“You can’t go back and change the beginning, but you can start where you are and change the ending.”

- C. S. Lewis
“IF WE GET TO 2020 AND ALL WE HAVE DONE IS REPLACE THE 3,000 HOMES WE LOST, WE WILL HAVE FAILED.”

— CHRIS COURSEY, FORMER MAYOR CITY OF SANTA ROSA
THE 4-PRONGED “WALK AND CHEW GUM” APPROACH TO HOUSING RECOVERY AND PRODUCTION

1. REBUILD
2. SET BOLD HOUSING POLICY
3. GO UP! DOWNTOWN HOUSING
4. ESTABLISH REGIONAL ALLIANCES
1

REBUILD

Goal:
Rebuild 3,000 homes in two years

70% to Goal

- Completed: 641
- Construction: 1457
- Not Started: 902

2

Bold Housing Policies

- ADU Regulations
- Inclusionary Policy
- Density Bonus
4
Downtown
100% Density Bonus
Reduce Discretion
Specific Plan
Reduce Fees
Expedited Review Process

2
Regional Alliances
Renewal Enterprise District
Enhanced Infrastructure Finance District (EIFD)
Employer Housing Council
Key Tenants

1

Get to Yes

Key Tenants

2

Try it, if it does not work, fix it and try again
Key Tenants

3

Remember the Human Element