

Homebuilding Industry Annual Membership Benefits



Homebuilding professionals are key partners in Generation Housing's work. We know that one of the keys to housing production is to provide certainty to, reduce cost of, and streamline the entitlement and permitting processes. We are also aware that pre-leasing agreements can provide advantages in project financing and are valuable to local employers struggling with workforce shortages.

Accordingly, Generation Housing has developed the following related programs that are both benefits to

our homebuilding industry members and designed to advance Generation Housing's mission.

Since January 2020, Generation Housing has built a reputable library of housing resources read and shared by elected officials, government staff, C-suite executives and community members of a diverse audience. Regular communications are distributed to an email list of over 5,000 contacts and an open rate of 39%, well above industry average.

SILVER \$2,500 – \$7,499

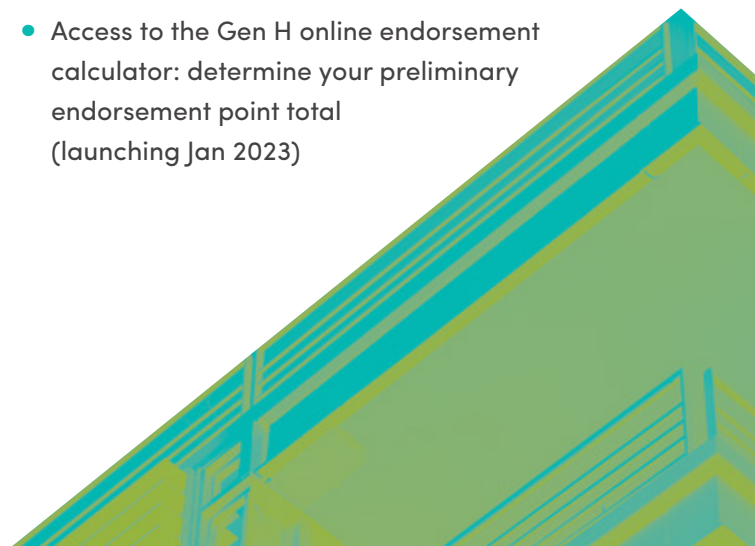
- Eligible to apply for Project Endorsement
- Access to Generation Housing's Jurisdictional Feedback Portal (launched January 2023)
- Access to the Gen H online endorsement calculator: determine your preliminary endorsement point total (launching Jan 2023)

GOLD \$7,500 – \$14,999

- Eligible to apply for Project Endorsement
- Access to Generation Housing's Jurisdictional Feedback Portal (launched January 2023)
- Invitation to annual Sonoma County Homebuilders' Convening (2023 date TBD)
- Inclusion on Preleasing Opportunity Bulletin compiled and provide quarterly to local employers with interested employers
- Access to the Gen H online endorsement calculator: determine your preliminary endorsement point total (launching Jan 2023)

PLATINUM \$15,000 +

- Eligible to apply for Project Endorsement
- Access to Generation Housing's Jurisdictional Feedback Portal (launched January 2023)
- Invitation to annual Sonoma County Homebuilder's Convening (2023 date TBD)
- Inclusion on Preleasing Opportunity Bulletin compiled and provide quarterly to localemployers. Facilitated first meetings with interested employers.
- Sponsorship of and logo recognition on Jurisdictional Feedback Portal
- Sponsorship of and logo recognition at annual Sonoma County Homebuilder's Convening
- Access to the Gen H online endorsement calculator: determine your preliminary endorsement point total (launching Jan 2023)



Project Endorsement

Generation Housing will consider endorsing projects that increases the supply, advances affordability, and broadens the diversity of housing in Sonoma County. The project endorsement program uses a set of objective criteria based on its guiding principles to identify projects to be prioritized for support in the approval process.

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.

Jurisdictional Feedback Portal

Generation Housing is launching a web-based portal where developers and other homebuilding industry members, at the Silver and above levels, can input their specific experiences with Sonoma County's jurisdictions relative to the development process, or their learnings and suggestions from experiences in other jurisdictions.

This data will be regularly compiled and analyzed to help inform Generation Housing's policy suggestions and direct advocacy work.

Sonoma County Homebuilders' Convening

On an annual basis, Generation Housing will host a two-hour convening of homebuilding industry members, at the Gold level and above, and both staff and elected representatives of Sonoma County's jurisdictions. The convening will provide an opportunity for Generation Housing homebuilding industry members to engage in a facilitated dialogue with their peers and the jurisdictional representatives regarding their specific experiences and suggestions for improvement of the development process.

Preleasing Opportunity Bulletin

Generation Housing will prepare a quarterly bulletin listing and describing the projects in the pipeline with units available for prelease and distribute to a list of the largest, by employee size, and by gross profits, employers in Sonoma County. Members at the Gold level and above can request that their endorsed project be included in this quarterly bulletin. Generation Housing is also happy to facilitate first connections between developers and employers.

Generation Housing

427 Mendocino Ave, Suite 100
Santa Rosa, CA 95401

(707) 900-4364

info@generationhousing.org