



IMPACT REPORT

June 2018

The work of the Housing You Matters Coalition was formally kicked off in June 2016.

VISION

The binational region of San Diego is on a trajectory of becoming a great global metropolitan area in the 21st century. Our high tech industries, top universities, phenomenal cultural and natural amenities bring a high quality of life unmatched by any other region of our size. To assure that we support our growth using sustainable, prosperous and equitable strategies, housing affordability and increased stock around the region needs to be addressed.

MISSION

Housing You Matters is a broad based Coalition that convenes, advocates and educates around solutions for increasing housing supply and lowering the cost of building new homes. We do this by catalyzing leaders to create policy for increasing supply of more affordable homes, educating industry about innovative product types and materials that lower building costs and informing the public at large why we need to do this and the positive impacts it will bring for the viability of our future.

NARRATIVE

- It is a FACT that our population is growing —primarily through natural growth—and we have a severe housing shortage. We can either prepare thoughtfully so that all have the opportunity to prosper or our region will become a place for haves and have nots.
- Because we aspire to a region with a high quality of life which includes:
 - o A range of housing prices so fellow San Diegans and our children will be able to afford homes that consume less than one-third of their income and so they can afford to buy their first home
 - o A range of job choices with a career ladder from entry-level living wage on up
 - o Healthy air, water, beaches, access to healthy food, and walkable communities
 - o Transit oriented communities where housing, shopping, education, and entertainment are walkable, bike able and served by high-quality public transit
 - o Plenty of choices for restaurants, shops, food, art, entertainment, parks and open spaces
 - o Thriving locally-owned small businesses
 - o Efficient use of water and increasing energy from renewable sources

- Thoughtfully designed communities where community connections and human experience are valued
 - Communities that are mixed income, intergenerational and culturally diverse
 - Intact rural and habitat lands
- Because the San Diego region, including the northern Baja region in Mexico, is at a pivotal moment where we have the opportunity to build on our progress and become a global success story for the following reasons:
- For decades San Diego has been cultivating an innovation economy that is focused on research, education, high tech, green tech, bio tech and telecom job growth and development. The San Diego region is one of the top innovation regions in the United States whose economic growth is connected to the future. This economic development strategy has a bright future which will provide higher paying jobs for our educated workforce.

Our unique bi-national region has all the characteristics necessary to become a world class center of integrated research and development, manufacturing and procurement. We can harness this unique set of characteristics that provides great jobs from living wage to highly technical that are connected to the future.



Current HYM Leadership

Advisory Board

Lori Holt Pfeiler, Chair
Dan Silver
Stefani Benvenuto
Debbie Ruane
Borre Winckel
Teresa Stivers
Steven Russell
Jim Schmid
Jennifer LeSar
Mary Lydon

Habitat for Humanity
Endangered Habitats League
SD Regional Chamber of Commerce
San Diego Housing Commission
Building Industry Association San Diego
Walden Family Services
San Diego Housing Federation
Chelsea Investments
LeSar Development Consultants
Executive Director

POLICY COMMITTEE

Matt Adams
Jaymie Bradford
Maya Rosas
Laura Nunn
Jennifer LeSar
Jenni van der Heyde
Ryan Maxson
Stefani Benvenuto
Artemis Syridonidis
Molly Kirkland
Adrian Granda
Ricardo Flores

Building Industry Association San Diego
Regional San Diego Chamber of Commerce
Circulate San Diego
San Diego Housing Federation
LeSar Development Consultants
San Diego Housing Commission
Greater San Diego Association of Realtors
SD Regional Chamber of Commerce
LeSar Development Consultants
San Diego County Apartment Assn
County of San Diego - Supervisor Roberts
LISC

INFILL COMMITTEE

Jim Waring
Danny Fitzgerald
Andrew Malick
David Allen
Gilman Bishop

FI Financial
Chair ULI Housing Council
Chair ULI Infill Council
Trestle Development
Bishop & Company

FUNDERS AND SPONSORS

Borre Winckel
Lori Holt Pfeiler
Han Ansol
Whitney Benzian
Kristine Zortman
Steve Espino
Bastiaan Bouma
Carroll Whaler
Dianne Rath
Ernie Cowan
Jim Schmid
Molly Kirkland
Steve Russell
Mike Fender
Jacqueline Reynoso
Ken Sauder
Kathyn Meade
Ben Breauseau
Margit Whitlock
Jim Waring
Bishop Gilman
Brian Marvel
Dan Silver
Allegra Parisi
Theresa Nakata
Ryan Maxon
Myles Pomeroy
Stefani Benvenuto
Kristen Victor
Teresa Stivers
Tom Mulvaney
Sherry Brooks
Ari Isaak
Monica Ball
Jim Mayer
Greg Waite
Ian Gill
Simone Ruff

BIA San Diego
Habitat for Humanity
BWE
CA Apartment Association
Civic San Diego
Banner Bank
AIA San Diego
HG Fenton
Greater San Diego Association of Realtors
No County San Diego Assn of Realtors
Chelsea Investment Co
San Diego County Apt Assn
San Diego Housing Federation
SD Police Officers Assn
National City Chamber of Commerce
Wakeland Housing
San Diego Foundation - Grant
Camden Development
San Diego Architectural Foundation
FI Financial
Bishop & Company
SD Police Officers Assn
Endangered Habitats League
Hanson Aggregate
San Diego Foundation
Greater San Diego Association of Realtors
San Diego League of Women Voters
Regional San Diego Chamber of Comm
Sustainability Matters
Walden Family Services
Mulvaney Family Foundation
Civic San Diego
Evairi GIS Consulting
Uplift
California Economic Summit - Grant
Integral Communities
Silvergate Development
CSH

Actions in last 23 months:

- Housing You Matters Coalition letter Mayor Kevin Faulconer on Uptown Community Plan Update potential downzone at buildout
- Testified at City of San Diego City Council on no downzone at buildout in Uptown Community Plan Update
- Supported Mayor Faulconer's 'Housing SD' Plan Moves Forward with Strategies to Increase Supply & Boost Affordability
- Presented at City of San Diego Housing Action Day
- Supported State of California pass of Historic Housing Package through CA Economic Summit Letter
- HYM successfully catalyzed the City of Santee to conduct a Workshop on parking in January 2018 rather than implementing policy that would drive up the cost of housing
- Supported Plan at Committee, Planning Commission and City Council levels to align San Diego granny flat rules with state and reduce fees
- Supported Sustainable and Affordable Expedite Program
- Supported 11th Code update at the City of San Diego at City Council
- Supported City of San Diego Housing Bond at Rules Committee
- Housing You Matters Presentation to Lambda Alpha International San Diego
- HYM weighs in on San Diego Housing Commission Progress of the 2015 Housing Crisis Report
- Participated in state SEN Pat Bates Housing Summit
- HYM Infill Committee worked with City of San Diego to create the California Sustainable and Affordable Housing Act (CASA): Floor Area Ratio Density Bonus Program
- HYM Infill Committee submitted map expansion for Opportunity Zones – recommendations were accepted
- Advocated and secured City of San Diego Companion Unit policy amendments and fee waivers
- Center for Sustainable Energy Quality of Life Dashboard – weighed in on housing

What we have helped catalyze – catalyzing is a good role for us:

- Uptown Community Plan Update – no downzone at buildout
- City of San Diego Mayor's Housing Plan
- City of San Diego Councilmember Gomez Housing Plan
- City of San Diego Smart Growth and Land Use Housing Plan
- City of San Diego Housing Action Day
- YIMBY Democrats movement
- Greater SD Chamber of Commerce - Housing Dashboard
- Greater SD Chamber of Commerce – Young Leaders for Housing
- North County EDC – Housing Summit In July 2018
- HYM Infill Development – Advocacy Committee
- El Cajon Boulevard Business Improvement Association – Housing Town Hall
- CA Economic Summit in San Diego
- Promoted and helped plan proposed CA Sustainable and Affordable Legislation introduced by ASM Todd Gloria with assistance by Councilmember Georgette Gomez
- Promoted and helped plan Housing Next One Million Charrette put on by the AIA San Diego

Continued catalyzing actions:

- Housing You Matters is in the business of creating trust and a new culture of housing that changes the community and political will to make it happen.

We will do this through:

- Community Town Halls throughout the County focused on Housing in partnership with elected leaders.
- Address every City Council and Planning Commission in the County on the importance of increased housing supply during public comment
- Address Community Planning groups throughout the county
- Mayors Forum Event focused on housing
- Educational Events focused on housing issues like CEQA Reform; Storm water runoff reform
- Highlighting and supporting Innovative Housing Typologies that are lower in cost to build (HN1M)
- Social Media engagement and development that strategically targets demographics needed to shift the culture – Seniors and Millennials.
- Continually increase broad base of members to include churches, seniors; foundations; and large employers.



Media in last 23 months:

- 13 media pieces (all print pieces can be found on HYM website in these publications)
 - San Diego Union Tribune
 - Voice of San Diego (Op/Ed and Podcast)
 - KPBS (Mid-Day Addition)
 - San Diego Daily Transcript
 - San Diego Business Journal – We have a quarterly column on Housing


PO Box 12319
San Diego, CA 92112
(619)252-0295
Mary Lydon, Executive Director