

Generation Housing is leading the movement for more, more affordable, and more diverse housing in Sonoma County.

We champion effective policy, sustainable funding resources, and collaborative efforts to create an equitable, healthy, and resilient community for *everyone*.



our WHY

- **60% of Sonoma County's residents are "cost burdened,"** meaning they pay more than 30% of their income on housing, leaving them unable to meet their other basic needs. Over 50% of our low wage earners are "severely cost burdened," meaning they pay more than half their incomes on housing.
- **1 in 4 children** live in overcrowded homes.
- **1 in 4 Latinos** live in overcrowded homes, a rate 10X greater than for whites.
- **Our housing crisis disproportionality impacts** our communities of color; this is an enduring result of the structural inequities in housing policy and housing finance systems.
- **Paying too much** for housing, or living in overcrowded conditions, has serious health consequences and negatively impacts educational outcomes.
- **Our housing crisis stifles** our local economy and increases traffic and our greenhouse gas emissions.

our WHAT

Our big, audacious, moonshot (but totally achievable) goal:

58,000 homes by 2030

Our report, **How Much Housing Do We Need?**, shows that we're

38,000 homes behind right now, and will need 20,000 more

by 2030. Building in Sonoma County has not

kept up with job and population growth

for over 2 decades, and we have

3 low-wage jobs for every

1 affordable home.

- **We advance policy solutions:** The policy solutions we champion will spur production by reducing cost barriers to multi-family housing development, desegregate our community by ending exclusionary zoning and prioritizing high-resource areas for affordable, multi-family housing, and create more types of housing for our students, young families, and workforce members by zoning for “Missing Middle” Housing.
- **We educate, engage, and organize** the public and our community leaders to build a pro-housing ethic and raise a counter voice to the housing opposition.
- **We make sure that great new housing communities** are no longer slowed down—or abandoned—because of anti-housing pushback or unnecessary bureaucratic hurdles.
- **We strengthen** the political will of our elected and appointed officials, and help them make evidence-based decisions through education and relevant research.
- **We collaborate** with other organizations to attract more grant funding and private investment in local housing development.
- **Led the efforts to attract \$170 Million** to Sonoma County for affordable and climate-smart housing.
- **4,397 Generation Housing endorsed-housing units** have been entitled (earned approval to build); nearly half will have rents set by law to serve our lower-wage workforce members.
- **Published several research reports** relied on by our local leaders, most recently, the *State of Housing in Sonoma County*, and produced a number of quality educational events for those leaders and the public.
- **Hosted 36 educational events** on housing and how housing intersects with our community’s and community members’ health and prosperity.
- **Held monthly “house parties”** and published **monthly newsletters** to keep our members, followers, and community members up to date on housing issues and engaged in solutions.
- **Built a pro-housing Gen H Action Team:** Generation Housing rallies our individual members to deliver our messages and our community leaders across sectors to amplify their voices and increase our impact. The Action Team allies to support good policy decisions and good housing projects when needed.
- **Developed a strong reputation** with **local media** and community decision- and policymakers as a leader and trusted authority on housing issues.
- **Launched the county-wide** public will building campaign **#WeAreGenH**, broadly supported by local media and organizations across sectors, guided by research and created by social justice marketing experts, with the aim of associating *housing with people* to create a deep and lasting pro-housing ethic.



Everyone needs an affordable place to call home.

#WeAreGenH