



Chat from 8/11/2021
Sonoma Valley Collaborative Presentation of
*Homes for a Sustainable Sonoma Valley: Strategic
Recommendations For Our Community*

We need the “haves” to vote to share with the “have nots” in an annexation. The “haves” will have to sacrifice .

Share Sonoma County needs local outreach , needs to be more known.

<https://sharesonomacounty.org/>

Is Sonoma Valley Collaborative involving the disability community and disability organizations?

Please learn about Sonoma County Visitability

<https://sonomacounty.ca.gov/PRMD/Regulations/Universal-Design/Visitability/> and

<https://www.northbaybusinessjournal.com/article/industry-news/visitability-standards-for-homes-rise-amid-sonoma-county-rebuild-effort/> . SVC staff response: We do not currently have

formal representation for people with disabilities, but are working to recruit more representatives to our Council to fill this and other gaps. So let's talk.

Building public and political will must be cultivated thru broad based organizing and Focus Groups that happen regularly, at familiar public places.

State legislature is in discussion to create "inclusionary zoning": SB9 and SB10. Generation Housing would like to see it go farther, to allow 8 units instead of 4.

Should Sonoma Valley Collaborative discuss or take a position on Sonoma County's appeal of ABAG's RHNA allocation?

What about "second homes" as a potential resource for addressing our housing deficit? Yes, empty rooms and homes, and vacation rentals, all take away homes for local people, but the politics are difficult. ADUs, JADUs, are good, and if we can up-zone successfully, then duplexes, triplexes, quads, etc.

All this shocking data about the shortage of homes, and the harm it causes, has been known for years, yet there is a lack of urgency. Apparently decision makers need people to tell them in person, even when the facts don't lie.

The housing story and the data are not truthful unless they include the indigenous traditional owners of the western coastal territories.

SVC staff: There is a stash of gorgeous WeAreGenH yard signs at my house. I'll get you one super

fast... just ask!

Short video about how important it is to get the City's and County's Housing Element right:

<https://www.youtube.com/watch?v=OTpVN9-mECI&t=125s>

Area Median Income keeps rising in our area, but that's because of the highest incomes getting higher. Lower-wage workers, essential workers, have not had their incomes rise.

What fraction of affordable homes in SoCo are under this Housing Land Trust model (including Dev's org or others)? What can be done to help the Housing Land Trust model scale (so this valuable tool can make a meaningful impact)?

Dev, in addition to working with a city, can you include County and State properties? Dev: Yes, we do partner with the County.

To help with strengthening public will for housing affordability, ask for the stories from Nikki Bass Fortuna (Oakland City) and the Moms 4 Housing.

I am reminded about the housing system in the island nation of Singapore which has the highest home ownership rate of about 90%, the highest of any "market economy." The Singapore Housing and Development Board provides the financing.

<https://www.bloomberg.com/news/articles/2020-07-08/behind-the-design-of-singapore-s-low-cost-housing?sref=71jgDplE>

I appreciate the valuable information and perspective of the presenters and I agree with much of it. However, until there is an equivalent level of effort to analyze and understand the factors that affect housing demand, the focus on increasing supply will not be effective in achieving affordability on the scale that is necessary. SVC staff response: Increasing "housing demand" means assuring people have enough money to cover their housing costs, often through higher wages and/or government housing vouchers. These are reasonable strategies, but the Collaborative does not have consensus for pursuing them within the Collaborative. Some Collaborative members do pursue these strategies, just outside of the Collaborative.

Dev Goetschius: Thank you for the opportunity to present. We will follow up and build on this partnership!

Is there any comprehensive report about how much housing is either planned or underway in SoCo, including cities? It would be good to frame the numbers needed with the numbers underway, so when we talk about what's needed it can be in that context. Jen: it's hard to get that data. We could use your help keeping our Sonoma County project tracker up to date. See <https://generationhousing.org/housing-project-tracking/>

SVC staff: Make Sonoma more affordable and get your contribution matched by Kimberly and Simon Blattner's \$50,000 gift! <https://sonomaecologycenter.org/svcsupport/>