

HOUSING YOU MATTERS



YEAR ONE IMPACT REPORT June 2016 to May 2017

- The work of the Housing You Matters Coalition was formally kicked off in June 2016. After several months of meeting to discuss the San Diego region housing crisis, it was decided by a core group of major organizations to raise money to support a concerted effort to influence action.
 - A focused strategy began by working in small groups to create an overall vision, mission, narrative, policy agenda and organizational leadership structure detailed later in this report.
 - The revamped www.HousingYouMatters.org website was launched which tells the story of who we are, why we exist and what we will do.
 - The HYM team met with dozens of nonprofit organizations, elected officials and perspective sponsors over the course of the last 12 months. The HYM membership and sponsorship sections in this report attest to our success.
 - We have raised \$106,000 to date.
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June to August Activities:

- Lydon Associates was retained for approximately 20 hours/month to work with HYM leadership to create a structure and then manage the structure for HYM work, raise dollars, educate policy makers and community at large.
- We met with 18 city leaders and potential sponsors to brief them on HYM.
- In addition to asking all HYM members to contribute financially, our project consultant sent out 30 requests for sponsorship to local companies and continues to follow up on these requests.
- A foundation database has been created to explore grants for the HYM work.

September to November Activities:

- Our work has focused mostly on participating in the conversation around the City of San Diego Uptown Community Plan Update where they were looking to downzone 1900 residential units at buildout. This catalyzed:
 - o A letter to Mayor Faulconer (on the HYM website) requesting that 1900 residential units be added back into the plan update.
 - o Testified at City of San Diego Planning Commission
 - o Created, organized and testified at City of San Diego City Council
- This visibility caught the eye of KPBS report Andrew Bowen. He conducted an interview with Nicole Capretz and Borre Winckel. Their mention of Housing You Matters then led to an invitation for Mary Lydon, HYM project consultant, to be interviewed on Midday Addition with Maureen Cavanaugh on 11/22/16. [Link to story.](#)
- The San Diego Union Tribune did a story on HYM on 12/6/16. [Link to story.](#)
- We were contacted by the New York Times the week of November 28th. [Link to story.](#)
- Interview with Voice of San Diego. [Podcast here.](#)
- We testified at the National City joint meeting between the City Council and the Planning Commission in October to weigh in on their new updated Downtown Specific Plan which adds 5000 residential units.
- Project Consultant coordinated and moderated panel at the California Council on Affordable Housing Conference in San Diego on November 11. Panelists included: Rick Gentry, SDHC; Steve Russell, SDHF; Paul Barnes, Shea Homes; and Josh Vasbinder, Dinerstein
- An alliance for conferences focused on **Housing San Diego's Future** in 2017 was formed and includes: AIA San Diego (Housing the Next 1 Million); San Diego Architecture Foundation (Context 4 – Neighborhoods 2027); CityAge San Diego. Each partner participated in a joint marketing campaign.

December to February Activities:

- Major efforts included working with the City of San Diego Mayor's office and the City of San Diego Smart Growth and Land Use Committee where they will now focus in large part on housing affordability in 2017.
- Op/Ed piece for Voice of San Diego focused on housing affordability – Jan 30, 2017. [Link to story.](#)
- Secured partnership with [California Forward](#), a nonpartisan statewide organization focused on creating better policies. We will conduct a joint conference with them to be held in San Diego in November 2 and 3 focused on housing, infrastructure and jobs – [California Economic Summit 2017](#). Jennifer LeSar, HYM Policy co-chair, will lead the local organizing committee to raise sponsorship dollars and develop program panel.

March to May Activities:

- Worked with City of San Diego designing a Middle Income Housing Density Program. This along with the Mayor's housing strategy will be rolled out at a press conference on June 21st, 11am.
- Testified in support at City of San Diego Planning Commission on code amendments for Companion Units. It was approved. Now onto Smart Growth and Land Use Committee and then to City Council. Goal is to have this in place by end of June.
- Moved fiscal agent oversight to Mission Edge who provides HYM with a 501c3 status and additional services such as directors and officers insurance, bookkeeping and annual reporting to the State.

HYM FOUNDING MEMBERS

Executive Committee:

Lori Holt Pfeiler, Chair	Habitat for Humanity
Dan Silver	Endangered Habitats League
Stefani Benvenuto	Regional SD Chamber of Commerce
Joe LaCava	LaCava Consulting
Borre Winckel	BIA San Diego
Teresa Stivers	Walden Family Services
Nicole Capretz	Climate Action Campaign
Maya Rosas	Atlantis Group

Coalition Members:

Matt Adams	BIA San Diego
Bastiaan Bouma	AIA San Diego
Ryan Maxon	Greater SD Association of Realtors
Jaymie Bradford	Regional SD Chamber of Commerce
Beatriz (BB) Alexander	North County Hispanic Chamber
Bill Baber	Association of Builders & Contractors
Carroll Whaler	HG Fenton
Catherine DeYoung	Regional San Diego Economic Dev Corp
Colin Parent	Circulate San Diego
Dianne Rath	Greater San Diego Association of Realtors
Ernie Cowan	No County San Diego Assn of Realtors
Jim Schmid	Chelsea Investment Co
Danny Fitzgerald	Chair ULI Residential Council
Andrew Malick	Chair ULI Infill Council
Michael Bardin	Scripps Health
Molly Kirkland	San Diego County Apt Assn
Michael McSweeney	SoCal Housing Collaborative
Charles Davis	San Diego Land Trust
Richard Lawrence	San Diego Land Trust
Steve Russell	San Diego Housing Federation
Laura Nunn	San Diego Housing Federation
Brian Marvel	SD Police Officers Assn
Mike Fender	SD Police Officers Assn
Dimitrios Alexiou	Hospital Association of San Diego & Imp
Phil Bono	BNIM
Mary Lydon	Lydon Associates - HYM Consultant
Ron Brownell	Ron Brownell, Real Estate Broker
Melanie Nally	BIOCOM
Emily Cassel	BIOCOM
Alan Arrollado	San Diego Fire Fighters Assn

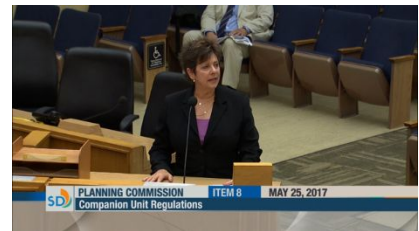
HYM SPONSORS

Habitat for Humanity
Endangered Habitats League
BIA San Diego
Walden Family Foundation
SD County Association of Realtors
AIA San Diego
HG Fenton
No County San Diego Assn of Realtors
Chelsea Investment Co
San Diego County Apt Assn
San Diego Housing Federation
Banner Bank
National City Chamber of Commerce
Climate Action Campaign
Sustainability Matters
Civic San Diego
San Diego Police Officers
Camden Development
BWE
San Diego Architectural Foundation
FI Financial
Climate Action Campaign
San Diego Housing Federation
CA Forward – CA Economic Summit
Mulvaney Family
Hansen Aggregate
San Diego Foundation
California Forward

Jacqueline Reynoso National City Chamber of Commerce
Jennifer LeSar LeSar Development Consultants

FOUNDING MEMBERS	(CONTINUED)
Ken Sauder	Wakeland Housing
Steve Espino	Banner Bank
Debbie Ruane	San Diego Housing Commission
Haney Hong	SD Co Taxpayers
Artemis Spyridonidis	LeSar Development Consultants
Dave Gatzke	Community Housing Works
Elyse Lowe	City of San Diego
Kristine Zortman	Civic San Diego
Sherry Brooks	Civic San Diego
Hansol An	BWE
Emily Cassel	BIOCOM
Jim Waring	FI Financial
Ricardo Flores	LISC
Tom Mulvaney	Mulvaney Family
Margit Whitlock	San Diego Architectural Foundation
Pauly De Bartolo	San Diego Architectural Foundation
Ben Breauseau	Camden Development

The continued goal is to increase broad base of members to include churches, seniors, foundations and large employers.



HYM VISION

The binational region of San Diego is on a trajectory of becoming a great global metropolitan area in the 21st century. Our high tech industries, top universities, phenomenal cultural and natural amenities bring a high quality of life unmatched by any other region of our size. To assure that we support our growth using sustainable, prosperous and equitable strategies, housing affordability and increased stock around the region needs to be addressed.

HYM MISSION

Housing You Matters is a broad based Coalition that convenes, advocates and educates around solutions for increasing housing supply and lowering the cost of building new homes. We do this by catalyzing leaders to create policy for increasing supply of more affordable homes, educating industry about innovative product types

and materials that lower building costs and informing the public at large why we need to do this and the positive impacts it will bring for the viability of our future.

HYM NARRATIVE

- It is a FACT that our population is growing —primarily through natural growth—and we have a severe housing shortage. We can either prepare thoughtfully so that all have the opportunity to prosper or our region will become a place for haves and have nots.
- Because we aspire to a region with a high quality of life which includes:
 - o A range of housing prices so fellow San Diegans and our children will be able to afford homes that consume less than one-third of their income and so they can afford to buy their first home
 - o A range of job choices with a career ladder from entry-level living wage on up
 - o Healthy air, water, beaches, access to healthy food, and walkable communities
 - o Transit oriented communities where housing, shopping, education, and entertainment are walkable, bike able and served by high-quality public transit
 - o Plenty of choices for restaurants, shops, food, art, entertainment, parks and open spaces
 - o Thriving locally-owned small businesses
 - o Efficient use of water and increasing energy from renewable sources
 - o Thoughtfully designed communities where community connections and human experience are valued
 - o Communities that are mixed income, intergenerational and culturally diverse
 - o Intact rural and habitat lands
- Because the San Diego region, including the northern Baja region in Mexico, is at a pivotal moment where we have the opportunity to build on our progress and become a global success story for the following reasons:
 - o For decades San Diego has been cultivating an innovation economy that is focused on research, education, high tech, green tech, bio tech and telecom job growth and development. The San Diego region is one of the top innovation regions in the United States whose economic growth is connected to the future. This economic development strategy has a bright future which will provide higher paying jobs for our educated workforce.
 - o Our unique bi-national region has all the characteristics necessary to become a world class center of integrated research and development, manufacturing and procurement. We can harness this unique set of characteristics that provides great jobs from living wage to highly technical that are connected to the future.

ADMINISTRATION AND ACTIVITIES

We have held 9 executive committee meetings, 4 overall coalition meetings and 5 policy committee meeting. All these meetings have been used to build our narrative, membership, policy agenda, public relations strategy and fundraising development strategies. In early 2017 we created an Investor Advisory Circle which is comprised of funders to HYM. Regular meeting schedule for 2017 includes: 6 Executive Committee meetings; 6 Policy Committee meetings; 4 Coalition meetings; 2 Funder Members meetings.

PUBLIC RELATIONS

- Social media pages set up for Facebook and Twitter. Communication is sent on a regular basis.
- In partnership with the San Diego Foundation's Center for Civic Engagement, we are exploring a Regional Housing Dialog.

- We have a goal of creating HYM Marketing Campaign
- We have a goal of developing and implementing an education and outreach campaign for Cities, Planners, Community Planning Groups, Chambers and other relevant organizations

POLICY AGENDA

Actions for 2017

- Ask each city and the County to establish goals that will catalyze an increase of annual housing production by 3 to 5% with a range of home price points both for sale and rental until they reach the annual goals set forth in their adopted Housing Elements. Housing You Matters, in partnership with the Regional San Diego Chamber of Commerce, will create a Housing Stock Dashboard that will measure our region's progress city by city. We will then share the results with the public.
- We will monitor and support new policies by cities, the County and nonprofit organizations that meet the goals of delivering housing at all price points. Current examples includes:
 - o Parking reform in transit corridors.
 - o Converting development fees in urban areas from per-unit to per-square feet.
 - o Helping to catalyze an affordable housing density bonus code in cities around the County modeled after the City of San Diego's.
 - o Encourage compliance with the new State Law on Accessory Dwelling Unit and ensure that ADUs are easier to build and with less expensive fees.
 - o Advocate for Master EIRs to be included in General Plan and Community Plan Updates and around SANDAG Smart Growth nodes.
 - o Showcase infill projects that can be built with ministerial approval.
 - o Work to secure sustainable funding for Affordable Housing.
 - o Encourage and support appropriate streamlining of development process throughout our region.

Ongoing Goals

- Advocate for and visibly support higher density housing in Transit Priority Areas which will help achieve the goal of creating more housing, at all price points, and lowering greenhouse gases to address our changing climate challenge.
- Identify and advocate for broad-based funding for infrastructure as well as innovative solutions such as enhanced infrastructure financing districts.
- Advocate for storm water runoff regulations that shift burden from individual infill projects to city-wide solutions.
- Hold cities accountable for existing, approved planning tools and processes such as the Climate Action Plan, Regional Housing Need Assessment (RHNA), and the SANDAG Smart Growth Concept Map.
- Encourage SANDAG to staff a Housing Committee to track regional housing needs, number of homes built on an annual basis, and obstacles to production at all price points.
- Develop list of what we need from elected officials and then develop a toolkit so they have the research and language to tell the story that makes the case for increasing the number of homes built.
- Meet with all 18 Mayors, City Council members and the Board of Supervisors to introduce HYM and begin the conversation.
- Ensure that the County of San Diego completes now-languishing community plans for walkable Villages.
- Explore strategies to catalyze production of middle-income housing bridging the gap between subsidized and highly-regulated Affordable Housing and market-rate housing.
- Develop and implement education and outreach campaign for Cities, Planners, Community Planning Groups, Chambers and other relevant organizations. Maintain livability of existing housing stock, with

emphasis on preservation of attainable housing like single room occupancy hotels.

- Continue to monitor and weigh in on City of San Diego Community Plan Updates. Offer support to interested communities who want to explore where more dense areas in their communities makes sense.