



HOUSING
ACTION
COALITION

Our Impact in 2023



Corey Smith

Executive Director

The Housing Action Coalition (HAC) advocates for building more homes at all levels of affordability to help alleviate the Bay Area and California's housing shortage, displacement, and affordability crisis.

(photo credit: San Francisco Business Times)

Dear Advocate,

2023 was a watershed moment for the pro-housing movement. Across our region and state, the political tide shifted as elected officials and residents have, more than ever before, begun to recognize the dire need for more housing.

At the state level, the California Legislature passed 56 housing bills aimed at solving our state's most pervasive housing challenges. This ambitious approach to policy reform will create new pathways for homebuilders to more quickly and easily build the housing our state desperately needs.

Locally, thanks to the leadership of the state's housing department, the Regional Housing Needs Allocation (RHNA) process underwent a seismic shift. For the first time in history, state officials are holding cities accountable for creating realistic, good-faith Housing Elements and following through on them.

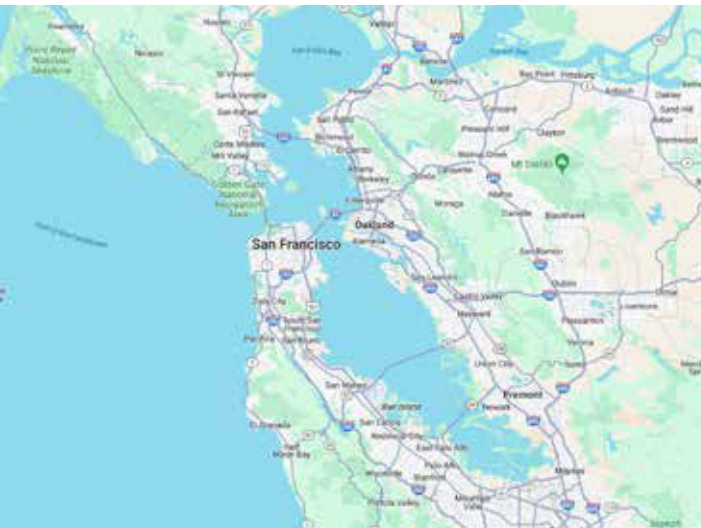
HAC was proud to be at the center of these efforts. We leveraged our relationships with state lawmakers, collaborated with local governments, listened to homebuilders, and activated community members to drive forward solutions to our chronic housing challenges.

As we look back and celebrate the progress we made in 2023, we recognize we still have a long way to go. Communities across the Bay Area and California continue to be burdened by a severe housing shortage, exorbitant housing prices, widespread homelessness, and housing instability. 2023, however, has shown that we're making progress.

Through open-minded collaboration, an unwavering commitment to equity, and the lessons learned from our past successes, the Housing Action Coalition will persist in our efforts to help create a more affordable, equitable, and sustainable region and state.

Onward!

Generating Support for New Homes



14 Projects Endorsed
by HAC Project Review Committee.



Led 22 Petition / Letter Writing Campaigns
to generate support for new housing and legislation.



Activated Over 2,500 Advocates
across the Bay Area and California to take action to support
new projects and legislation.



Welcomed 3,678 People
to our pro-housing advocate list.

Securing Sweeping Legislative Victories

HAC collaborated with state lawmakers to help achieve major legislative wins in 2023



2023 was a landmark year for the pro-housing movement. California Governor Gavin Newsom signed **56 bills into law** to eliminate barriers to housing production and spur the creation of affordable homes. From reforming CEQA to addressing the post-entitlement process, California's housing policy got a much-needed makeover in 2023.

HAC is proud to be at the center of these efforts. Three of our sponsored bills — **Assembly Bill 281**, **Assembly Bill 1114**, and **Assembly Bill 1485** — passed the legislature and got signed into law. With California needing to build 2.5 million new homes by 2031, we're confident that our legislative victories in 2023 will create a pathway that makes it faster and easier to build the homes our region and state desperately need.

HAC-Sponsored Bills signed into law:

ASSEMBLY BILL 281 (Grayson)

Expands the permitting timelines created by Assembly Bill 2234 (Rivas) to Special Districts.

ASSEMBLY BILL 1114 (Haney)

Clarifies that post-entitlement building permits shall be ministerially approved.

ASSEMBLY BILL 1485 (Haney)

Allows the Attorney General to weigh in on housing court cases without a judge's permission.

Major HAC-Endorsed Bills signed into law:

SENATE BILL 4 (Wiener)

Allows faith institutions to ministerially build subsidized affordable housing on their land.

SENATE BILL 423 (Wiener)

Requires cities that are failing to meet their RHNA goals to ministerially approve code-compliant housing projects.

ASSEMBLY BILL 1307 (Wicks)

Clarifies that UC students are not pollution per CEQA, inspired by the case at UC Berkeley.

Assembly Bill 1633 (Ting)

Helps prevent bogus CEQA lawsuits, inspired by the 469 Stevenson saga.

Driving Regional Change

With 2023 marking the beginning of a new RHNA cycle, our local housing advocacy work was a top priority. Across the region, we collaborated with city officials and our pro-housing coalition to speed up the housing approvals process, ease zoning restrictions, improve financial feasibility, and advocate for policy changes that will help the Bay Area accomplish its goal of building 441,176 new homes by 2031.



SAN FRANCISCO

Led the charge to help pass the Constraints Reduction Ordinance in San Francisco. The passage of the legislation, which removed planning commission hearings for most housing projects, was critical in helping advance the Mayor's Housing For All Plan and avoiding the de-certification of the city's Housing Element.

Collaborated with homebuilders and local lawmakers to reduce the city's inclusionary housing requirement and impact fees to help jumpstart housing production in San Francisco.

Won approval for 2550 Irving, a 100% affordable housing project in the Sunset. By educating and activating pro-housing neighbors to speak up in support of the project, we helped bring much-needed affordable housing to San Francisco's Westside.



SOUTH BAY & PENINSULA

Advocated for the cities of Mountain View and San José to make key policy, land-use, and zoning changes to their Housing Elements to help ensure their housing plans will meet the needs of their community and region.

Supported financial feasibility in Sunnyvale by advocating for the city to reduce its exorbitant park-in-lieu fee.

Pressed the City of San Mateo to ease their zoning restrictions and change their objective design standards in their Housing Element to allow for more dense, affordable housing projects.



EAST BAY

Campaigned in Berkeley and Oakland to bring an abundance of new housing to the North Berkeley, Ashby, and Rockridge BART stations.

Protected Oakland's Pro-Housing Designation by working with housing advocates and city officials to pass a compliant housing element.

Weighed in on the Downtown Oakland Specific Plan to ensure the development standards in the plan help create a pathway to the production of more affordable housing.

Elevating Pro-Housing Champions

“HAC is helping ensure that, for generations to come, people of all income levels can afford to live in California.”

— **Senator Scott Wiener**, *District 11 - San Francisco*



Elections Matter

In preparation for the 2024 March Primary, HAC underwent a rigorous endorsement process to see where candidates stand on key housing issues. We were proud to endorse **31 candidates** for the state legislature and **49 candidates** for local races across the region.

To support our endorsed candidates and educate our members and the general public on which candidates are running on a pro-housing platform, HAC sent out a voter guide that was read by **6,500+** Bay Area and California residents.



Shifting the Narrative on Housing

HAC shifts the narrative on housing by connecting with media members to amplify our pro-housing message. We're proud to provide our insight and analysis on the most important stories in housing.



HAC was mentioned or quoted in **35+ stories** across **10+ news outlets**.

MISSION LOCAL
local news for a global city

SF supes, 'flirting with disaster,' want more time on housing mandate
Millions in lost funds, and loss of local control is at stake

"We are tempting fate, flirting with disaster, and stomping on thin ice if we delay this any further."

— Jake Price, San Francisco Organizer

The San Francisco Standard

San Francisco officials push for denser housing in outer neighborhoods

"This means more, and more affordable, housing options for individuals and families of every age and phase of life."

— Corey Smith, Executive Director

San Francisco Chronicle

Huge Bay Area housing project missed a crucial deadline, or did it? Advocates, city disagree
By J.K. Dineen
Dec 7, 2023

"The developer has been working in good faith with the city. Unfortunately, the city has not been working in good faith with the developer."

— Ali Sapirman, South Bay & Peninsula Organizer

Vox

How housing activists and unions found common ground in California
One of the biggest changes in state politics in years, explained.
By Rachel M. Cohen | @rmc031 | rachel.cohen@voxmedia.com | Aug 21, 2023, 6:00am EDT

"We'll provide a political path to tackle this."

— Corey Smith, Executive Director

Fostering Our Pro-Housing Coalition



With **175 Business Members** spanning **20+ industries**, the knowledge and savvy of our membership are essential to our work.

While HAC leverages the expertise of our members to strengthen our advocacy, the benefits of HAC membership aren't a one-way street.

This year, we hosted **61** members-only HAC events, providing our members with exclusive opportunities to **connect** with local and state lawmakers, **network** with housing development leaders, **preview** new housing projects, and **learn** about timely state and local housing topics.

Highlights from Our Members-Only Programming

- A conversation with **California Senator Scott Wiener** to discuss Senate Bill 423.
- A Project Review of BUILD SF's notorious **469 Stevenson** project.
- A members-only roundtable with **Reuben, Junius, & Rose, LLP** attorneys Mark Loper and Justin Zucker to discuss **Oakland's Downtown Specific Plan**.
- An exclusive project tour of **921 Howard** — a 100% affordable housing project in San Francisco's SOMA neighborhood.
- A presentation by **Muhammad Alamedin from the Turner Center** on his paper investigating how San Diego spurred missing middle housing construction through its ADU bonus program and exploring how the Bay Area can replicate its success.



Showcasing Leaders & Movements

HAC's signature fall and spring events brought together advocates from across California to discuss, explore, and celebrate pro-housing progress.



With the theme of Innovation in Housing, our **17th Annual Spring Symposium** showcased housing experts from the public, private, and nonprofit sectors who are exploring new solutions to our region and state's longstanding housing shortage and affordability challenges. Our conversation series featured:

DAVID PAI

Supervising Deputy Attorney General, California Department of Justice

ERIN BALDASSARI

Housing Affordability Reporter, KQED

JACOB ADIARTE

Nor Cal Carpenters Union Director of Organizing

XIOMARA CISNEROS

Housing Affordability Manager, Chan Zuckerberg Initiative

MONTE WILSON

Co-Founder/Program Director, Construction Industry Workforce Initiative (CIWI)

MATT SMITH

Vice President of Sales and Business Development, Factory_OS

GRACIELA CASTILLO-KRINGS

Partner, Sacramento Advocates

BEN METCALF

Managing Director, Turner Center for Housing Innovation at UC Berkeley



In the fall, HAC celebrated our **21st Annual Housing Heroes Awards** to honor the housing leaders fighting for pro-housing solutions across our region and state. We were proud to honor:

ROBERT RIVAS *California Assembly Speaker*

Speaker Robert Rivas authored Assembly Bill 2234, the first-ever HAC-sponsored bill to get signed into law. Speaker Rivas also voiced his strong support for one of the most important pro-housing bills in this 2023's legislative cycle, Senate Bill 423 (Wiener).

MISSION HOUSING *Affordable Homebuilder*

Mission Housing has been a leader in the affordable housing space since 1971. While their legacy alone is worthy of a Housing Heroes Award, we honored Mission Housing for their stalwart efforts to build a 100% affordable housing project in San Francisco's Westside.

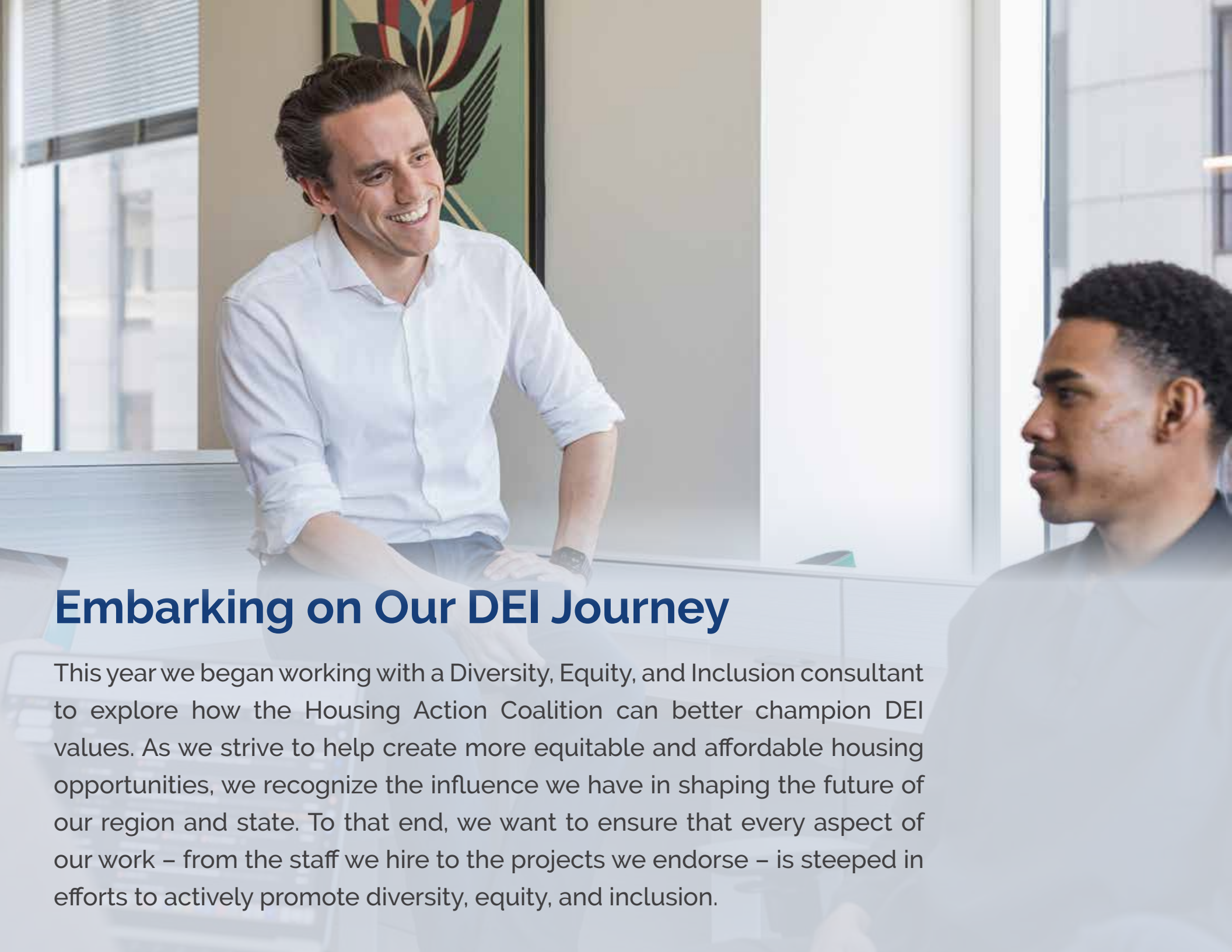
TODD DAVID *Former HAC Executive Director*

The legacy of Todd's leadership at HAC is undeniable. In less than six years, he took the organization to new heights. Under his leadership, HAC sponsored — and passed — our first pieces of state legislation, doubled our team's size, and strengthened our pro-housing coalition.

THE BAY AREA HOUSING FINANCE AUTHORITY & BAY AREA HOUSING FOR ALL COALITION

BAHFA received their award for their efforts in drafting a November 2024 ballot measure that would raise as much as \$10-\$20 billion in funding for the entire nine-county Bay Area to create and preserve affordable housing.

The Bay Area Housing For All (BAHA) Coalition — which HAC is a proud member of — is spearheading the campaign efforts to get this affordable housing bond measure passed.



Embarking on Our DEI Journey

This year we began working with a Diversity, Equity, and Inclusion consultant to explore how the Housing Action Coalition can better champion DEI values. As we strive to help create more equitable and affordable housing opportunities, we recognize the influence we have in shaping the future of our region and state. To that end, we want to ensure that every aspect of our work – from the staff we hire to the projects we endorse – is steeped in efforts to actively promote diversity, equity, and inclusion.



Here are some of the areas of work we are revamping to ensure our organization's culture reflects our DEI values:

Staff and Board: We are striving to develop a more diverse staff and board and cultivate a culture where individuals of all identities and backgrounds feel welcomed, valued, and respected.

Project Review: To ensure the homebuilding and community-building process is as equitable as possible, we're reexamining our criteria for endorsing projects.

Policy and Endorsements: Political candidates and legislative policies have an incredible impact on our cities, regions, and states. We are increasing our efforts to support candidates and policies that will lead to a more equitable Bay Area and California.

Events and Programming: The purpose of HAC's events and programming work is to educate our members and the public on pro-housing issues. While we believe pro-housing issues are inherently related to diversity, equity, and inclusion, we plan to host more events with topics and speakers that are directly related to DEI.

This includes promoting affordable housing options in historically marginalized neighborhoods, advocating for anti-discrimination measures, and fostering partnerships with organizations dedicated to addressing systemic inequalities in housing.



Taking on New Challenges

In 2023, our small but mighty team deepened our impact by taking on new challenges to advance HAC's mission.



Corey Smith *(He/Him) | Executive Director*

2023 marked Corey's first full year as the Executive Director of the Housing Action Coalition. While still new to the role, Corey is already receiving awards, as he was one of the recipients of the San Francisco Business Times's 40 under 40 awards. With a passion for housing advocacy, a tireless work ethic, and a humble leadership style, HAC is proud to have Corey as our Executive Director.



Deborah Schneider *(She/Her) | Communications Director*

As our Communications Director, Deborah's strategic communications skills have helped HAC educate pro-housing residents, build political influence, and strengthen relationships with our members..



Miles Johnson *(He/Him) | Communications Coordinator*

Miles took on new challenges as a storyteller and strategic communicator in his second year at HAC. Through crafting HAC's weekly newsletter, spearheading our social media efforts, and creating HAC's Year In Review, Miles played a key role in amplifying HAC's pro-housing narrative.



Ali Sapirman *(They/Them) | South Bay & Peninsula Organizer*

As one person advocating for housing in two regions, Ali's role is no small task. With 2023 marking the beginning of a new RHNA cycle, Ali spent countless hours working with 15 cities across the South Bay and Peninsula to ensure they create and implement good-faith Housing Elements. Their advocacy efforts helped streamline permitting processes, improve financial feasibility, and create new pathways to affordable housing construction.



Jake Price *(He/Him) | San Francisco Organizer*

Jake navigated the contentious San Francisco political scene to help achieve critical pro-housing wins in 2023. He played a key role in advancing Mayor London Breed's Housing For All initiative and out-organized anti-housing neighbors to win approval for a 100% affordable housing project in the Sunset. As San Francisco grapples with a severe housing shortage, Jake's efforts to build pro-housing momentum in The City made a tangible impact.



Nico Nagle *(He/Him) | Business Development Manager & East Bay Organizer*

Nico juggled two distinctly different roles in 2023, serving as HAC's East Bay Organizer and Business Development Manager. From leading advocacy efforts to bring new housing to Berkeley's BART stations to planning our annual Housing Heroes Awards, Nico's multifaceted approach was critical in helping propel HAC toward our goals.