

GEN We are
done waiting
for affordable
housing



It's time for action now

YOUR VOICE COUNTS

We need your help to bring more housing to Sonoma County.

1. [Meeting Dates & Times](#)
2. [Gen H Contact](#)
3. [Sign Up](#)
4. [Talking Points](#)

Upcoming Meetings

Santa Rosa City Council Meetings

June 4, June 18, July 2 5:00pm*

Location: [City Hall 100 Santa Rosa Ave. Santa Rosa, CA 95404](#)

Sonoma County Board of Supervisors Meeting

June 4, 11 am*

June 10* - Impact Fee Meeting - 8:30 am*

Location: [575 Administration Drive, Room 102 A Santa Rosa, CA 95403](#)

* Timing subject to change, tell us you are coming and we can send you updates.

[Sign up to Make Public Comment here](#)

Gen H Contact:

Civic Engagement Manager Sonia Byck-Barwick at (707) 326 - 2555 or Sonia@generationhousing.org with questions or to share your phone # for updates.

Here are [Best Practices on How to make a public comments](#)

Check the time it will take to make your public comment time [HERE](#)

General Suggested Talking Points:

- **Introduce yourself and tell your why** - why is housing availability and affordability important to you and your community.
- End by **stating your support of Generation Housing's proposed policy** to address housing affordability and **ask for action NOW!**

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You can choose to tell your own personal story or use one of the points listed below. Statements can be brief, **but each one is important!**

NEW Talking points for Board of Supervisors Meeting

- We are relieved and excited that the board is addressing this important matter.
- We urge the Board to adopt a policy that is whole enough to meet this moment of both a housing crisis and an economic crisis.
- This is an investment in the future that will pay dividends in your constituents quality of life and the community's economic vitality.
- Any temporary cost is an upstream investment that will pay for itself in increased tax revenue and decreased spending on social safety net services, law enforcement, and managing homelessness.
- More affordable and workforce housing means more jobs, less crime, less homelessness, less traffic and healthier people.

Ongoing Talking points for all Meetings

- **No more waiting** - We need action now!
- You say housing is the **#1 priority** - stop waiting, make it a priority!
- **Your community is watching** - is housing really important to you?
- **We elected you to lead** - it is time for you to show us you can!
- We **Cannot Afford to wait** - Be bold, Be Brave, Be a leader!
- **Homes are a fundamental human need.**
- **Safe, Secure, housing is essential for well being, and stability.**
- **The High Cost of Waiting** - Workforce moving away, Friends and Family moving away, Young Families moving away, School Closing, longer commutes and more traffic, businesses closing and Homelessness will continue to rise
- We need more **affordable, multi-family housing** in our community
- 34,000 households (or 18% of all households) in Sonoma County are paying **more than 50% of their income on rent**, including 8 of 10 Very Low and Extremely Low income residents and more than half of Low Income residents.
- **Human Impact** - Share your story on how the high cost of housing is affecting your life.
- **Comparison with Petaluma:** Petaluma found a way to successfully support affordable housing by strategically reducing fees.

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- **Statewide Precedents:** You are in good company, many communities like Sacramento, San Jose, Oakland, Fresno, and San Mateo have successfully used fee relief to bolster affordable housing, demonstrating the viability and effectiveness of this approach.
- **Fresno's Investment Perspective:** Note Fresno's view of fee waivers not as lost revenue but as an **investment in housing**, a perspective that can be adopted to support long-term community growth.
- **Economic Impact of Housing Scarcity:** Discuss how the housing crisis is not just a social issue but also an economic one, with high rents and scarcity stifling local economic growth and forcing residents out of the county.
- **Impact on Homeownership:** Address the growing inaccessibility of homeownership, particularly for first-time buyers and younger families, due to rising costs and interest rates.
- **Investment in future Economic Development:** Our housing shortage and in-affordability is impeding our local businesses' and organizations' to thrive as well as the ability to attract new economic investment.
- We need to be able to **attract and retain qualified workforce members**; an investment in housing is an investment in economic prosperity
- **Investment in our Community:** Building more multifamily housing will bring more economic activity and increase property tax revenues in perpetuity.

If you'd like to dive more deeply into the issue, you can see our letters here:

- [Santa Rosa City Coalition Letter](#)
- [Sonoma County Coalition Letter](#)
- Read a policy brief that explains the efficacy of impact fee reform [here](#).