

Generation Housing Advocacy Platform 2022-2023

The following advocacy platform identifies the specific housing goals and strategies that lift up and bring to life Generation Housing’s Guiding Principles regarding People, Place, Housing Options, Sustainability, Impact, and Collaboration. Our project and policy endorsement criteria stem from and align with this platform. We strongly support the policies contemplated by the state’s [Prohousing Designation Program](#) and our local jurisdiction’s efforts to attain the designation.

People

We want all of our neighbors to have a place to call home – a mix of ages, races, ethnicities, and socioeconomic status contributes to Sonoma County’s economic and social vibrancy

- **Promote livable, sustainable, and walkable communities with proximity to transit**
 - Enhanced density bonus provisions
 - Reduced parking requirements
 - Reduce restrictions on commercial spaces in mixed-use developments
- **Support greater diversity of homes in high-opportunity neighborhoods**
 - Incentivize “missing middle” homes in single-family communities
 - Donation of public land for affordable housing in resource-rich neighborhoods
 - Promote affordable and mixed-income developments
 - Scale fees by square foot rather than by-unit to reduce the disincentive for smaller units and promote affordability by design
 - Support for a diverse range of multi-family housing

Place

Sonoma County’s commitment to vibrant, walkable urban areas, rich agriculture economy, and environmental stewardship requires thoughtful, sustainable housing development

- **Support financial stability by advancing homeownership opportunities for lower- and moderate-income families**
 - Investing in alternative housing mechanisms like community land trusts and shared/limited-equity cooperatives
 - Support the creation, implementation, and use of down payment and closing assistance programs, especially in respect to supporting BIPOC members of our community who have historically been excluded from homeownership opportunities
- **Promote policies that stabilize neighborhoods at risk of displacement and gentrification**
 - Preservation of existing affordable housing
 - Support the continued provision of rent relief to ensure that families can stay in their homes both during and after Covid-19
 - Support community and tenant opportunities for the purchase of their homes

Housing Options

Our community needs a range of housing types, sizes, materials, and affordability levels

- **Create new financing tools for local government to support affordable housing**
 - Support local funding sources like municipal bonds to boost the production of affordable homes
- **Promote affordability for all income levels, add to the diversity of housing needs**
 - Support policies that decrease project time and cost and increase project certainties such as greater use of Specific Plans and advance EIRs

Sustainability

We support the development of energy-efficient and climate-resilient homes and communities that offer access to jobs, schools, parks, and other needed amenities

- **Advance environmentally conscious and sustainable siting**
 - Support the development of infill, greyfield, and brownfield sites through public/private partnership cultivation, financing opportunities, and fostering of community support for site redevelopment.
- **Promote environmental design**
 - Support policies that foster the integration of the latest technologies and practices to reduce the environmental impact of home building and promote green principles like all-electric homes and Net Zero.
- **Promote resilience against natural hazards in home production**
 - Encourage policies that integrate hazard mitigation strategies and building materials into home construction such as defensible perimeters, fire-resistant building materials, and evacuation route planning.

Impact

Safe, stable, affordable housing near community services is integral to economic mobility, educational opportunity, and individual, family, & community health

- **Achieve large scale and/or strategic impact in meeting local or regional housing needs**
 - Improve the time, certainty, and cost of project development
 - Promote the use of permit streamlining for qualified projects that meet infill, affordability, and sustainability goals
- **Support policies that address the job-housing gap**
 - Convene and facilitate opportunities for employer-assisted housing programs through a variety of ways, including down payment grants or loans, homeownership counseling and education, rental subsidies, and/or direct investment in the construction of residential housing.

Collaboration

We are committed to working collaboratively and transparently – conducting positive advocacy, aligning efforts along with the points of agreement, and working across sectors to create actionable and lasting solutions

- **Promote robust community outreach and engagement to guide the conversation**
 - Invest in a process to level the playing field in which local agencies and projects embrace the community input to clarify issues and strengthen solutions while ensuring that the most affected communities are included and heard.
- **Promote interagency engagement and collaboration**
 - Uplift the institutional knowledge of local housing department staff through convenings and collaborative opportunities to strengthen policy recommendations and fortify implementation.