# Mission

Sonoma County Alliance

As a leading community collaborative, Sonoma County Alliance influences a strong business economy as the foundation of a healthy Sonoma County.

# Janet Connors, President

Sonoma County Alliance

## Announcements

# Ty Mooney, Executive Director

Sonoma County Alliance

## Education Committee Highlight

- $2,500 to the Family Justice Center
- Little Library Bench finds a home at Santa Alicia Park

# Ty Mooney, Executive Director

Sonoma County Alliance

## Endorsements & Support

- SRO program at Santa Rosa City Schools

Advocacy is what we do, email Ty Mooney for an opportunity to speak to SCAPAC or the SCA for support.

# Ty Mooney, Executive Director

Sonoma County Alliance

## Working together to retain a strong workforce!

Sonoma County EDB Economic Development Board

Sonoma County Alliance

Career Technical Education Foundation

Santa Rosa Metro Chamber

## Join us November 3rd via zoom at 9am to learn more!

## Register on our website for information

# Ty Mooney, Executive Director

Sonoma County Alliance

## Upcoming Events

- November 1st - County Safety
- November 3rd – CTE Internship Program Info Meeting
- December 6th – Industry Update

# Scan to Follow Power Point

Sonoma County Alliance

**WIFI**

Santa Rosa Wi-Fi

**Password**

invitedclubs

# Ty Mooney, Executive Director

Sonoma County Alliance

## Call to Action!

## Help us Grow & Diversify our Membership!

# Janet Connors, President

Sonoma County Alliance

**Introductions!**

Tell us your name & business.

*If you are a guest, be sure to give a business card for the wine drawing!*

# Janet Connors, President

Sonoma County Alliance

## Jen Klose

Executive Director

GENERATION HOUSING

GENERATION HOUSING

# Leading the North Bay's pro-housing movement

At **Generation Housing**, we envision vibrant communities where everyone **can contribute** to an **equitable**, **healthy**, and **resilient** North Bay.

This **begins** with **homes**.

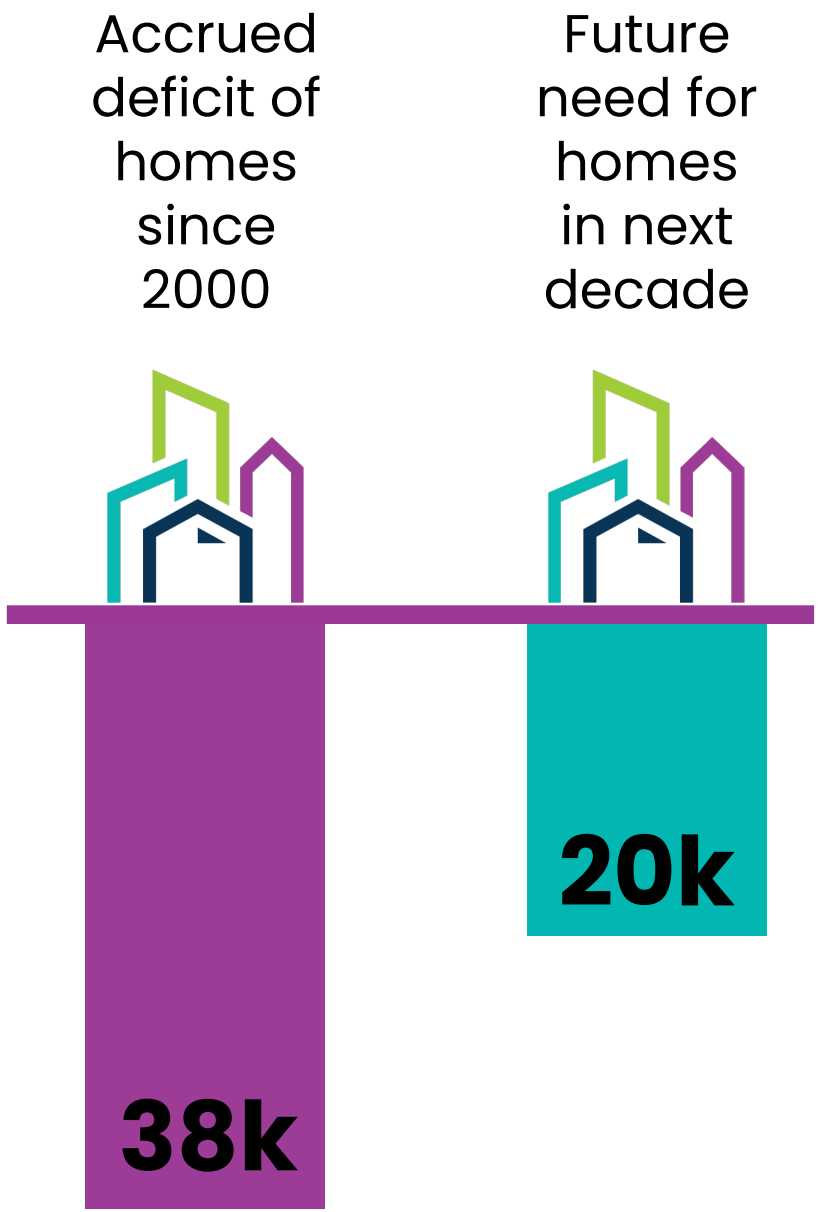
# Gen H in Action

Projects

Public & Political Will Building

Policy

Financial Solutions



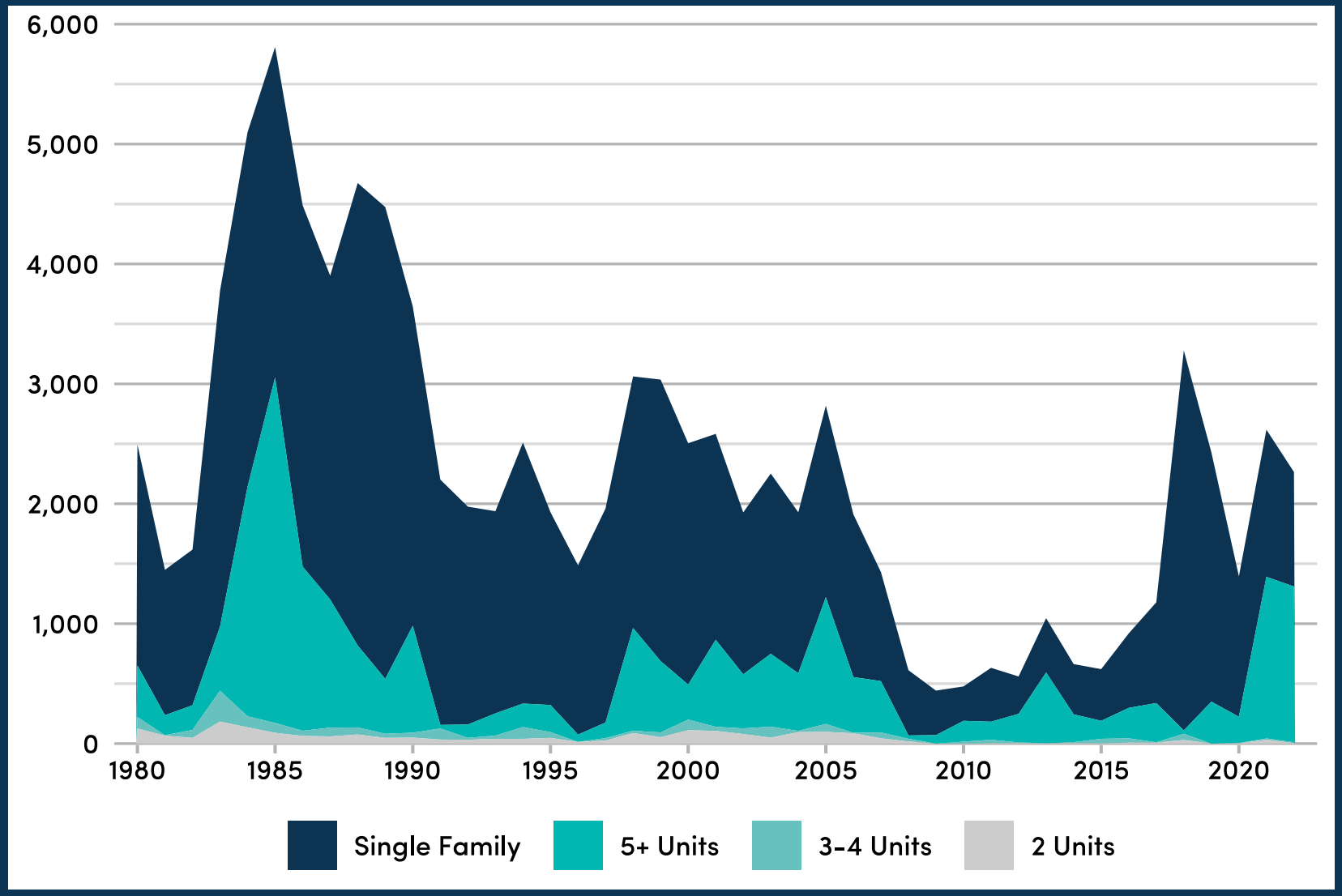

**58k**

Total deficit *and* future need of homes

**73%**

Of the deficit is in affordable homes

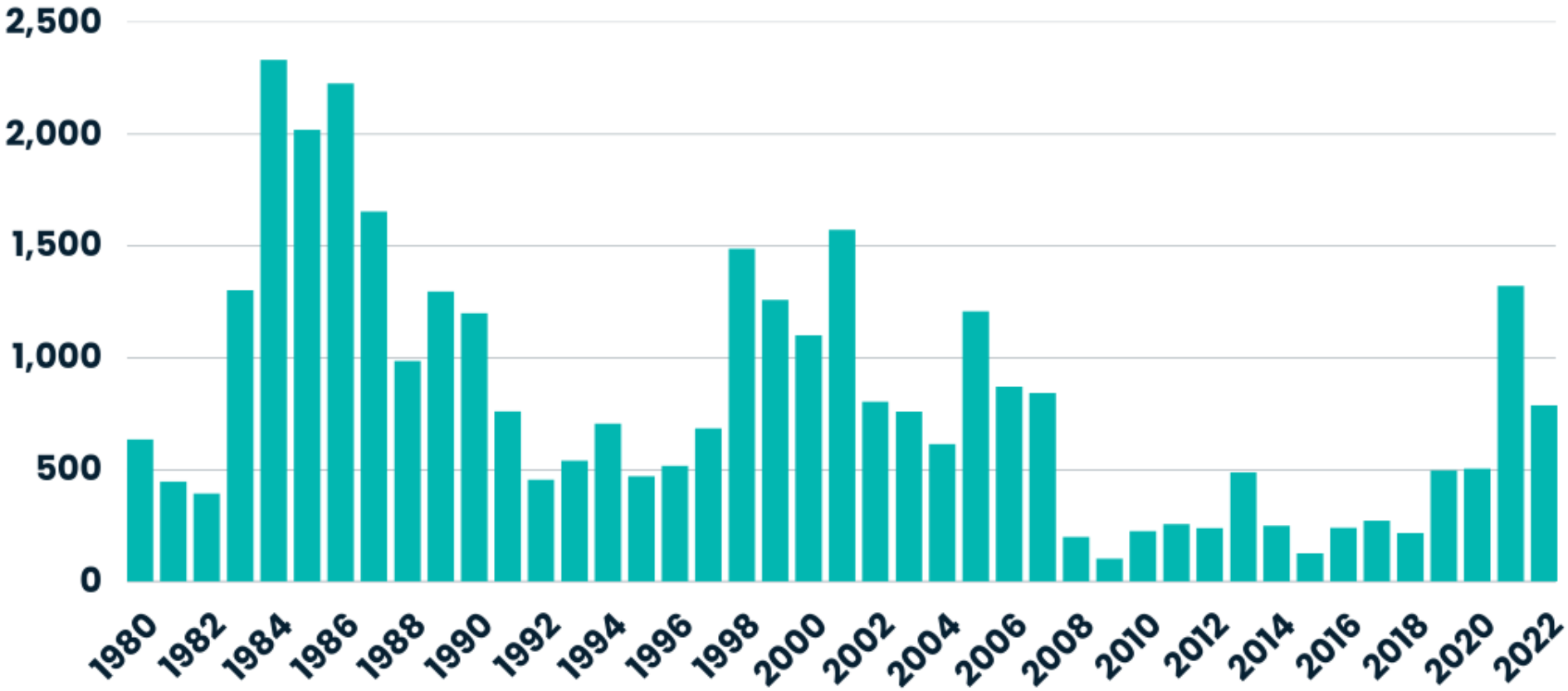
# Total Permits (Units) in Sonoma County




GENERATION HOUSING

# TOTAL PERMITS (UNITS) SUBMITTED IN SANTA ROSA, 1980-2022

Data used for this chart is from HUD's State of the Cities Data Systems and Santa Rosa's 2022 Housing Dashboard.




** Excludes Fire Rebuilds (2017-2022)*

GENERATION HOUSING

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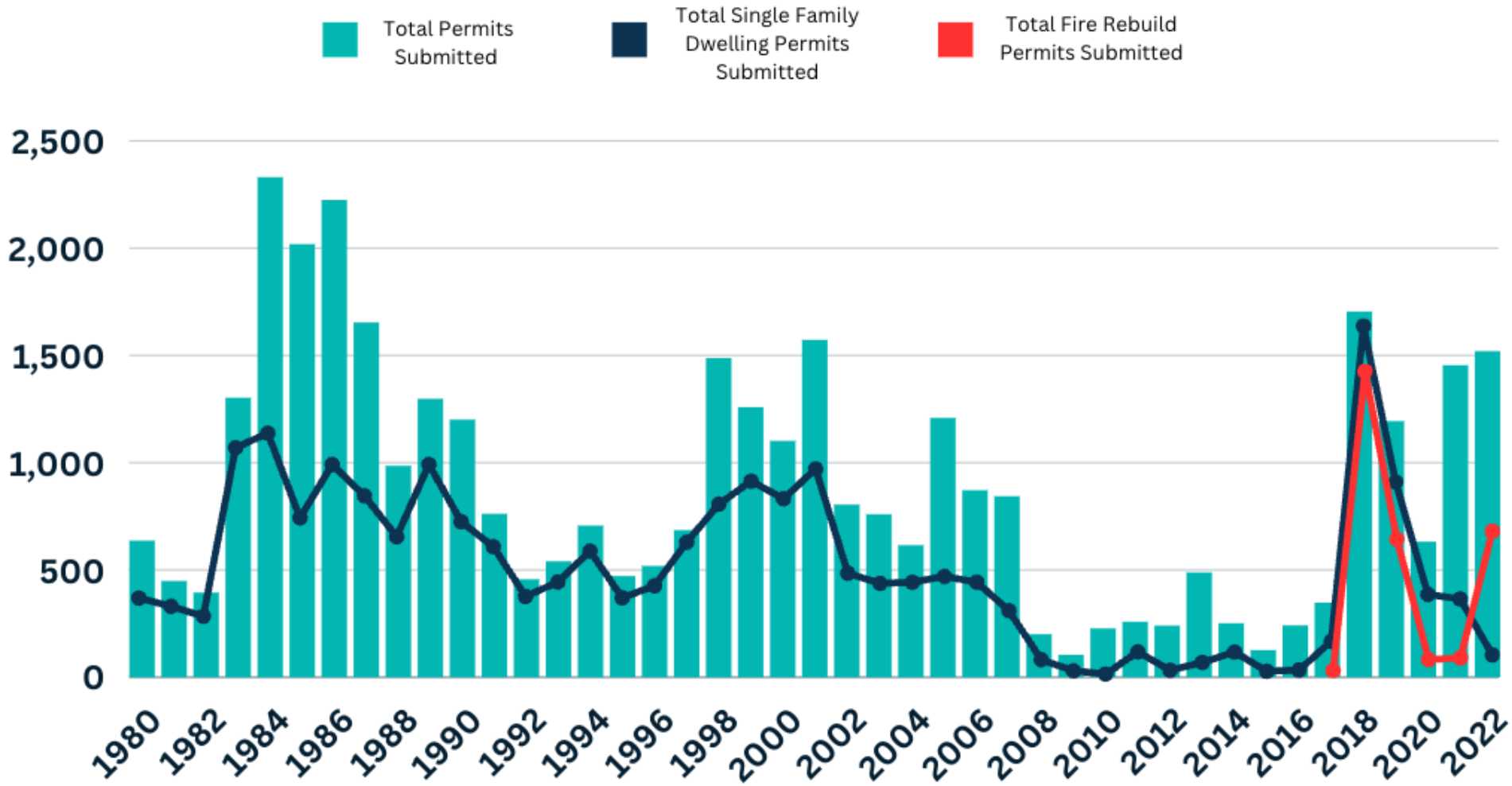
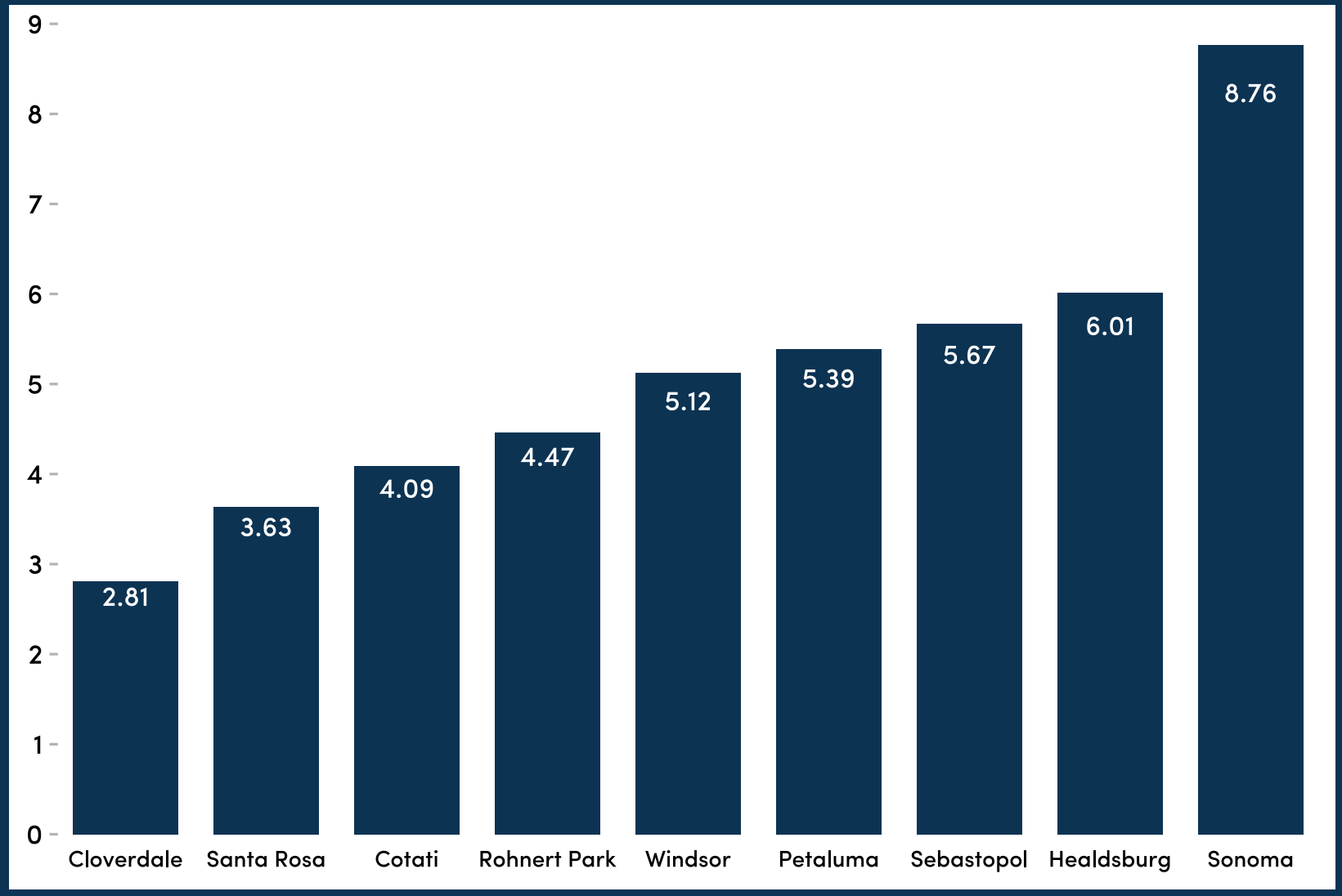



GENERATION HOUSING

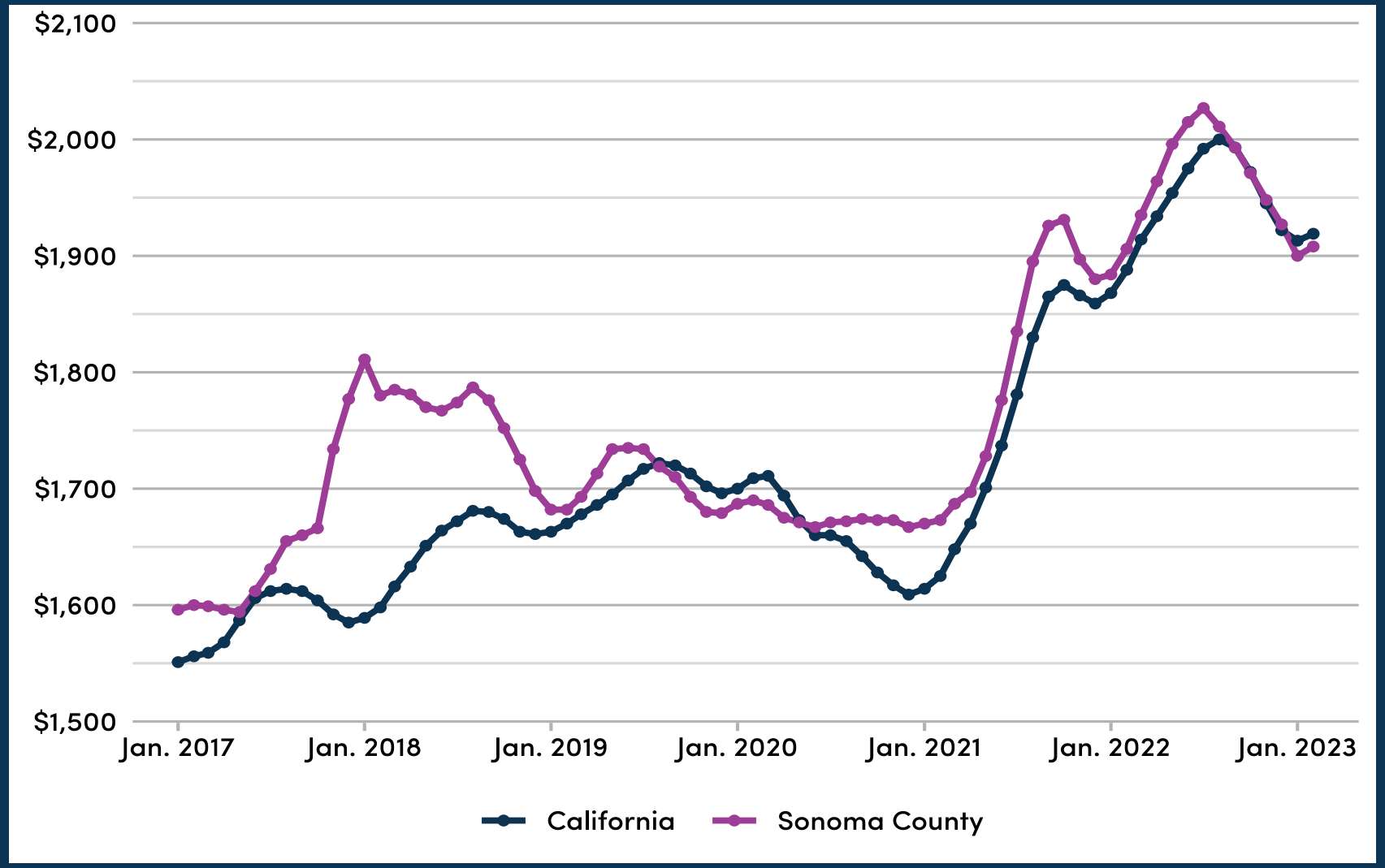
# Low Wage Jobs to Housing Units




GENERATION HOUSING

33% AMI
$29,839
EXTREMELY LOW INCOME
Servers
need affordable places to live and thrive.
GEN

# Median Rents



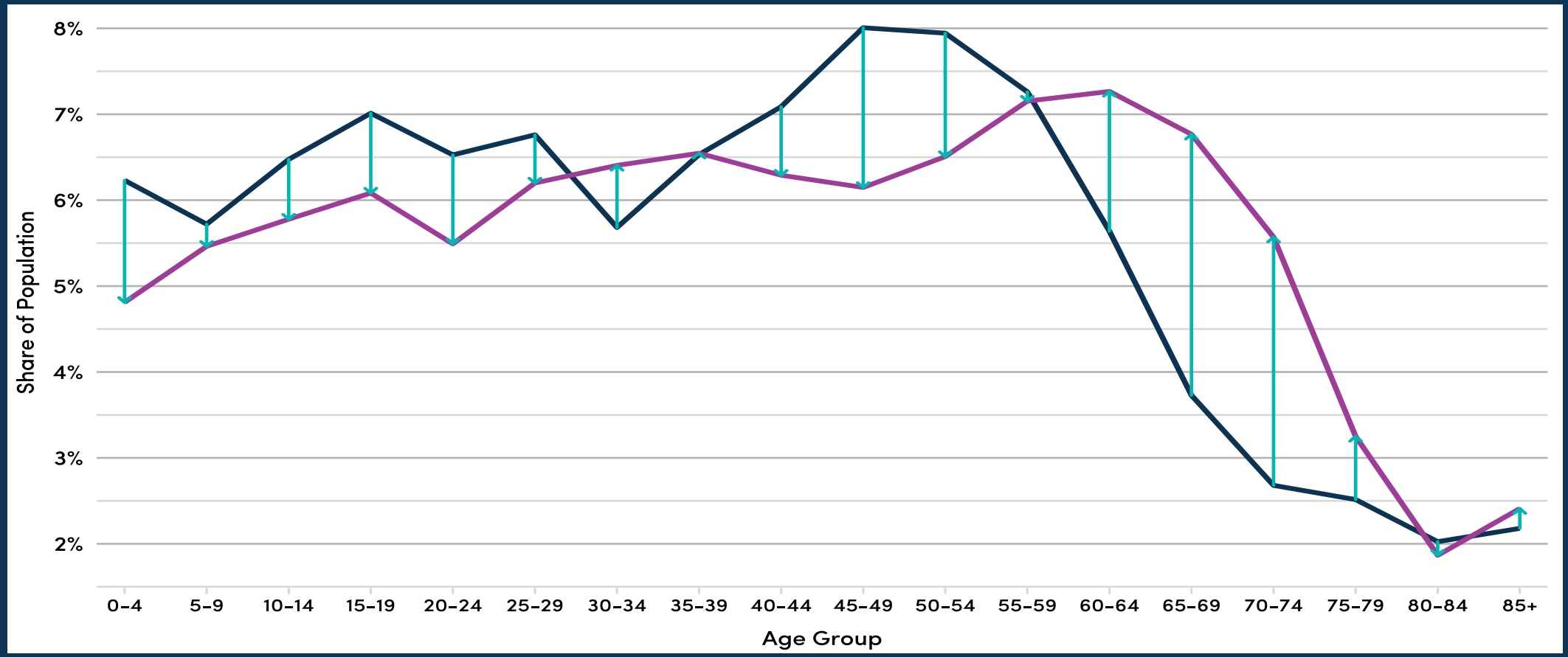

GENERATION HOUSING

# Who can make the rent?

| Median Earnings by Occupation | | | |
|---|---|---|---|
| Occupation | Annual Income | Monthly Income | Affordable Rent Needed |
| Legal Occupations | $81,023 | $6,752 | $2,026 |
| Education/Libraries | $44,787 | $3,732 | $1,120 |
| Healthcare Support | $30,102 | $2,508 | $753 |
| Food Preparation & Service | $20,009 | $1,667 | $500 |
| Farming/Fishing/Forestry | $33,514 | $2,793 | $838 |
| Construction/Extraction | $52,138 | $4,345 | $1,303 |

GENERATION HOUSING

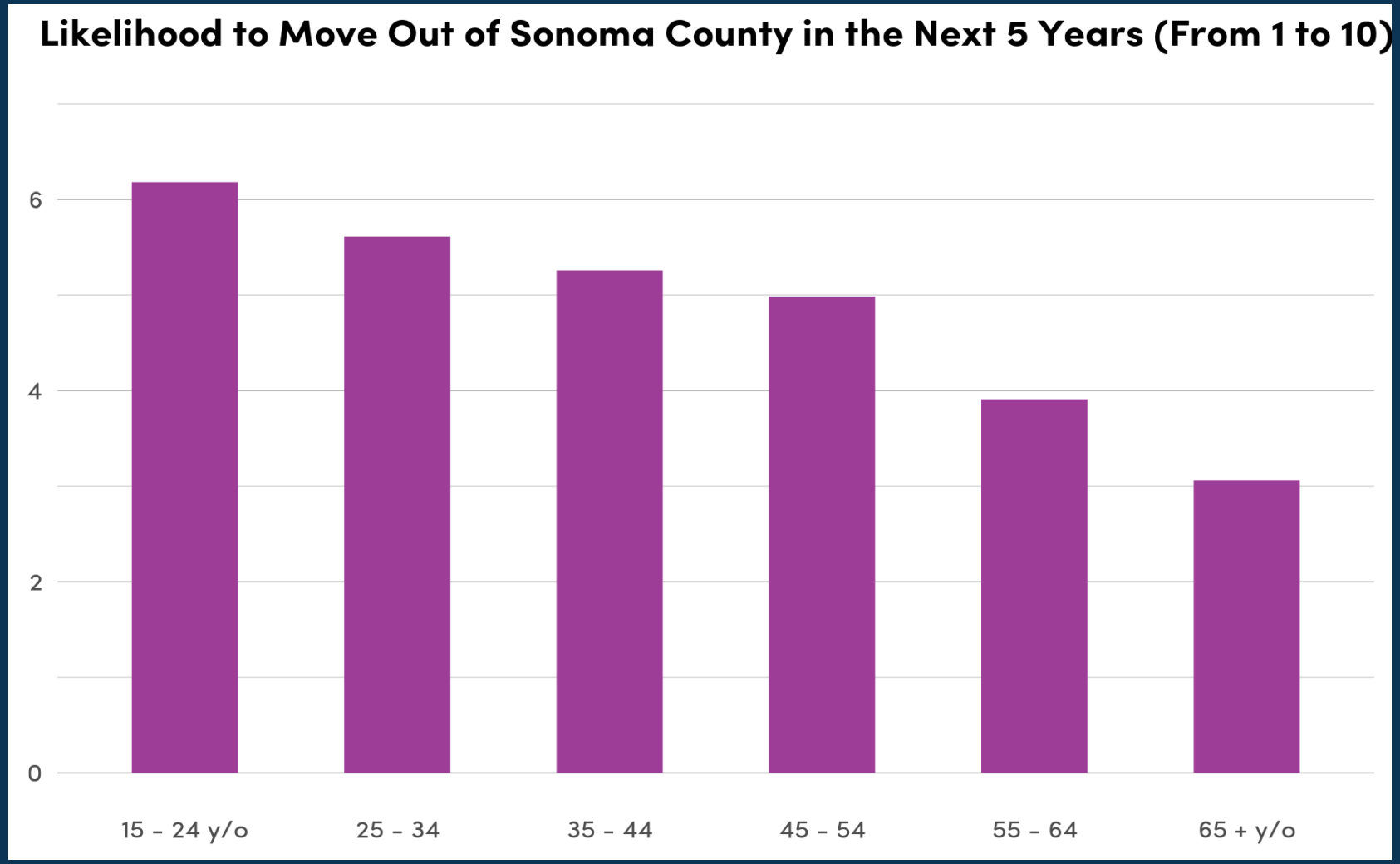
# Young residents are a declining share of our population




—2009— —2021—

GENERATION HOUSING

… and they are more likely to consider leaving




GENERATION HOUSING

Together, we **can** build the housing we need.

**BUT HOW?**

NORTH BAY NEXT

# THE ANSWER TO HOW IS YES

WE ARE | SOMOS GEN H

WeAreGenH.org

NORTH BAY NEXT

# 5 Action Steps for a Vibrant, Prosperous Community

WE ARE | SOMOS GEN H

WeAreGenH.org

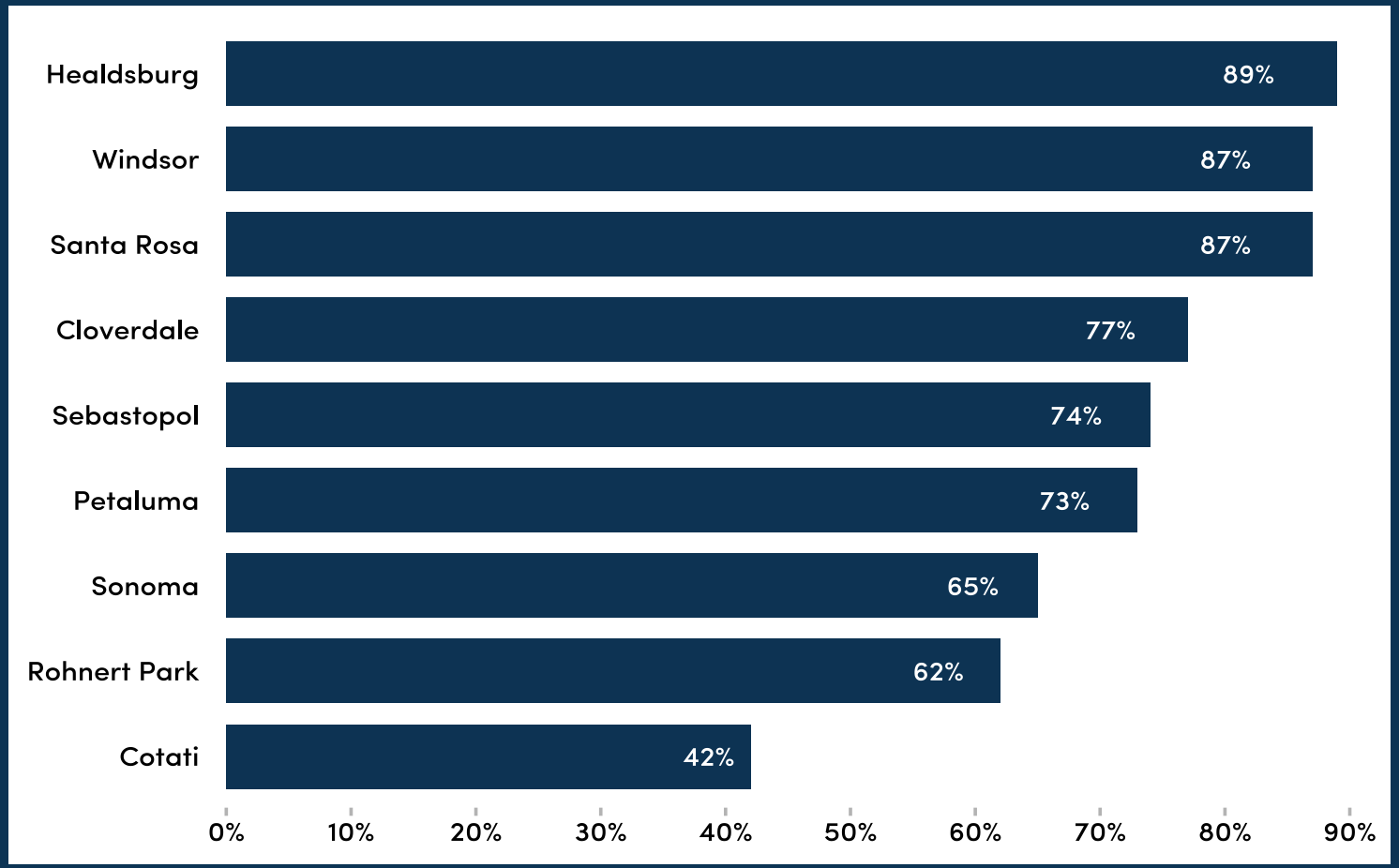
# Zone for People:

**End exclusionary zoning.**

+ Allow 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.

# Percentage of Zoning Reserved **Exclusively** for Single Family Homes




NORTH BAY NEXT

GEN H

# What does the future look like for neighborhoods zoned only for SFHs?

| Age vs. Single Family Homes | | |
|---|---|---|
| Neighborhood | % Single Units | Median Age |
| Glen Ellen | 100.00 | 57.5 |
| West Petaluma | 86.55 | 46.6 |
| Cotati | 62.02 | 44.3 |
| Bellevue (south Santa Rosa) | 25.81 | 28.7 |

# 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.

+ Cotati, Healdsburg, and Petaluma have already done this

# Incentivize Affordability

Support near-term construction of Affordable and affordable-by-design workforce housing by:

+ offering a **three-year temporary fee waiver** for affordable and affordable-by-design workforce housing
+ adopting fees based on square footage.

# People & Planet
## over Parking

Let developers and their tenants make climate-smart decisions on parking needs by eliminating costly and heavy-handed parking mandates.

# 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.

Sign the Petition to SAY **YES**

# North Bay NEXT

NORTH BAY NEXT

GEN H

SAY **YES** TO

# the BAHA Regional Bond Measure

SCAN ME

NORTH BAY NEXT

GEN H

# WE ARE | SOMOS

# GEN H

## WeAreGenH.org

NORTH BAY NEXT

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