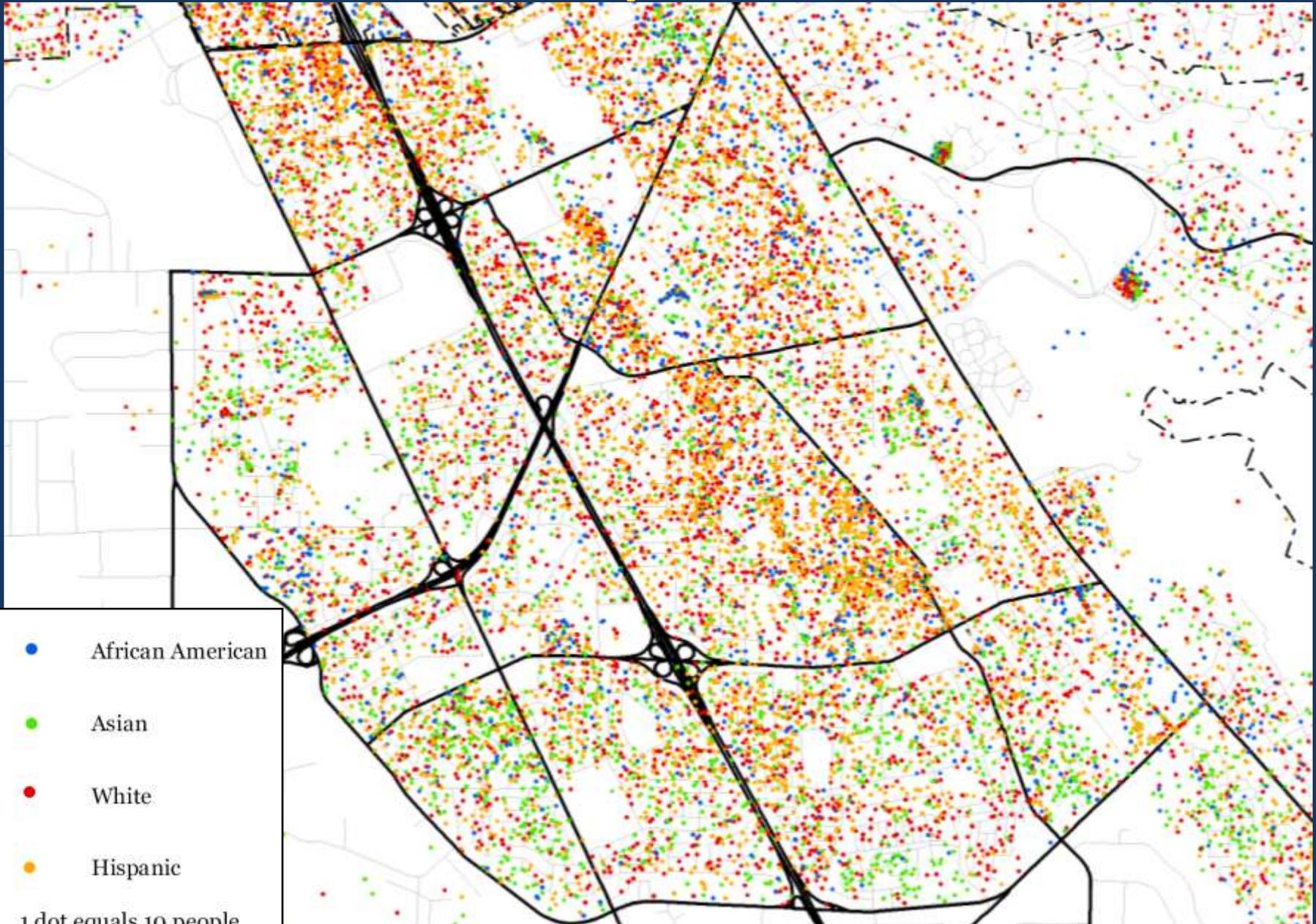
# Race by Decade



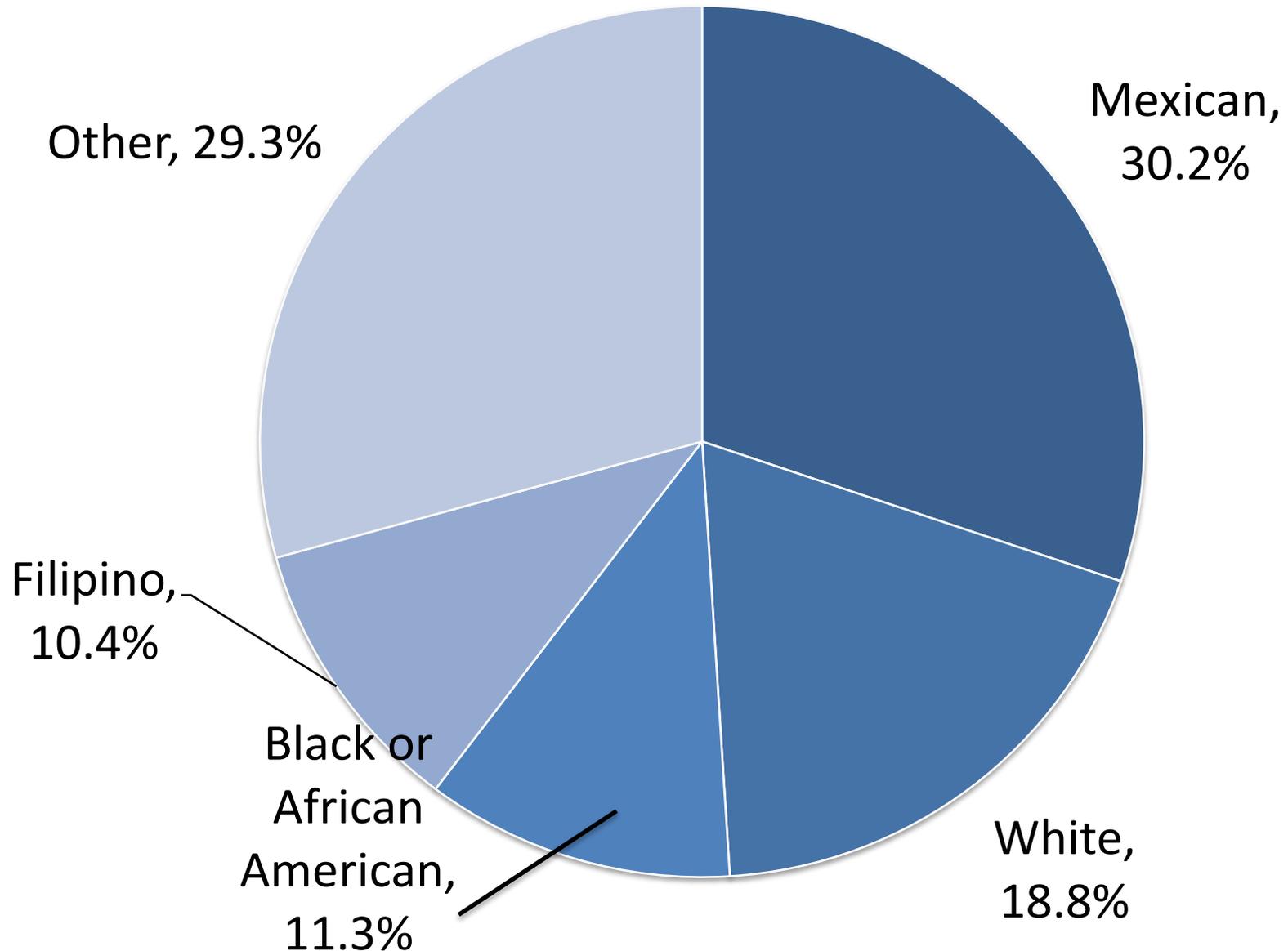
# Race – Hayward 2010



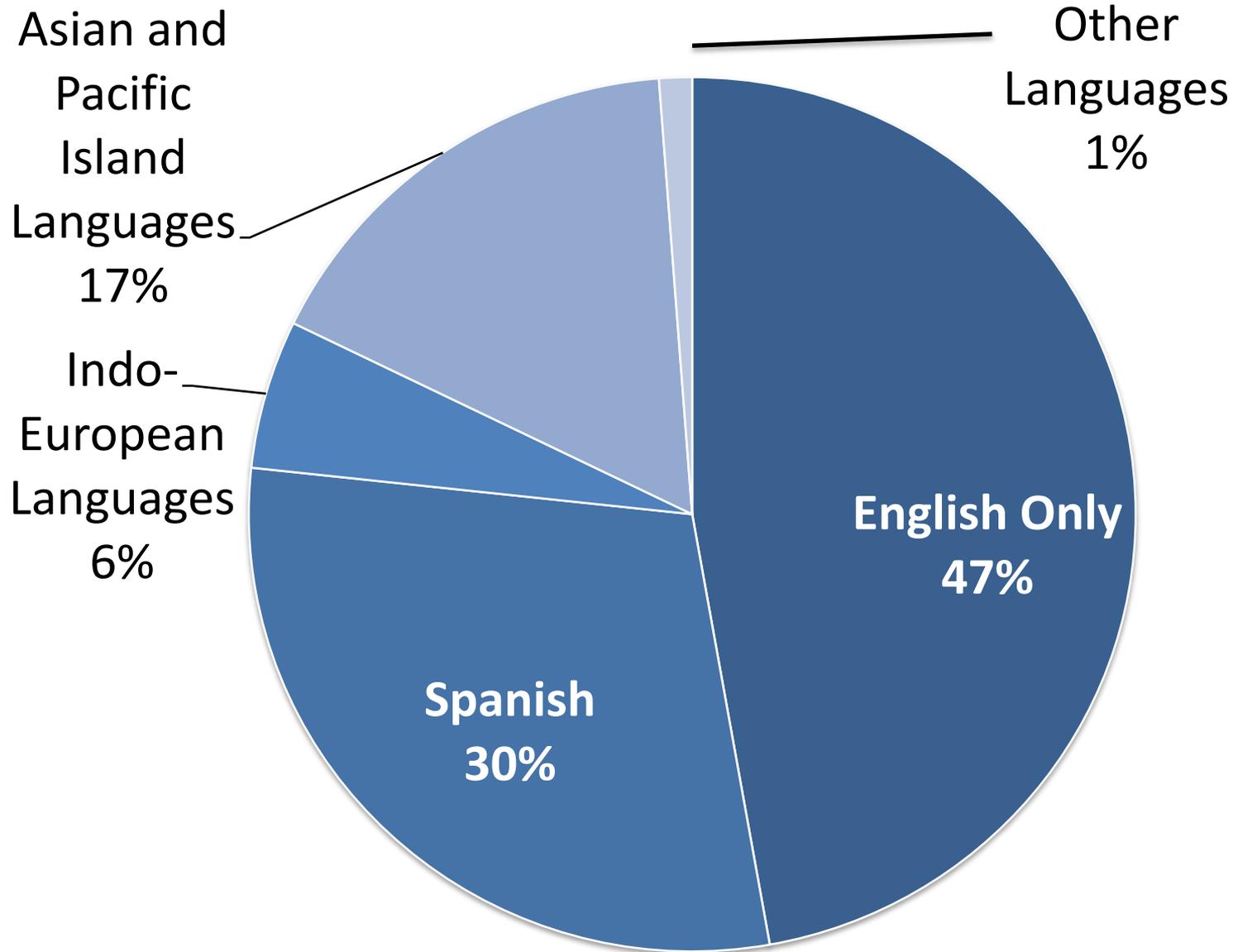
# Race by Location



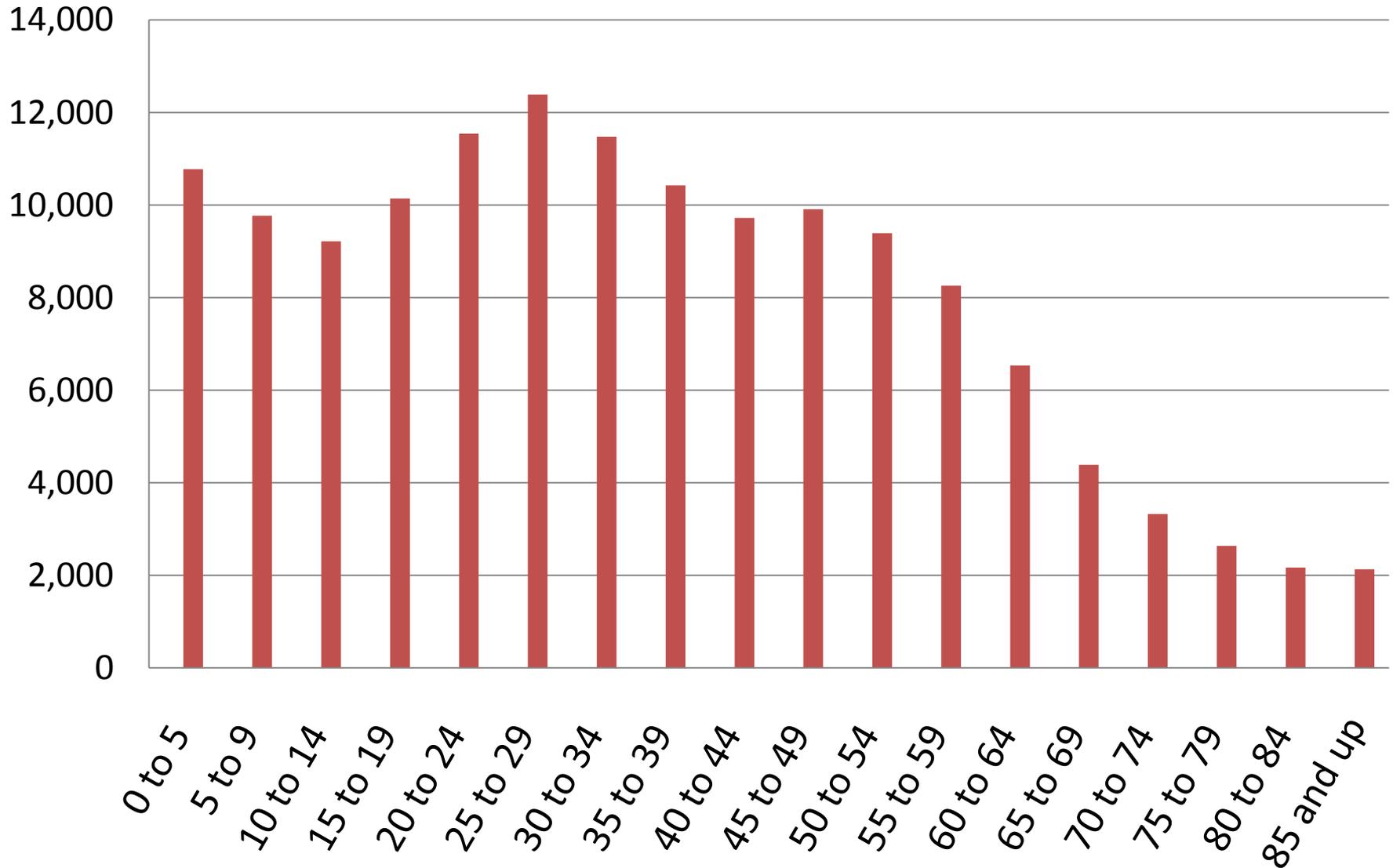
# Ancestry and Race – Top Four



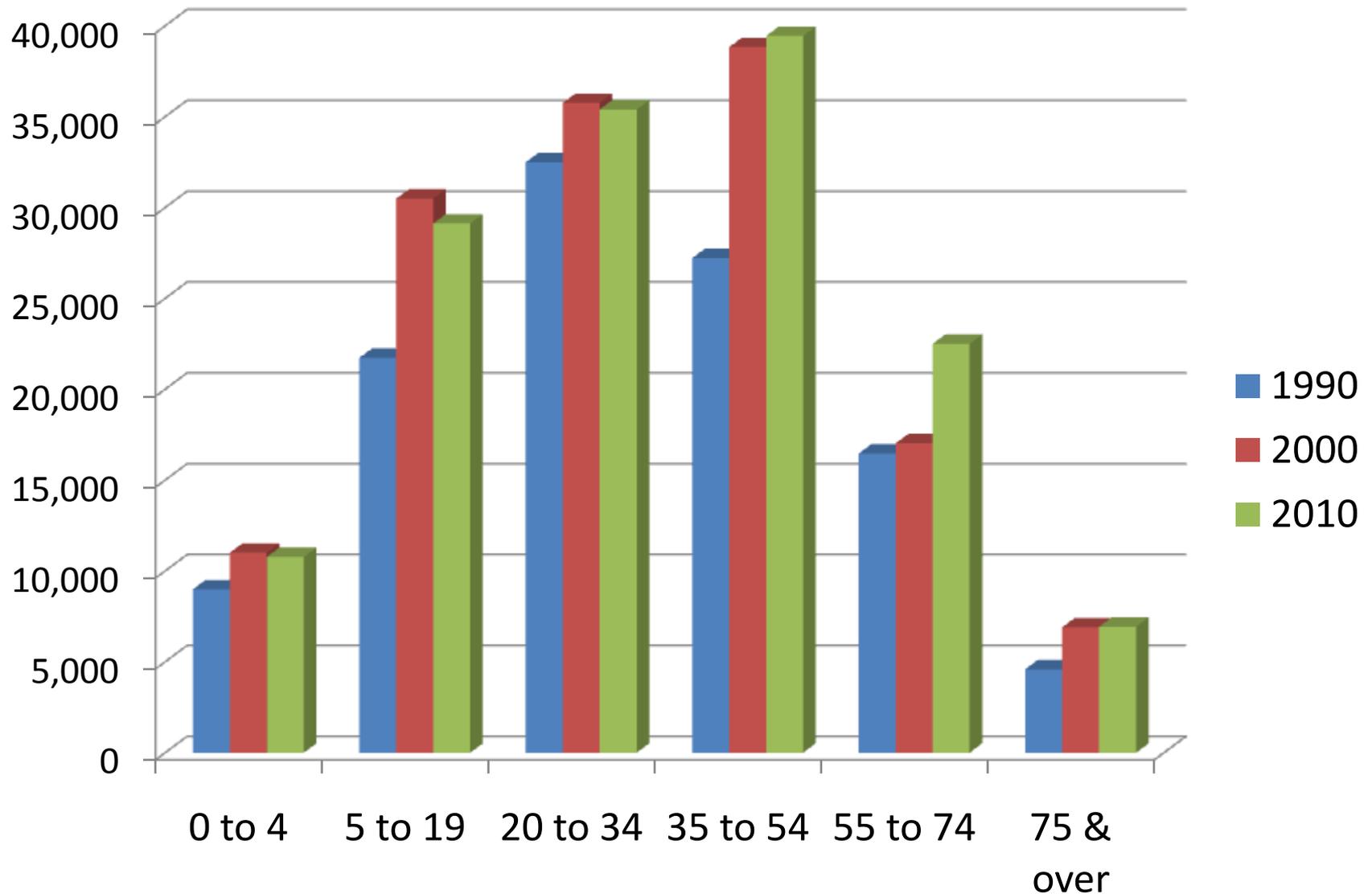
# Language Spoken at Home



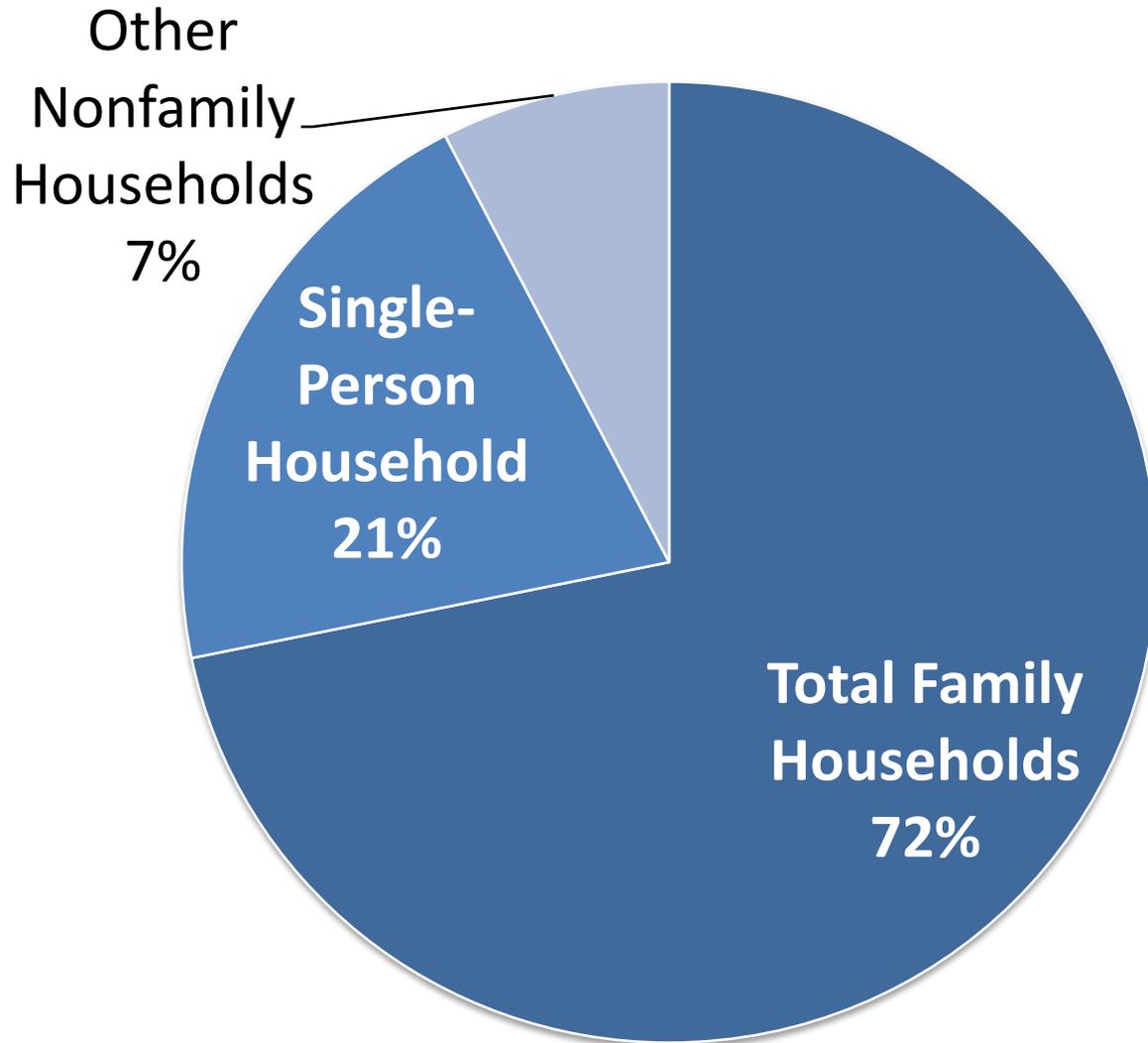
# Population by Age



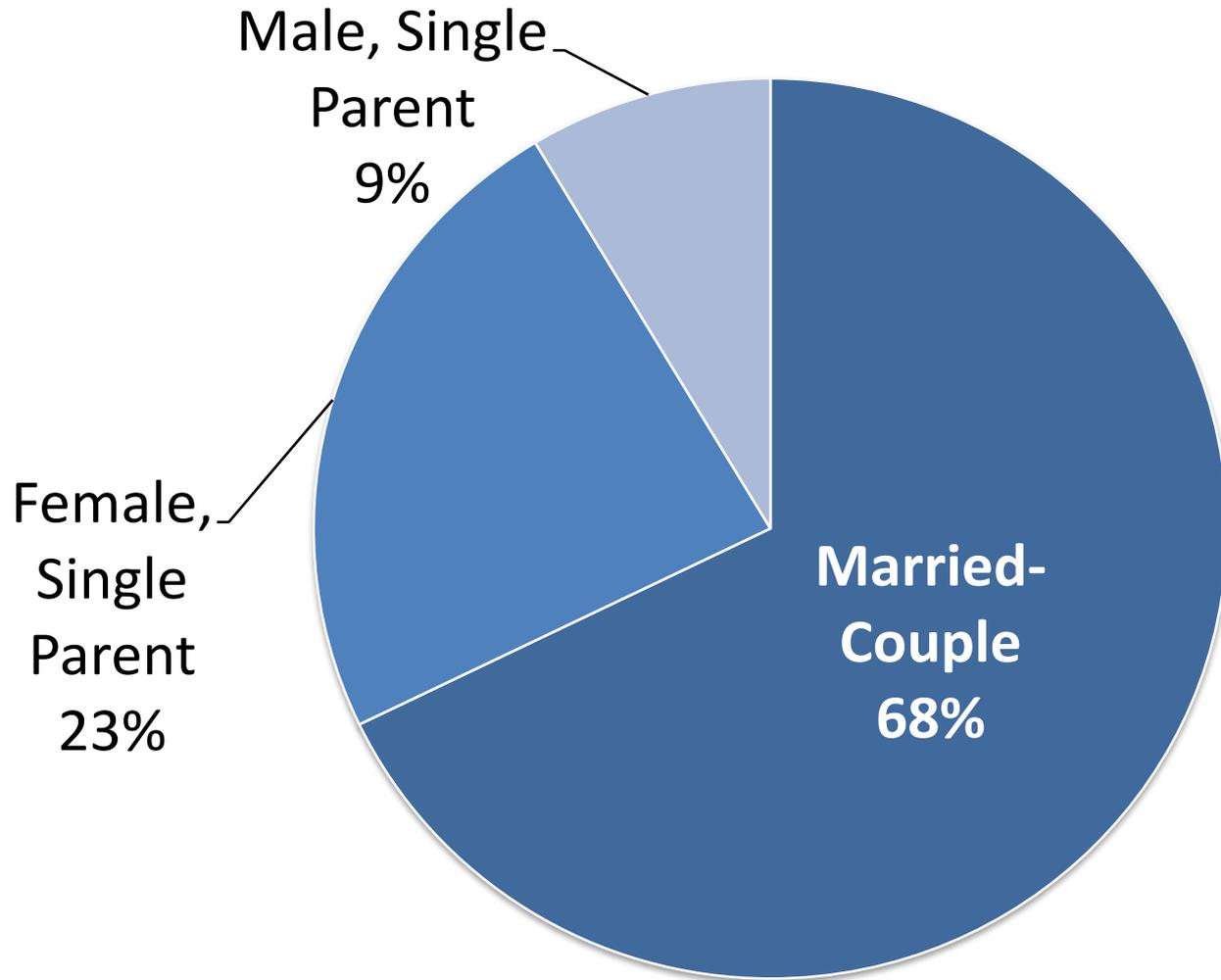
# Population by Age by Decade



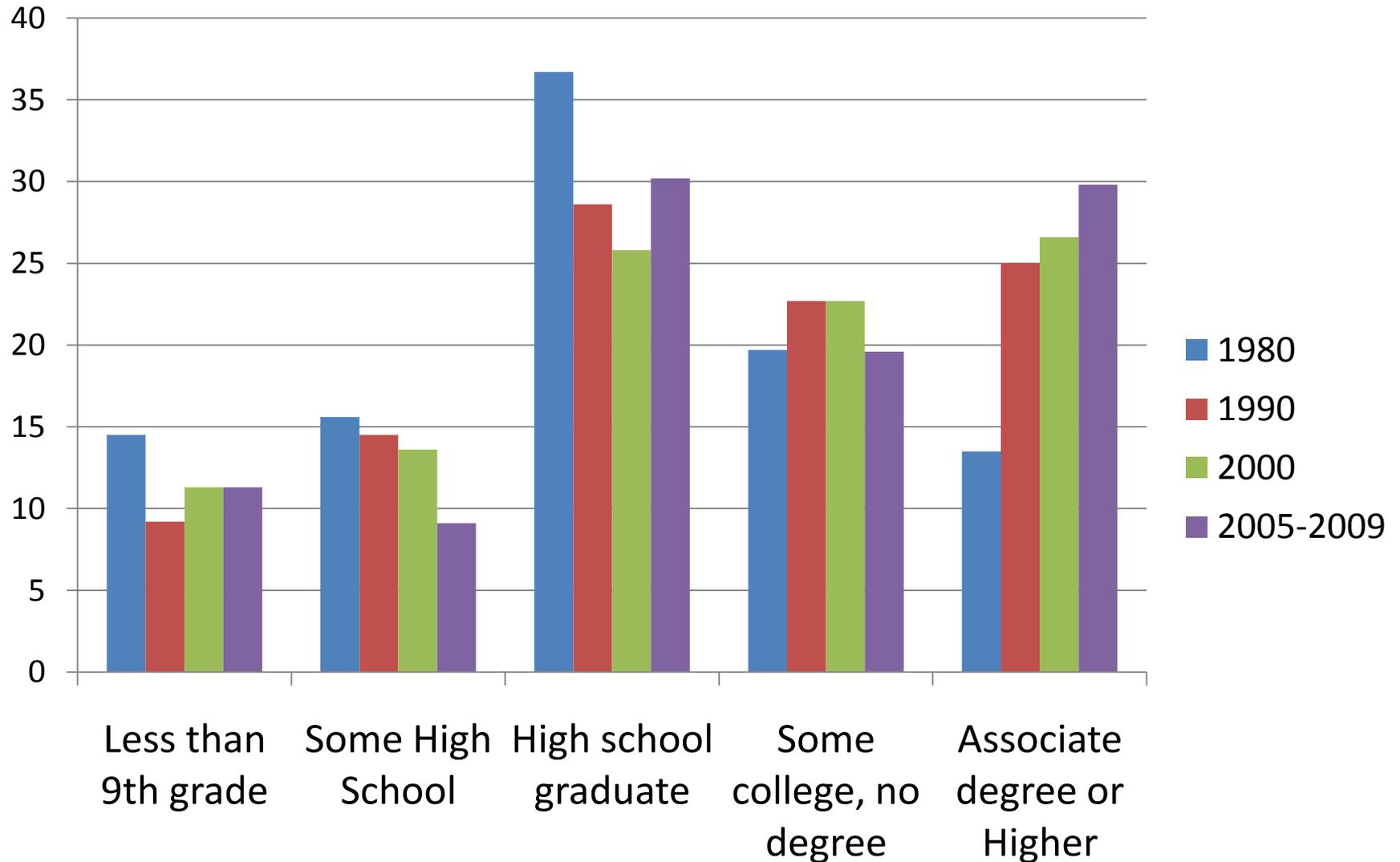
# Family vs. Non-Family Households (45,365 total)



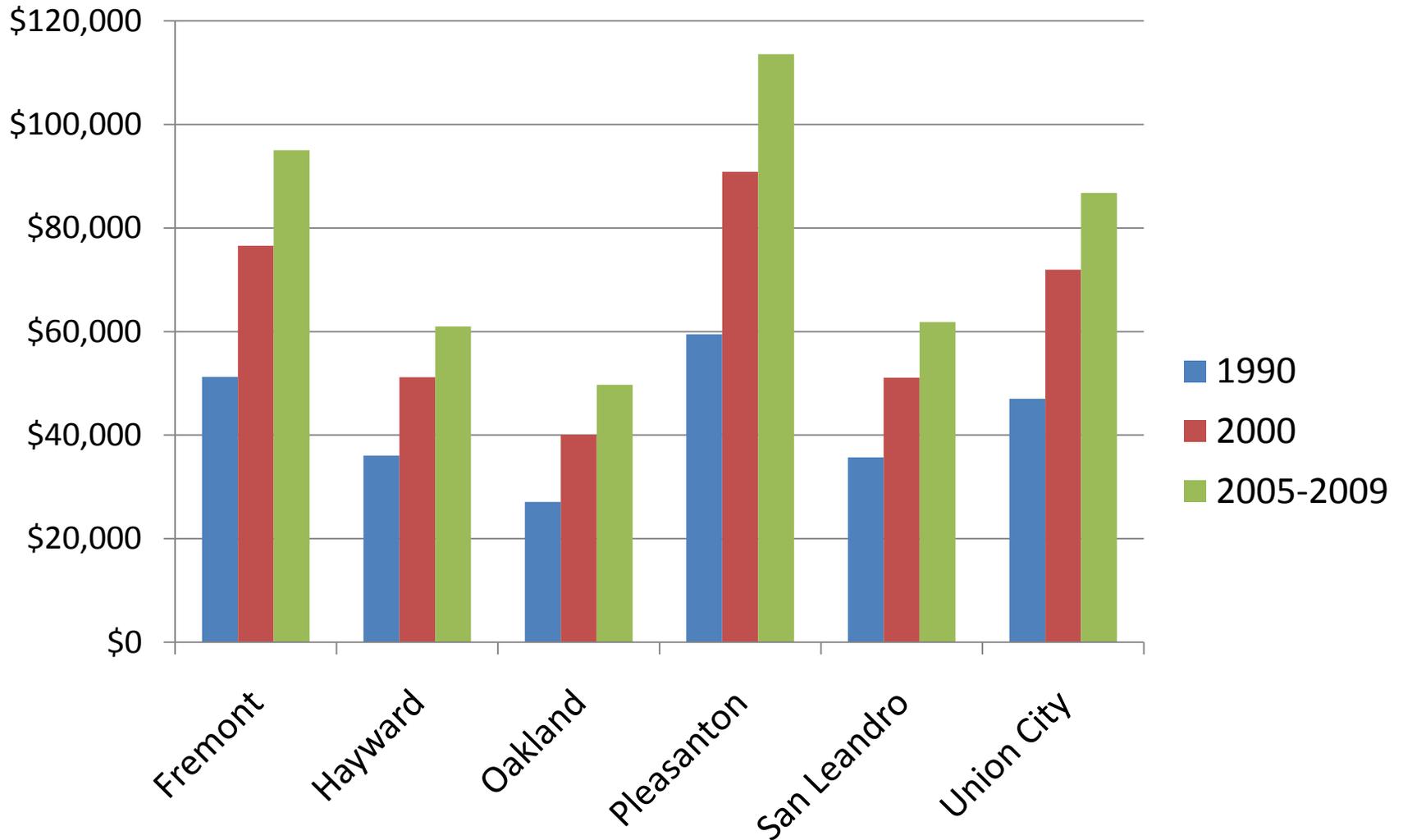
# Family Households w/Children Under 18 (15,605 total)



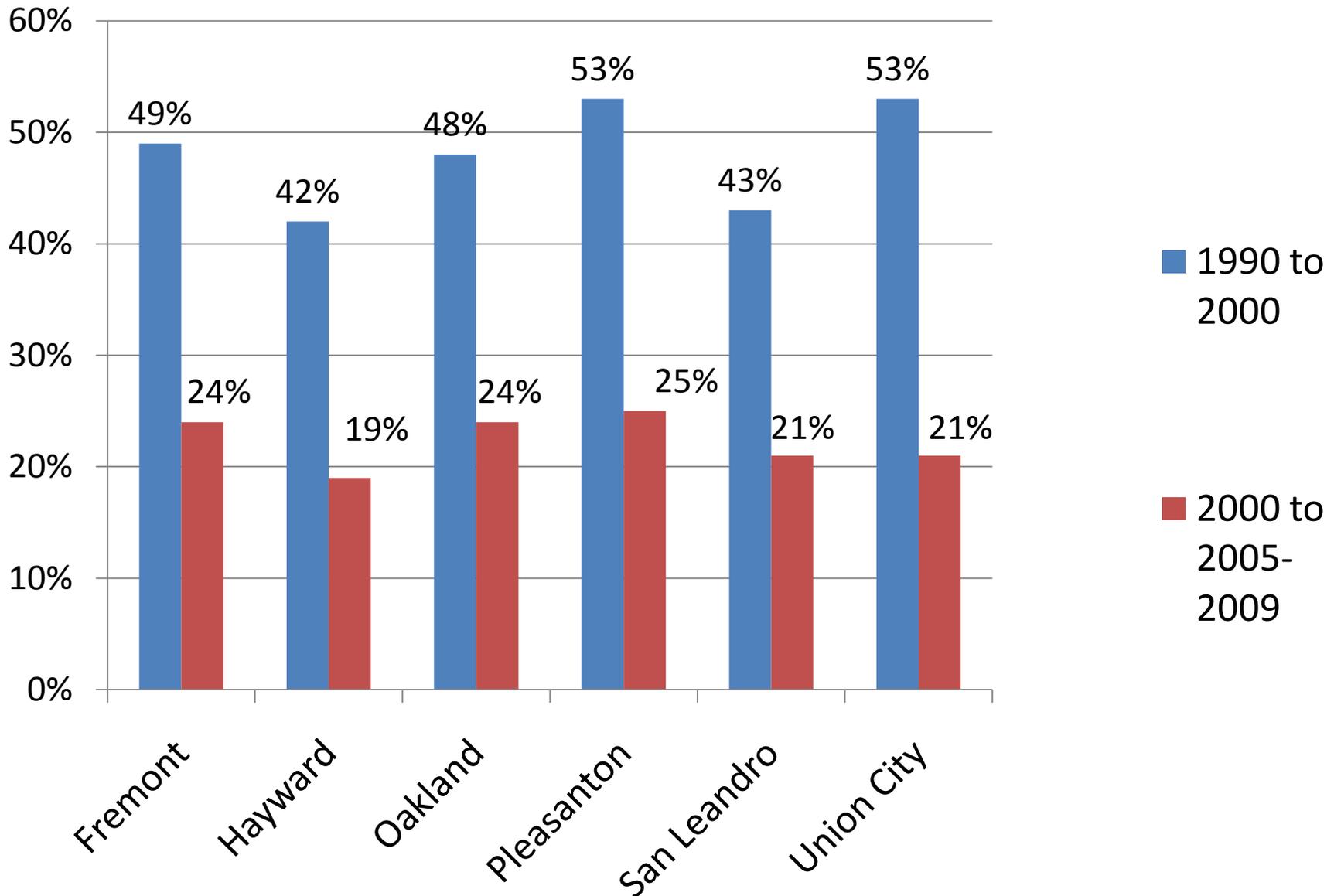
# Educational Attainment by % of Pop. Over 25



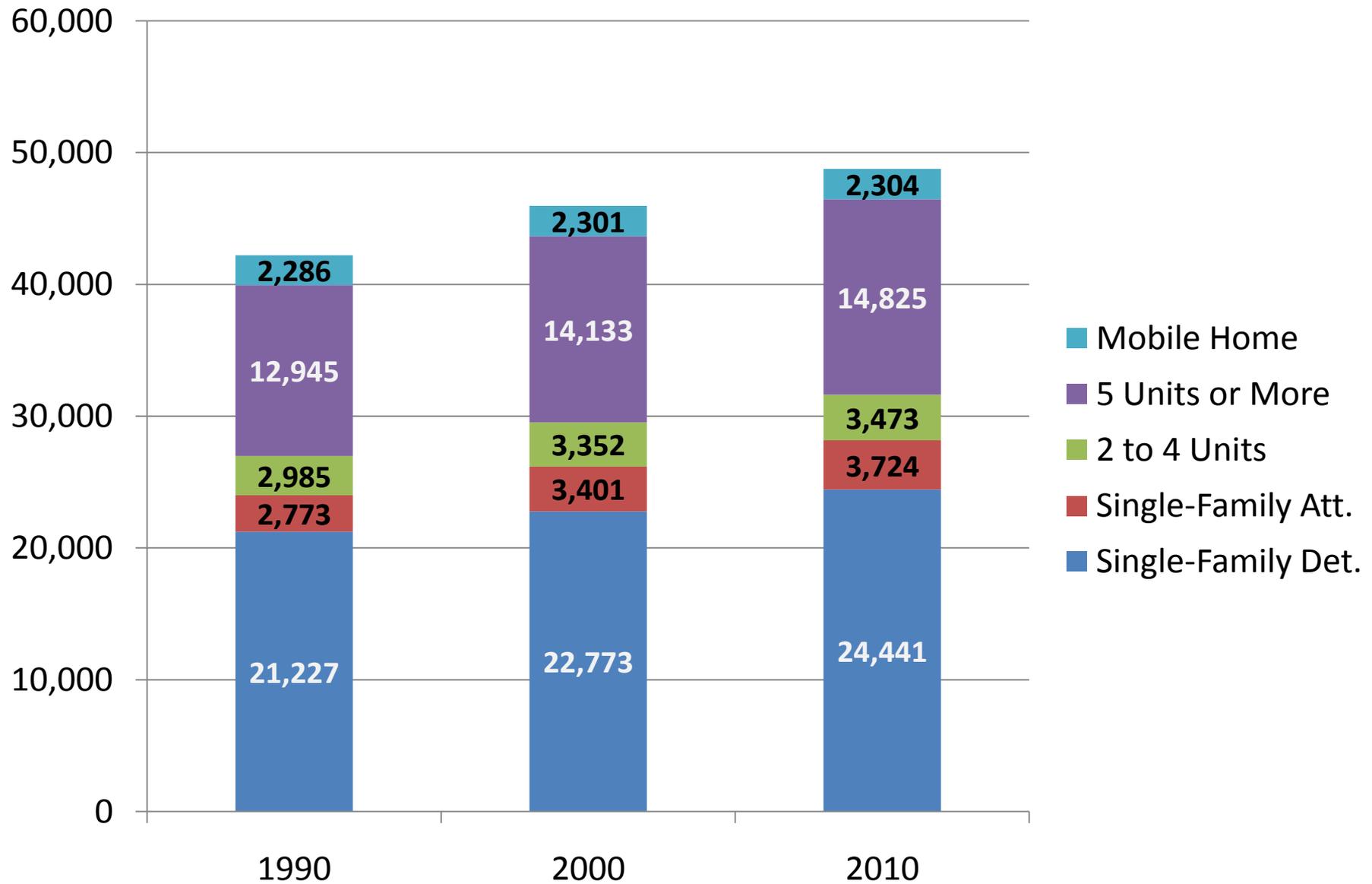
# Median Household Income



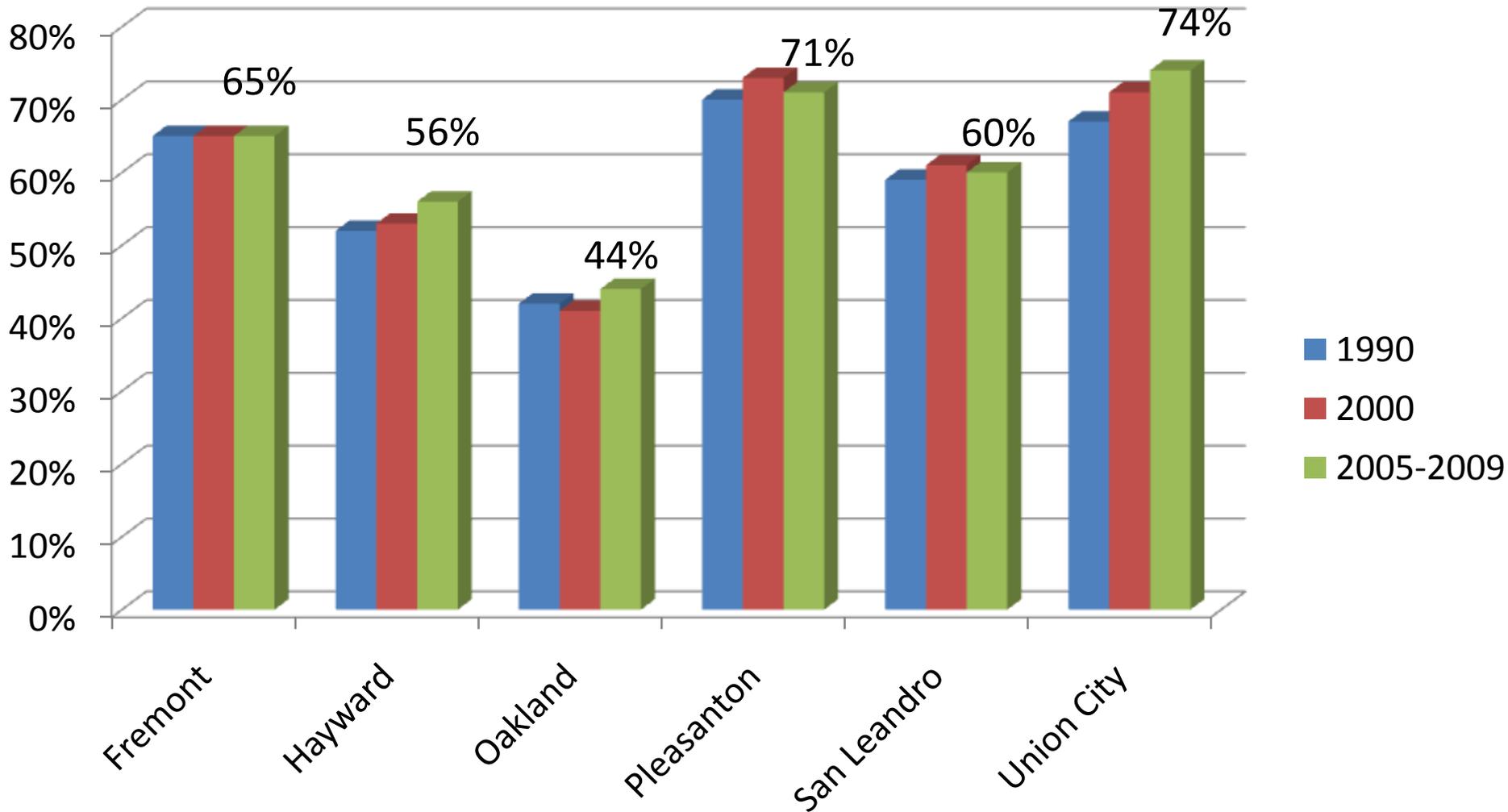
# Change in Median Household Income



# Housing Units by Type



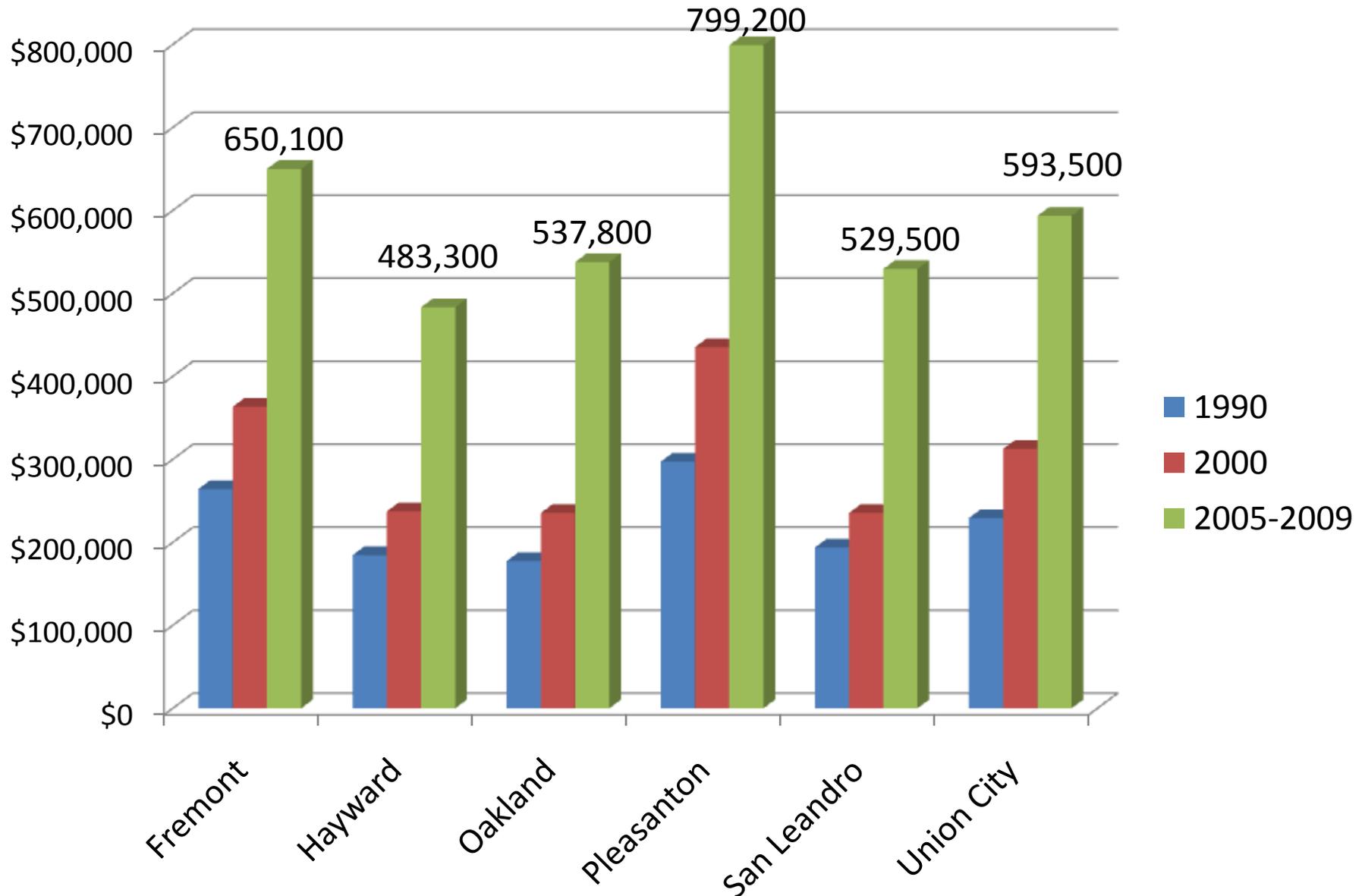
# Rental vs. Ownership for Occupied Units



Source: U. S. Census Bureau (1990 and 2000 Census and 2005-2009 American Community Survey)



# Median Housing Value for Owner-Occupied Units



# Dept. of Finance vs. Census Bureau

	Total Population	Total Housing Units	% Vacant
DOF Estimate (issued May, 2010)	153,104	48,767	2.11
2010 Census Data	144,186	48,296	6.07



# VACANCY RATES BY TYPE

	2000	2010	% Change
Total housing units	45,922	48,296	5.2
Occupied housing units	44,804	45,365	1.3
Vacant housing units	1,118	2,931	162.2
For rent	550	1,510	174.5
Rented, not occupied	116	62	-46.6
For sale only	140	566	304.3
Sold, not occupied	NA	139	
For seasonal, recreational, or occasional use	79	97	22.8
All other vacants	233	557	139.1
Vacancy rate	2.4%	6.1%	149.3
Homeowner vacancy rate	0.6%	2.3%	283.3
Rental vacancy rate	2.6%	6.6%	153.8

Source: 2010 Census Data



# Challenging Census Results

Challenges must be submitted to the Census Bureau between June 1, 2011 and June 1, 2013.



# Challenging Census Results

Count Question Resolution (CQR) program will accept the following three types of challenges:

- (1) *Boundary* - address the inaccurate reporting or the inaccurate recording of boundaries legally in effect on January 1, 2010.
- (2) *Geocoding* - corrections to placement of living quarters and associated population.
- (3) *Coverage* - addition or deletion of specific living quarters and persons associated with them - erroneously included as duplicates or excluded due to processing errors.

**A challenge based on Vacancy Rate will not be accepted.**



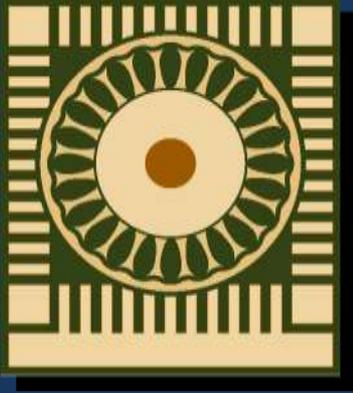
# Fiscal Impact

“Special Revenue Funds” are most impacted by population:

- Community Development Block Grants
- HOME Loan Program
- Measure B funds

“Special Revenue Funds” could decrease by 2.9% from approximately \$6.7 million to \$6.5 million





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