



IMPACT REPORT

June 2016 - December 2017

The work of the Housing You Matters Coalition was formally kicked off in June 2016. This Impact Report is a compilation of progress that is updated quarterly.

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.

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.

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

- Plenty of choices for restaurants, shops, food, art, entertainment, parks and open spaces
 - Thriving locally-owned small businesses
 - Efficient use of water and increasing energy from renewable sources
 - Thoughtfully designed communities where community connections and human experience are valued
 - Communities that are mixed income, intergenerational and culturally diverse
 - 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:
- 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.

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.



HYM Leadership

Advisory Board

Lori Holt Pfeiler, Chair
Dan Silver
Stefani Benvenuto
Joe LaCava
Borre Winckel
Teresa Stivers
Maya Rosas
Mary Lydon, Lead Project
Consultant

Habitat for Humanity
Endangered Habitats League
San Diego Regional Chamber of Comm
LaCava Consulting
Building Industry Association San Diego
Walden Family Services
Circulate San Diego

Lydon Associates

POLICY COMMITTEE

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Jaymie Bradford
Maya Rosas
Laura Nunn
Jennifer LeSar
Jenni van der Heyde
Ryan Maxson
Stefani Benvenuto
Artemis Syridonidis
Molly Kirkland
Adrian Granda
Ricardo Flores

Building Industry Association San Diego
Regional San Diego Chamber of Commerce
Circulate San Diego
San Diego Housing Federation
LeSar Development Consultants
San Diego Housing Commission
Greater San Diego Association of Realtors
San Diego Regional Chamber of Comm
LeSar Development Consultants
San Diego County Apartment Assn
County of San Diego - Supervisor Roberts
LISC

INFILL COMMITTEE

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Danny Fitzgerald
Andrew Malick
David Allen
Gilman Bishop

FI Financial
Chair ULI Housing Council
Chair ULI Infill Council
Trestle Development
Bishop & Company

FUNDERS AND SPONSORS

Borre Winckel
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Han Ansol
Whitney Benzian
Kristine Zortman
Steve Espino
Bastiaan Bouma
Carroll Whaler
Dianne Rath
Ernie Cowan
Jim Schmid
Molly Kirkland

BIA San Diego
Habitat for Humanity
BWE
CA Apartment Association
Civic San Diego
Banner Bank
AIA San Diego
HG Fenton
Greater San Diego Association of Realtors
No County San Diego Assn of Realtors
Chelsea Investment Co
San Diego County Apt Assn

Steve Russell
Mike Fender
Jacqueline Reynoso
Ken Sauder
Kathyn Meade
Ben Breauseau
Margit Whitlock
Jim Waring
Bishop Gilman
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Allegra Parisi
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Ryan Maxon
Myles Pomeroy
Stefani Benvenuto
Kristen Victor
Teresa Stivers
Tom Mulvaney
Sherry Brooks
Ari Isaak
Monica Ball
Jim Mayer
Greg Waite

San Diego Housing Federation
SD Police Officers Assn
National City Chamber of Commerce
Wakeland Housing
San Diego Foundation - Grant
Camden Development
San Diego Architectural Foundation
FI Financial
Bishop & Company
SD Police Officers Assn
Endangered Habitats League
Hanson Aggregate
San Diego Foundation
Greater San Diego Association of Realtors
San Diego League of Women Voters
Regional San Diego Chamber of Comm
Sustainability Matters
Walden Family Services
Mulvaney Family Foundation
Civic San Diego
Evairi GIS Consulting
Uplift
California Economic Summit - Grant
Integral Communities

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



ADMINISTRATION AND ACTIVITIES

We have held 12 executive committee meetings, 6 overall coalition meetings and 8 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 donors to HYM.

Regular meeting schedule for 2018 includes: 6 Executive Committee meetings; 6 Policy Committee meetings; 4 Coalition meetings; 2 Investor Advisory Circle meetings; and a Strategic Planning Session.

June 2016 to August 2016 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 – list of outreach listed below.
- 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 2016 to November 2016 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 Winkel. 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 2016 to February 2017 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 2017 to May 2017 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.

June 2017 to December 2017 Activities:

- Over the course of the summer we transitioned to our new fiscal agent at Mission Edge. Services for Mission Edge are provided by a \$10,000 grant from the San Diego Foundation.
- An online fundraising service called Network For Good was also set up and put into motion to communicate directly with the HYM members and to offer an online platform for donations.
- Started a new infill committee to focus on specific development impediments to infill development. This committee will be more proactive in looking a policies that will assist in unblocking impediments.
- HYM presentation was made to the San Diego Strategic Roundtable – an EDC program for retired CEOs and Civic Leaders.
- A comprehensive HYM member strategy was implemented to weigh in at the City of San Diego City Council Meeting for Housing Action Day on July 24, 2017. Action items included:
 - Accessory Dwelling Units policy amendments
 - Expedite program update to include affordable housing projects
 - Increased appeal fee
- HYM presentation made to the Economic Development Corporation's Infrastructure Committee.
- Promoted AIA San Diego's Housing the Next Million programing and represented HYM at 4 of the events.
- Represented HYM at Assemblymember Gloria's Housing Forum in San Diego on 8/8/17.
- Attended City of San Diego's Smart Growth and Land Use to testify in support of lowering ADU permit fees.
- Housing You Matters was showcased at the CA Economic Summit on November 2nd and 3rd.
- Thanks to Jim Schmid, \$20,000 was raised for a HYM sponsorship at the CA Economic Summit on November 2nd and November 3rd. HYM was highly visible to 500 elected and civic leaders from across the State of California.
- HYM Infill Committee worked for three months on a FAR Density Bonus policy proposal with Councilmember Gomez staff. Policy will be presented to Smart Growth and Land Use Committee on January 31, 2018.
- HYM Infill Committee is working with staff of Assemblymember Todd Gloria and Senator Toni Atkins on a Real Estate Tax Exemption policy that other states have used to increase more affordable infill projects around transit.

PUBLIC RELATIONS

- Social media pages set up for Facebook and Twitter. Communication is sent on a regular basis.
- We are exploring a Regional Housing Dialog.
- Goal: Develop a HYM Marketing Campaign
- Develop and implement 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.