

## An open letter to the elected leaders of Sonoma County:

We have a disaster on our hands. Housing scarcity and high rents are causing families to forgo healthcare, increasing our community-wide stress, stifling the local economy, and forcing some out of the county altogether. Homeownership has become elusive if not impossible for most.

Interest rates and material costs have skyrocketed, and the one-time funding responsible for much of the construction happening today is gone. **Inaction will sink us deeper into a deficit; bold action is necessary to prevent homebuilding from slowing again**

**to recession-era rates. But we can fix this; we have done it before.** After the 2017 wildfires, our local leaders acted immediately to get people back into their homes. It was bold, fast, and decisive—and it worked.

This is not news to any of you, and that's why each of our ten jurisdictions list housing as a top priority. It's time to take **ACTION** in line with those stated priorities. We are calling on you to once again respond boldly, decisively, and quickly.

**North Bay NEXT** is Generation Housing's policy platform designed to accelerate housing production by flexing our local governmental muscles to create the housing we need, and fast. **We call upon local jurisdictions to take these five straight-forward action steps that will jumpstart local homebuilding immediately.**

Vibrant, prosperous communities where everyone can contribute to an equitable, healthy, and resilient North Bay begins with homes. **We cannot afford to wait.**



**Bring Millions to Fund Housing:** Pass a resolution endorsing the BAHA regional bond measure to bring at least \$403M to Sonoma County, and \$179M to Napa County, for housing production and preservation.

**Zone for People:** End exclusionary zoning. Create more diverse and more affordable housing by allowing up to 4-plex housing in single-family zones and expand zoning for Missing Middle small apartment complexes. This also empowers homeowners to maximize the value of their property, and takes a step toward righting the wrong of decades of discriminatory zoning practices.

**Fast & Fair:** Streamline housing development by integrating Design Review Boards into Planning Commissions. This accelerates housing projects while still ensuring transparency and accountability in decision-making.

**Incentivize Affordability:** Support near-term construction of Affordable and affordable-by-design workforce housing by offering a three-year temporary fee waiver and adopting fees based on square footage. This is an imperative offset to current economic forces making development financially infeasible.

**People & Planet over Parking:** Let developers and their tenants make climate-smart decisions on parking needs by eliminating costly and heavy-handed parking mandates. This promotes a more sustainable approach to housing without passing on additional costs to residents.

Local policies aren't unchangeable laws of nature; they are guidelines created by people, and are not written in stone.

**YOU have the POWER to rewrite them.**

We call on you to be **bold, decisive leaders**, and to **ACT swiftly**, in alignment with with your housing priorities, by taking these five actions to move us toward a healthy, prosperous, sustainable, **North Bay NEXT**.

In community,  
**Generation Housing**



Readers: Scan the QR code to sign the petition joining this urgent call to action.

**Your voice has POWER!**

[generationhousing.org/next](https://generationhousing.org/next)



**WeAreGenH.org**