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#YIMBY



THE YIMBY ORGANIZERS

& THE BAY AREA'S HOUSING, TRANSPORTATION CRISIS

BAY AREA HOUSING
USED TO COST 1.5X
ANNUAL INCOMES

Here It Is! The Home They All Promised
but Only
EICHLER HOMES
is Building

MODEL HOME

Architects
ANSHEN & ALLEN
San Francisco

Furnishings and Decor
E. G. STEPHENSON
LY 3-0400
140 Park Ave., San Carlos

Appliances
CROWLEY COMPANY
YO 7-5578
1128 El Camino Bl., Mt. View

Landscaping
THATCHER NURSERY
San Mateo

Financing
AMERICAN TRUST CO.
Sunnyvale Branch

**Note These
Features . . .**

- * RADIANT HEAT . . . extremely
found only in expensive homes.
Thermatically controlled, the air
flows from the walls, so there
is no heat loss.
- * 2-CAR ALL-GARAGE automatic
overhead door.
- * ALL REDWOOD inside and out
- * WALLS OF WINDOWS in living
room.
- * BRICK FIREPLACE
- * BRASS BAR in kitchen
- * GUEST CLOSET
- * FINISH GRAYSON YARD
- * STEEL CASEMENT WINDOWS
- * INSULATED CEILING
- * STAIRS, RISERS & SIBS-
WALKS PAID.
- * NEAR SCHOOL SHOPPING

SUNNYVALE MANOR

Open Daily 10:00 a.m. 'til Dark!

Morse and Arbor Aves.—Turn south off Bayshore Blvd. onto Morse Ave.,
Sunnyvale—watch for our signal

\$300 DOWN TO VETS

(plus closing fee)

Balance Approx. \$61 Month

(incl. Taxes and Insurance)

FULL PRICE \$9400

Distinctive . . . different! An entirely new concept in modern home design.
It has everything you have been looking for, waiting for, wishing for. All
the very latest scientific developments that mean quick and easy house-
keeping, complete comfort . . . as well as trim beauty of clean-cut modern
lines.

EICHLER HOMES

2001 El Camino Real, Palo Alto

DAVENPORT 3-0217

"Quality Building in the Modern Manner"

“Eichler did a great thing. His houses were smart and cheap and good. They brought clean design and simple taste to lower-income people.”

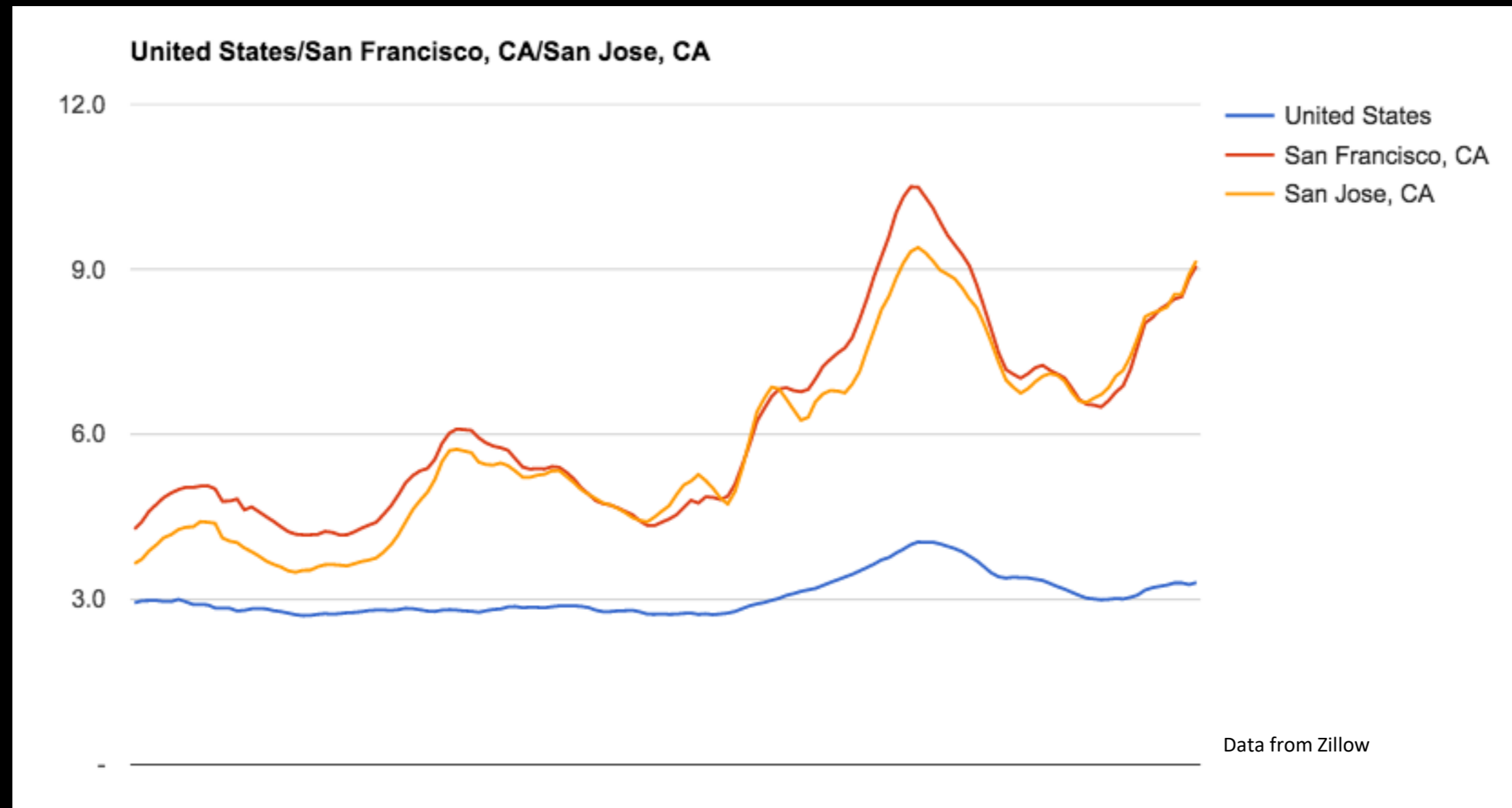
–STEVE JOBS, APPLE

TODAY?

\$2+ MILLION



TODAY? SF AND SAN JOSE HOMES COST BETWEEN 9-10X MEDIAN INCOMES



1970s

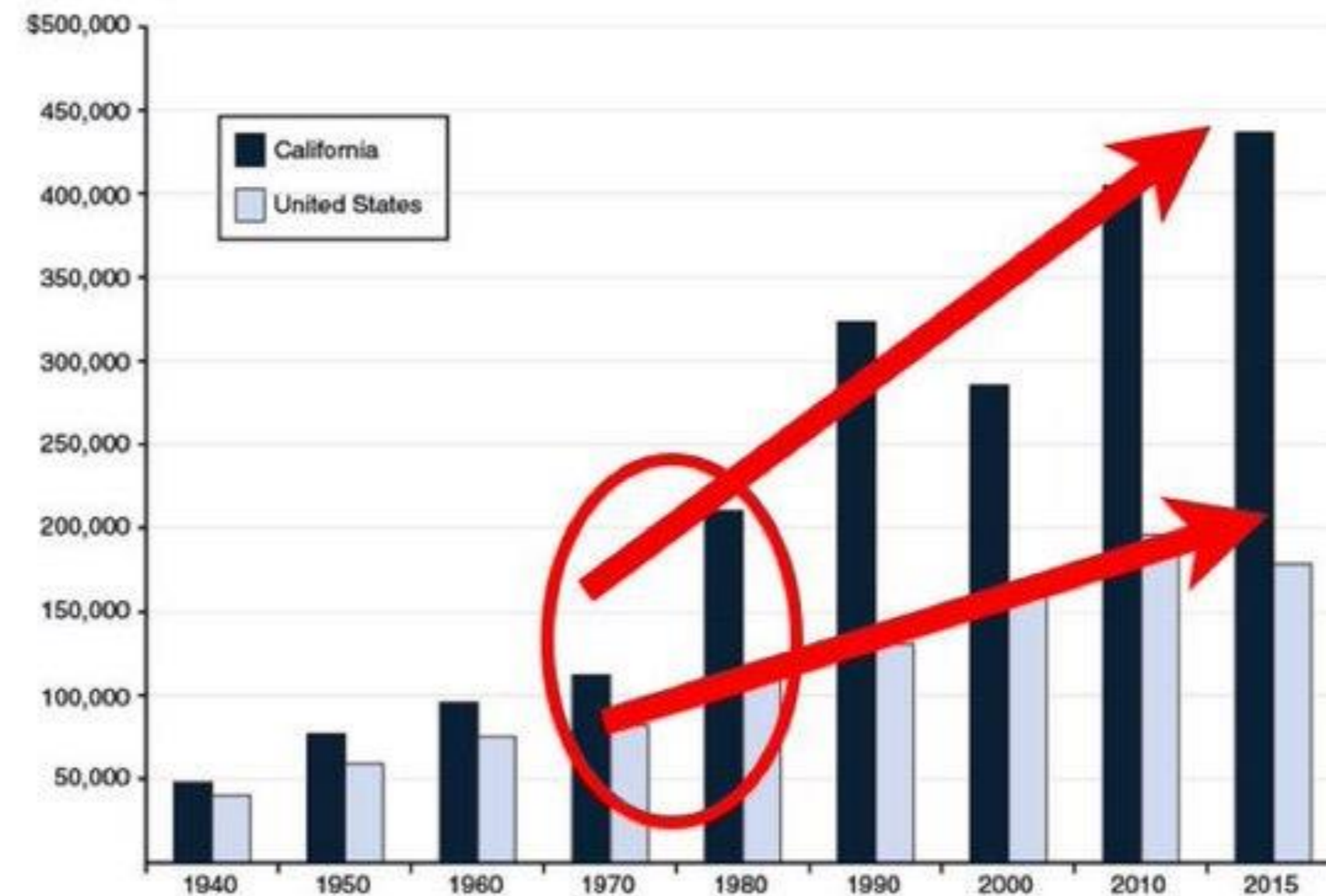
2015

CALIFORNIA HOME PRICES HAVE GROWN MUCH FASTER THAN THE U.S. SINCE THE 1970S

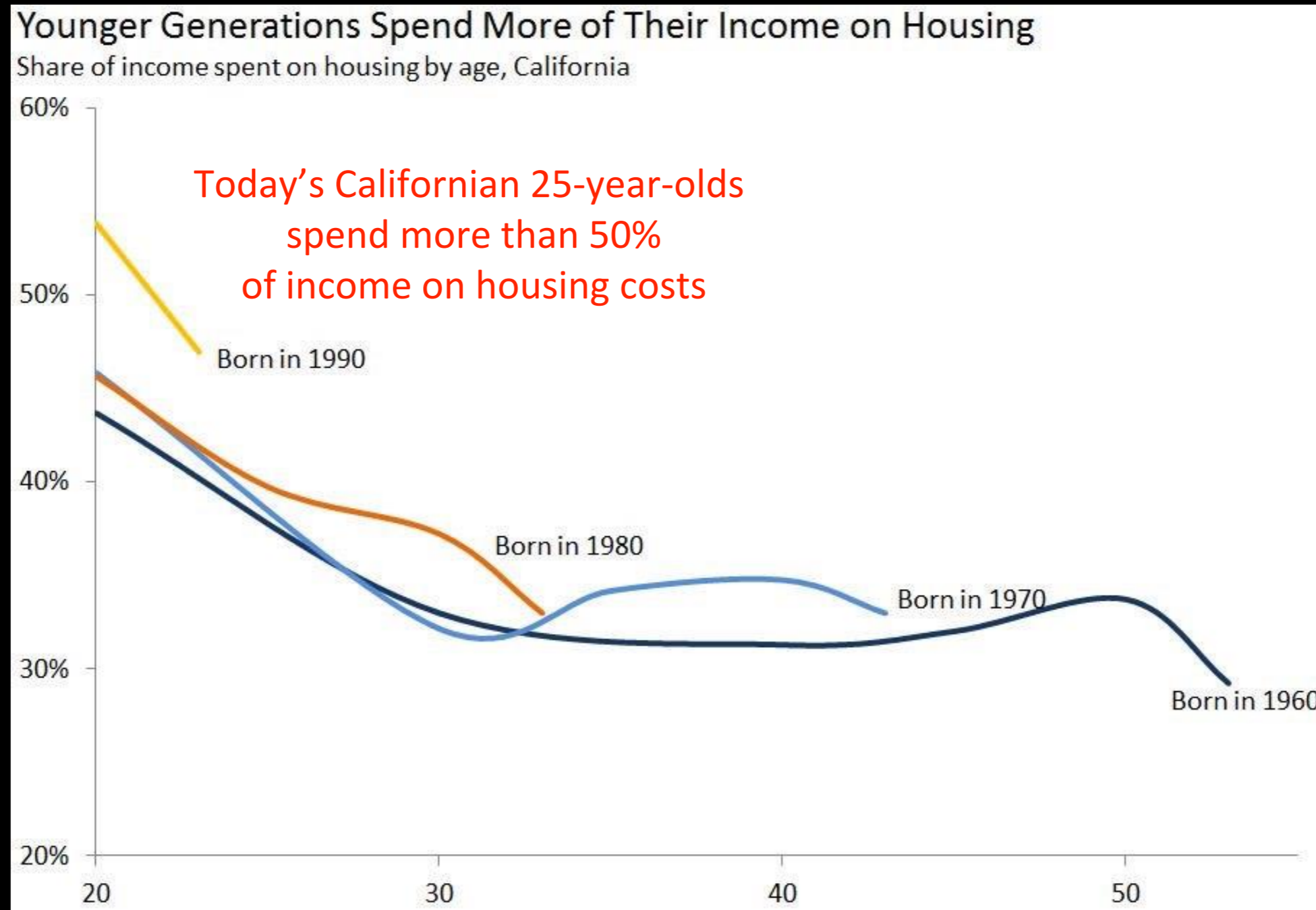
Figure 3

California Home Prices Have Grown Much Faster Than U.S. Prices

Inflation-Adjusted Median Home Prices in 2015 Dollars



IT AFFECTS THE YOUNG.

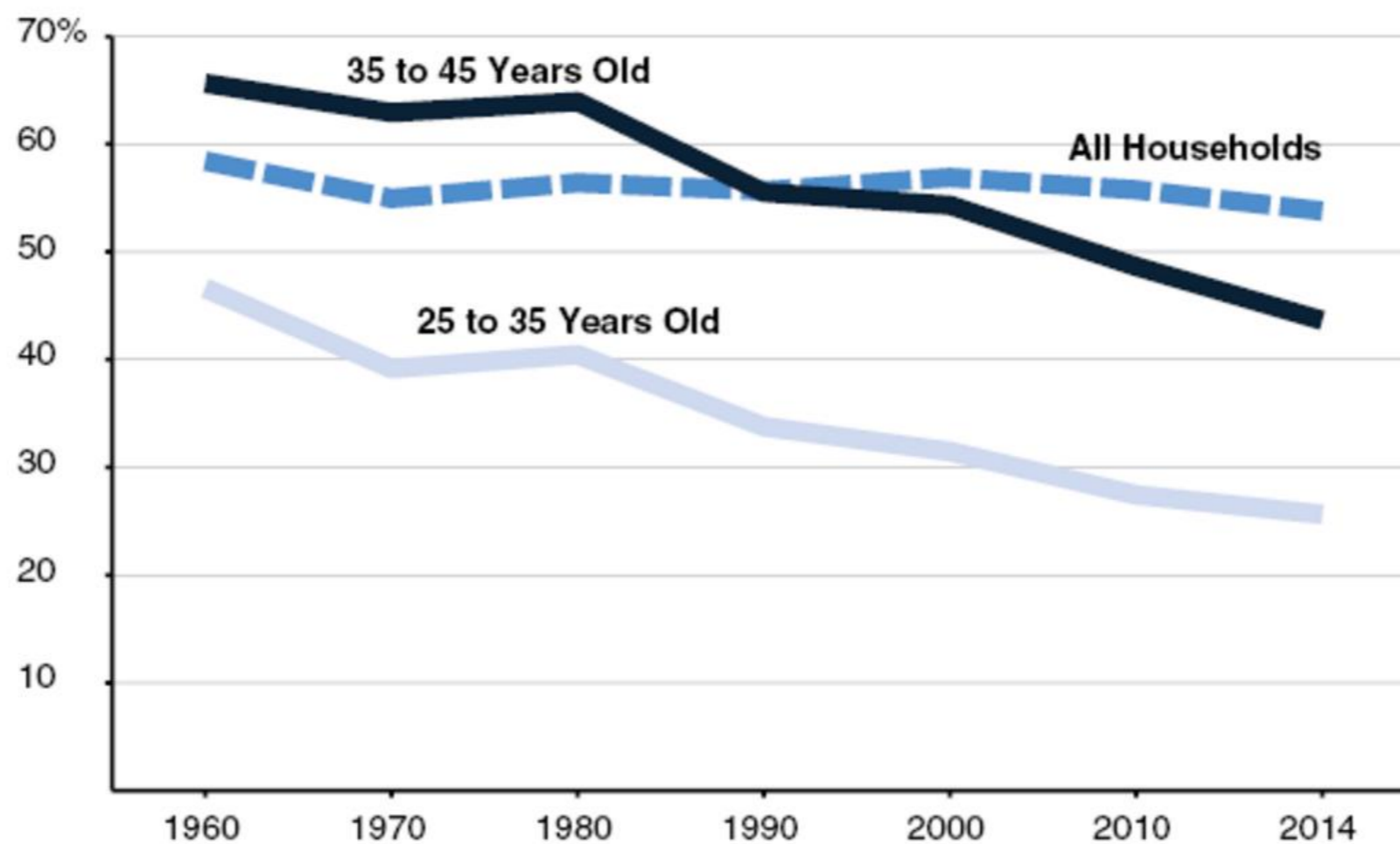


HOMEOWNERSHIP RATES AMONG 25-35 YEAR OLDS USED TO BE CLOSE TO 50% IN THE 1960S

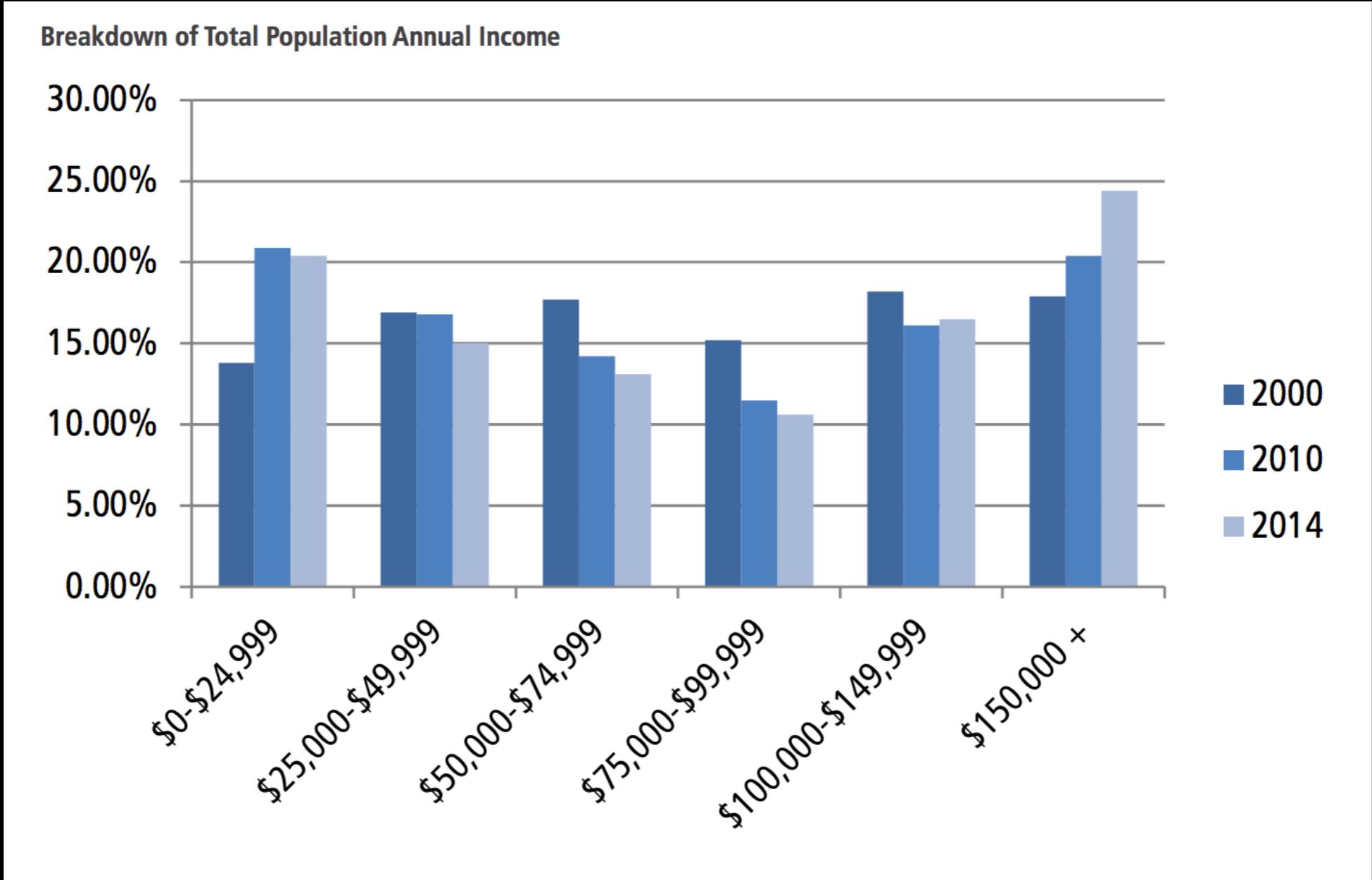
Figure 26

Homeownership Among Younger Californians Declining

Homeownership Rates

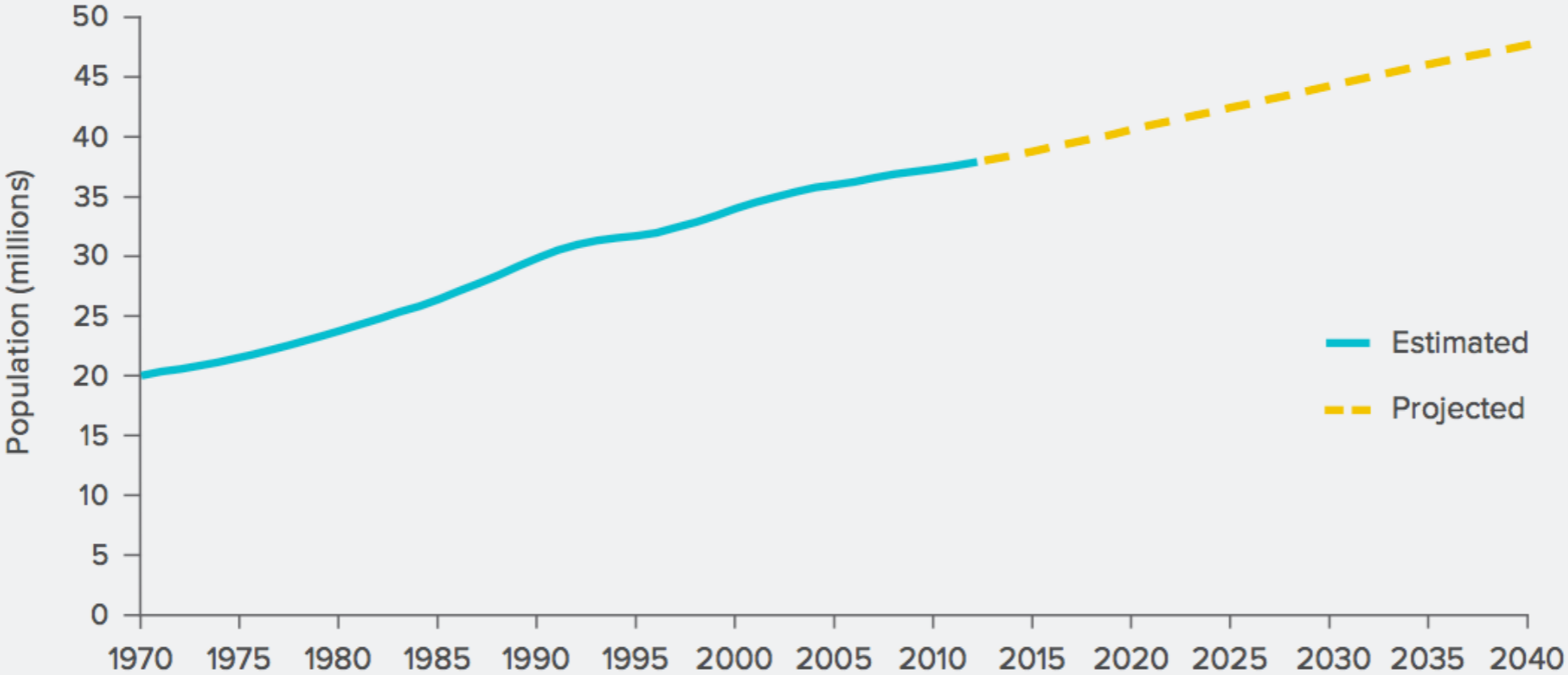


SF RETAINS VERY LOW-INCOME & VERY HIGH-INCOME HOUSEHOLDS



POPULATION GROWTH

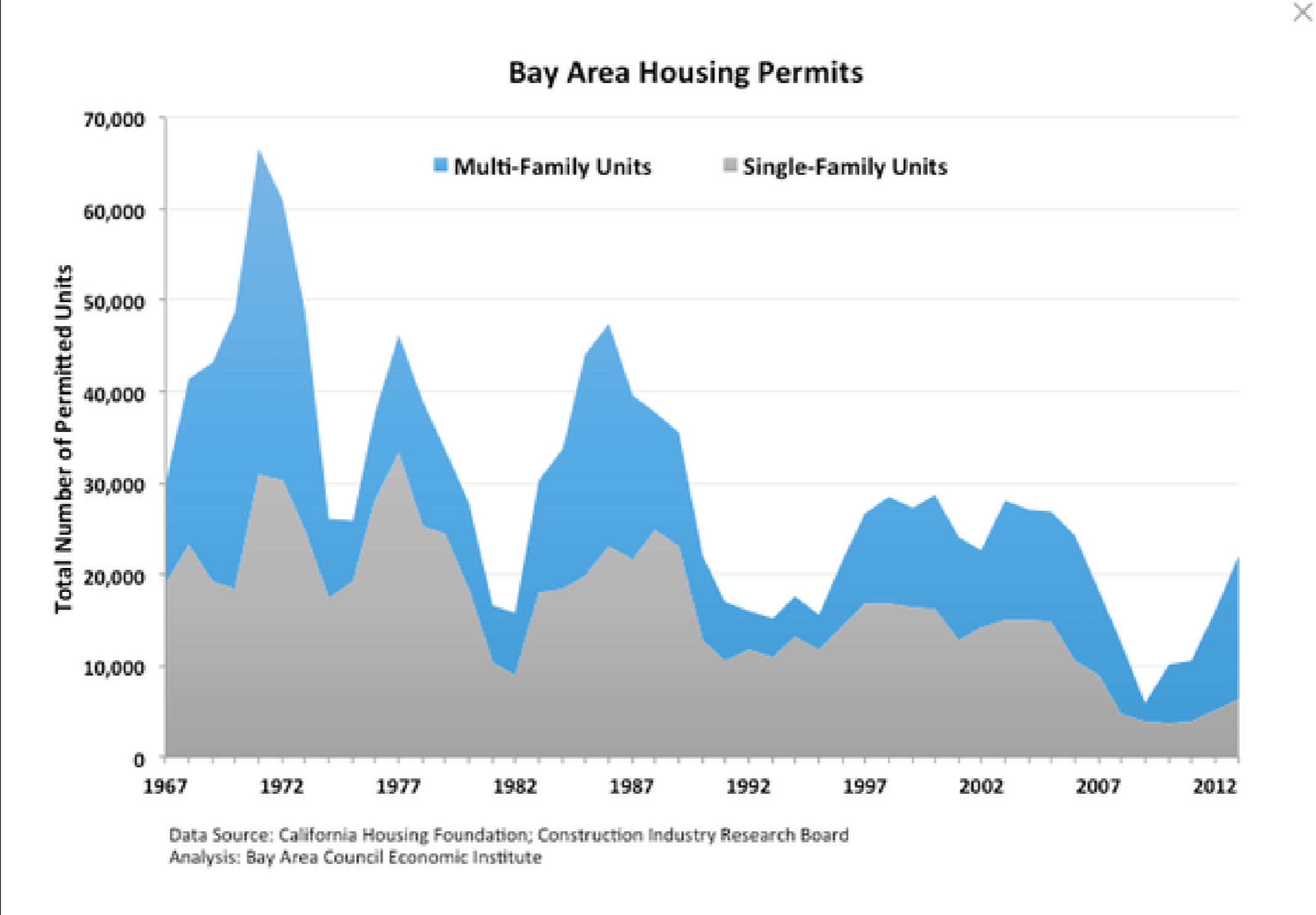
CALIFORNIA'S POPULATION WILL CONTINUE TO GROW



SOURCE: California Department of Finance projections, 2013 series.

NOTE: Population as of July of each year.

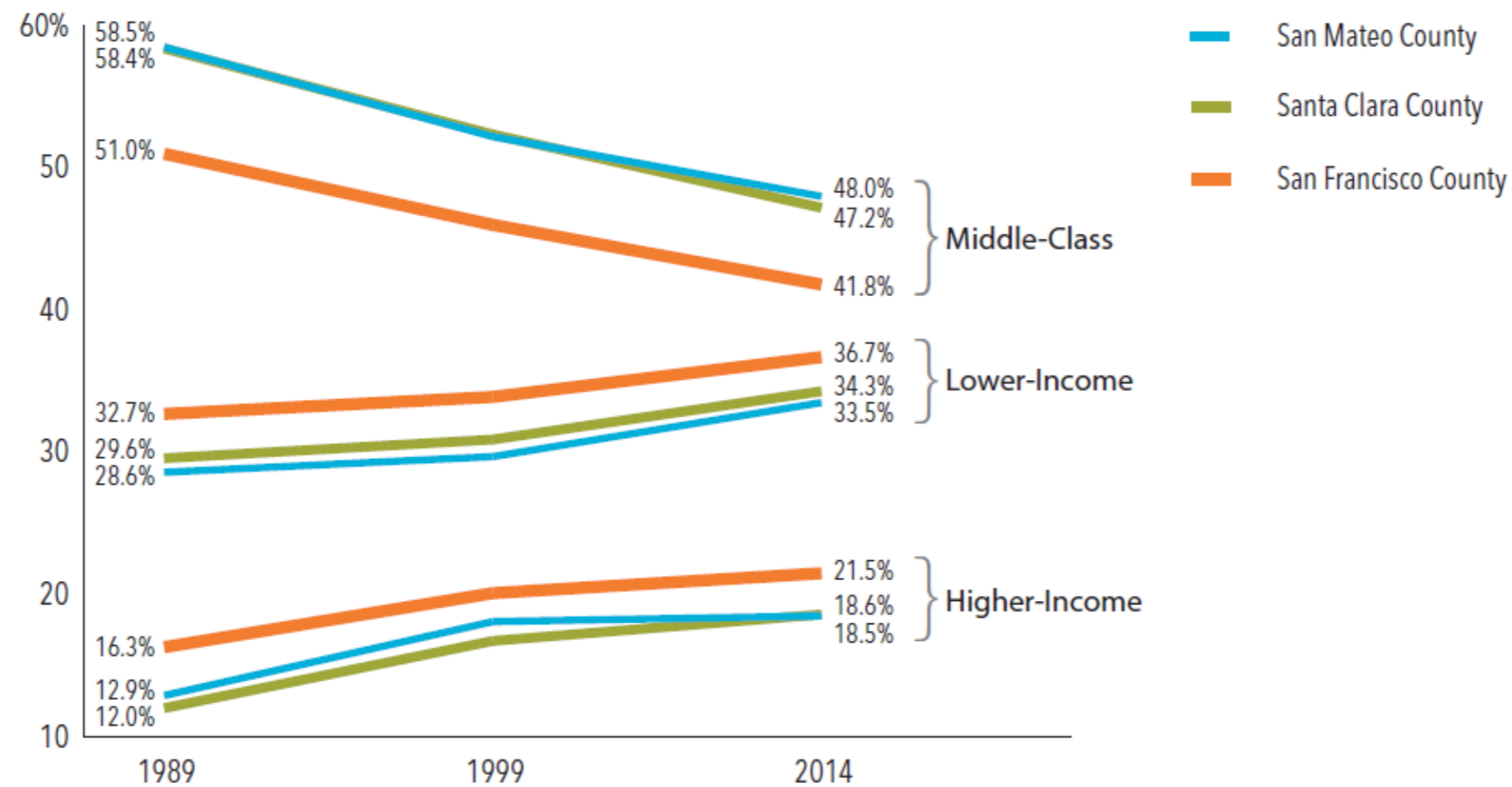
LACK OF BUILDING



INCOME INEQUALITY

Middle-Class Households in Silicon Valley Are Being Replaced With Low- and Upper-Income Households

Share of All County Households, by Income Segment, 1989 to 2014



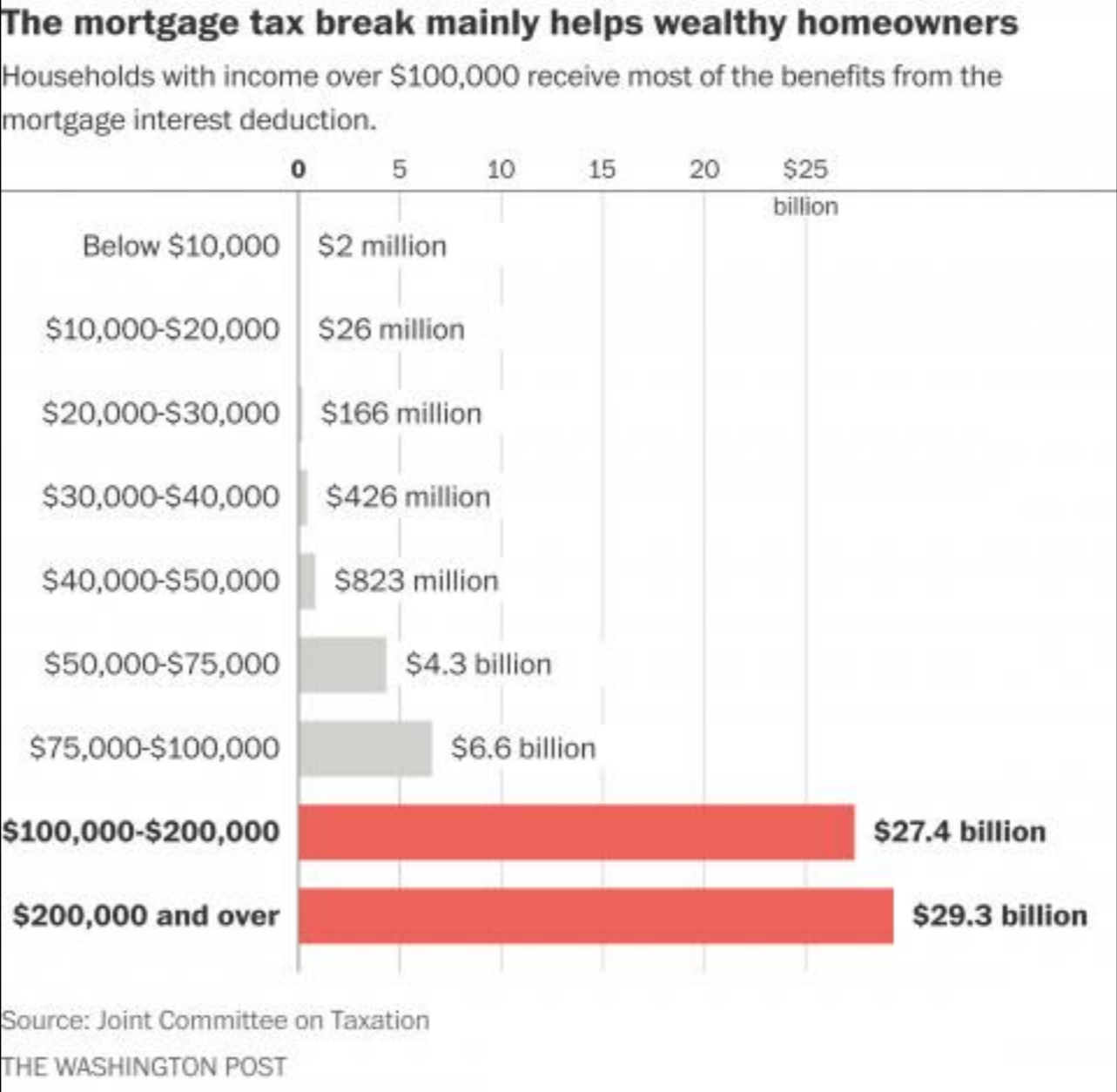
Note: Data for 2014 reflects an average of 2012 to 2014.
Source: Budget Center analysis of US Census Bureau data



California Budget
& Policy Center
Independent Analysis. Shared Prosperity.

OH, AND AMERICAN AND CALIFORNIAN HOUSING
POLICY IS DEEPLY REGRESSIVE.

FEDERAL HOUSING SUBSIDIES PREDOMINANTLY BENEFIT UPPER-MIDDLE-CLASS HOMEOWNERS

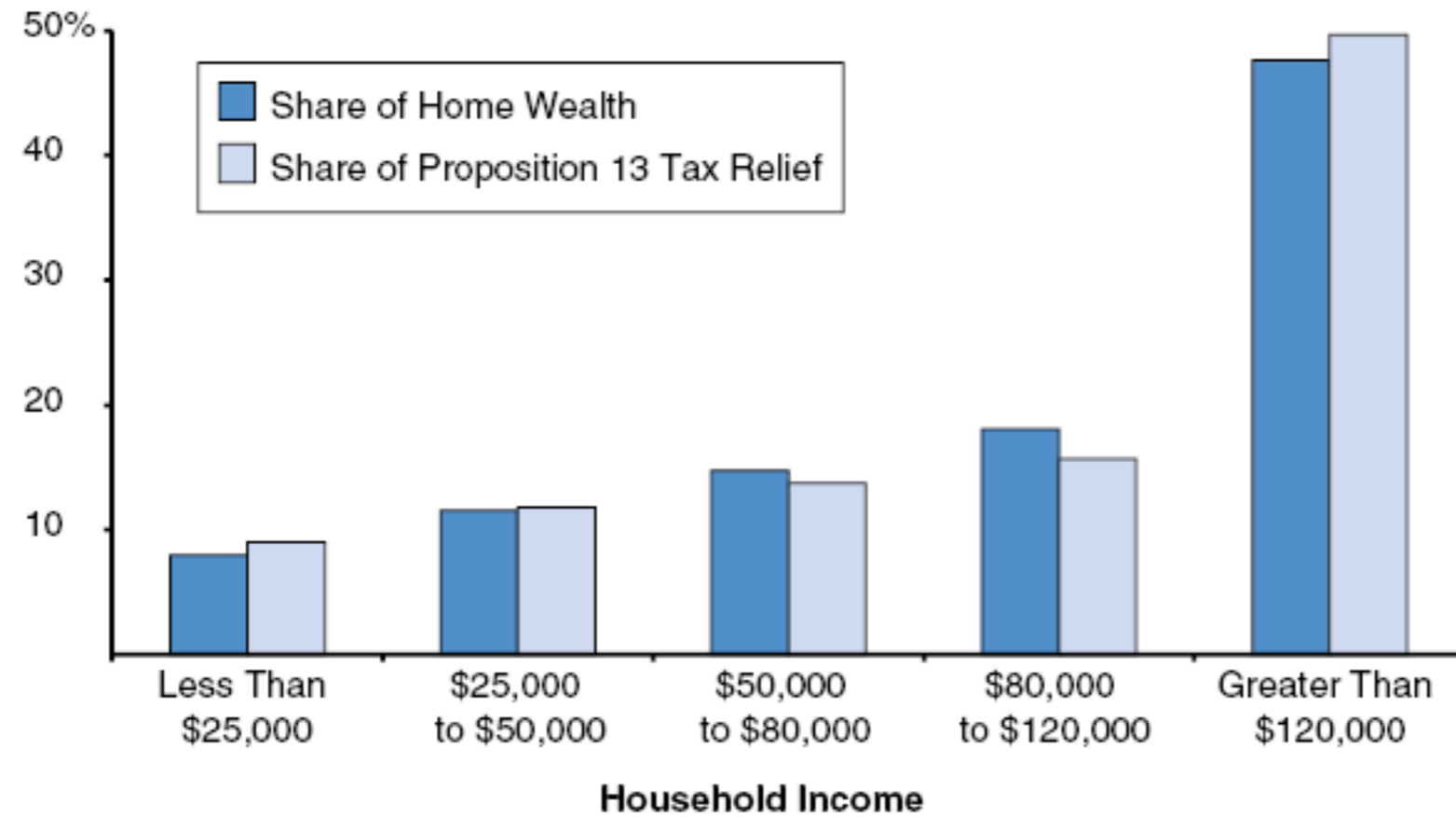


PROPOSITION 13'S BENEFITS ALSO ACCRUE TO MOSTLY THE WEALTHY

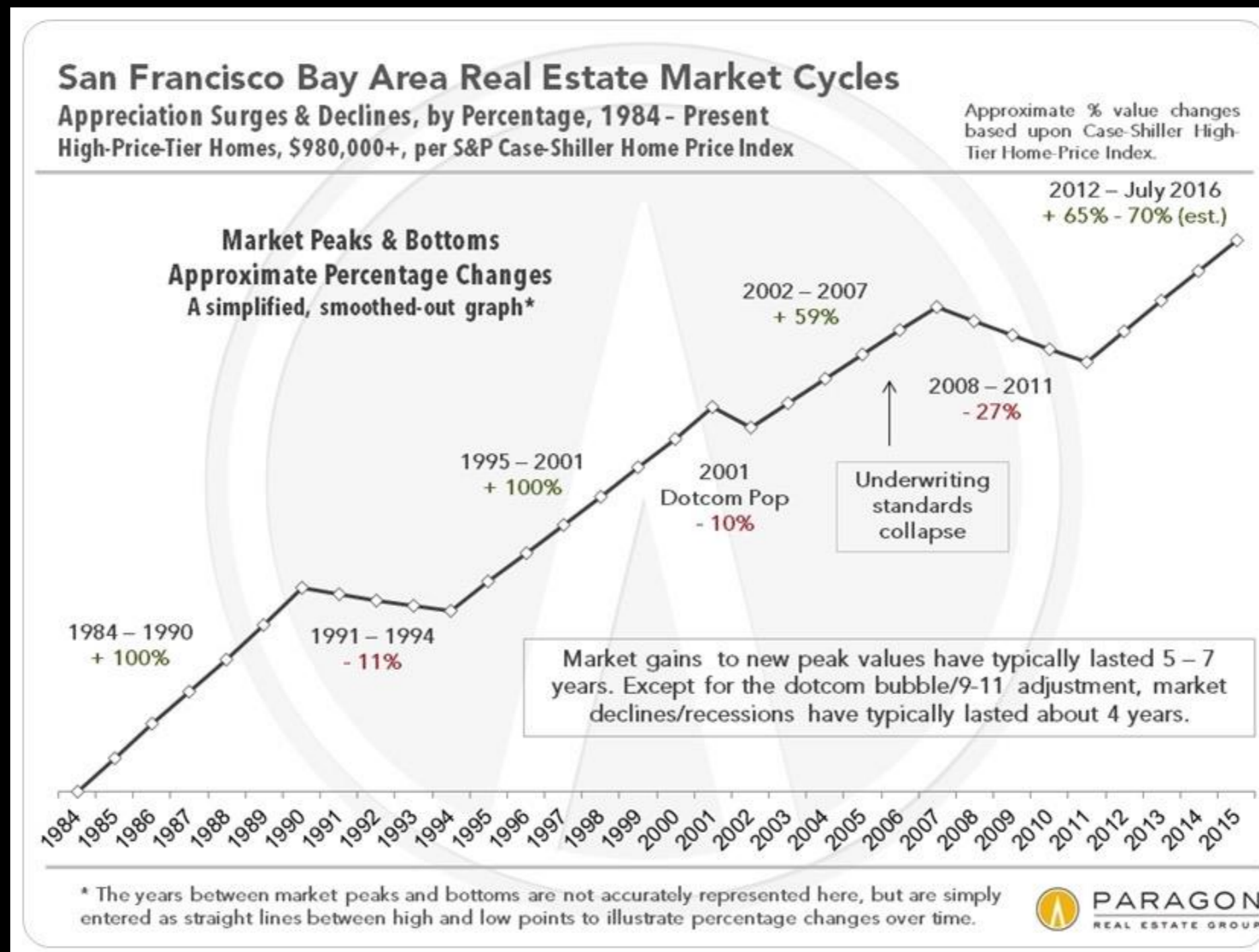
Figure 5

Higher-Income Households Have Bulk of Home Wealth, Receive Bulk of Tax Relief

California Homeowners, 2014



BAY AREA REAL ESTATE HAS BASICALLY DOUBLED IN VALUE EVERY CYCLE SINCE THE EARLY 1980S.

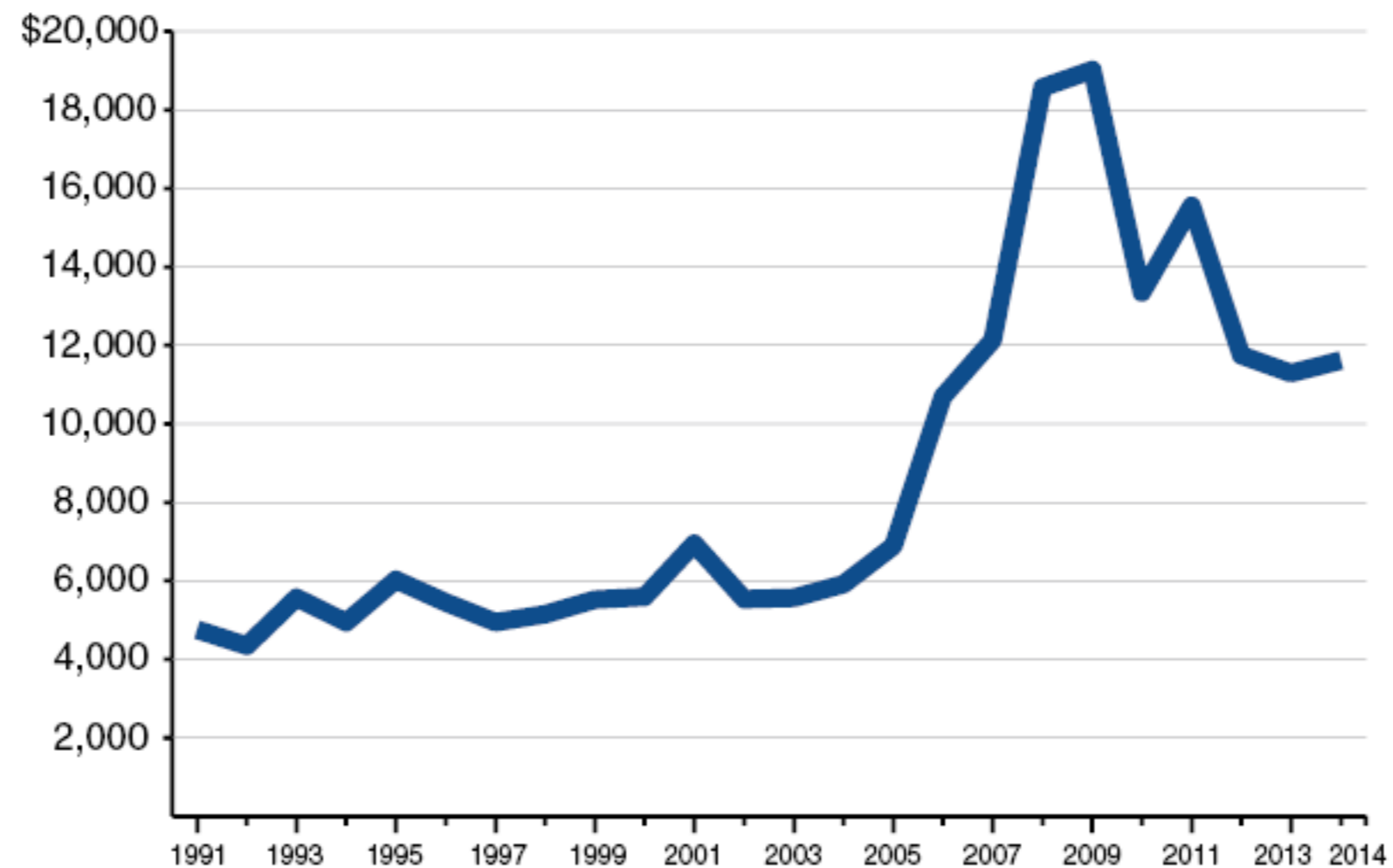


SOMEHOW WE MUST MAKE UP FOR THIS WEALTH TRANSFER TO PRE-EXISTING LANDOWNERS THROUGH FEES.

Figure 22

Impact Fees Increased Notably in Recent Years

Median Revenue Per Residential Building Permit Across Cities (2014-15 Dollars)



SLOWING GOING INSANE

THE POLITICS OF LAND USE WILL DO THAT TO YOU.

STARTED RELATIVELY SANE

Look at that chick hanging out with friends.



I GOT SO MAD...



THIS LOOKS BORING. BECAUSE IT IS.



ESTABLISHED POWER

Former Revolutionaries



THE SOLUTION IS POLITICAL

We have to change the laws.

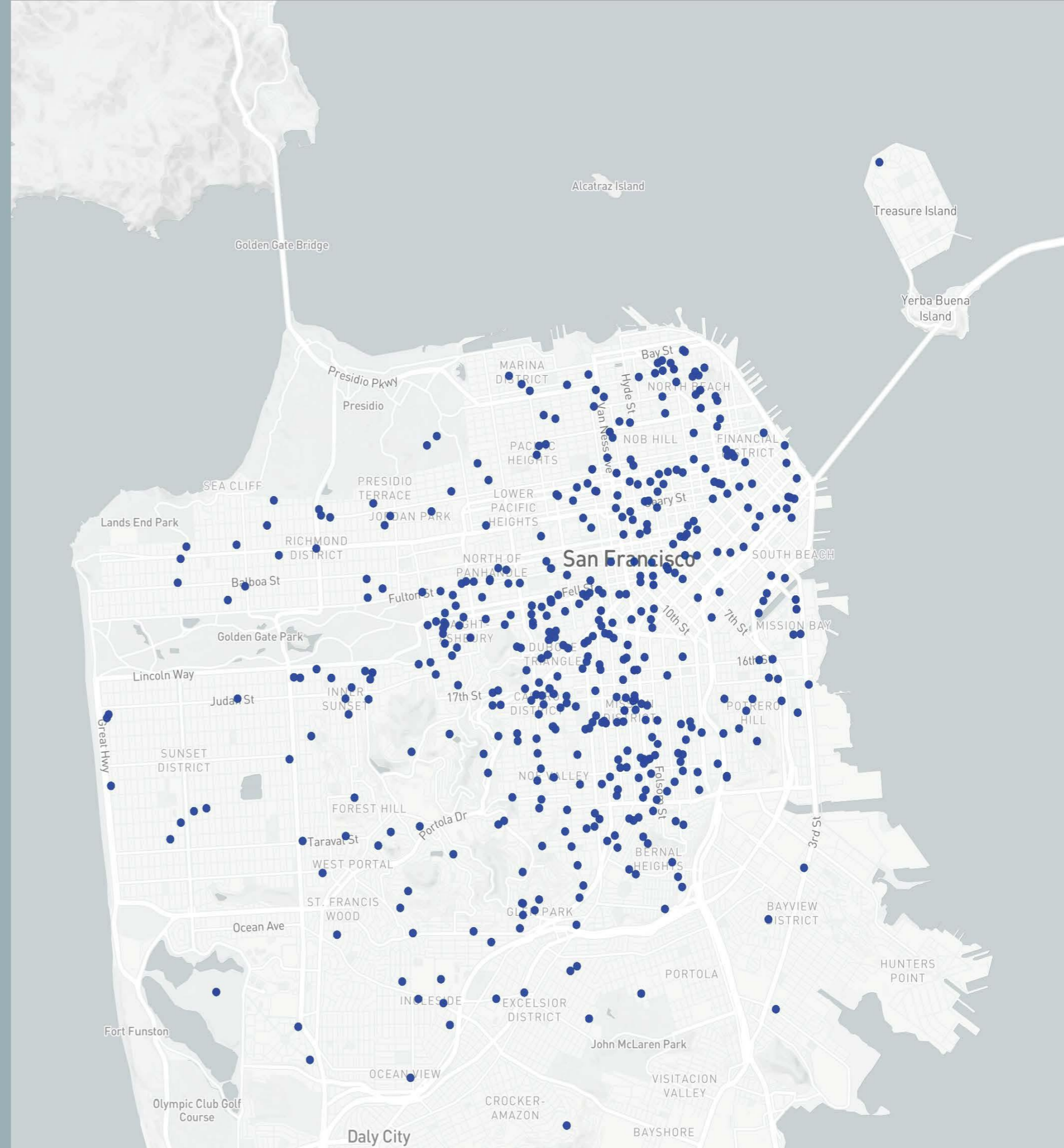
Politicians change laws.

Politicians get to the heads of parades.

We need to build a parade.

MEMBERSHIP

Passionate people doing cool stuff to
activate more passionate people.





POLITICAL MESSAGING

How do we attract people to join our parade?

OPPORTUNITY FOR ALL

Jobs and Access
People Love Cities
Sanctuary
Homes for ALL!



#YIMBY

FAMILIES & COMMUNITY

LGBTQ community

Family Housing

Small Businesses



WEIRDNESS

Young People locked out

Artists and Quirkiness

Inclusiveness

YOU LOVE URBAN LIFE.

That's why we're all here.



OUR BEAUTIFUL PARADE

- Activated **200+** hardworking volunteers - average 15 hours each
- Raised more than **\$100,000** for San Francisco Elections
- Distributed over **100,000** pieces of campaign literature
- Knocked, called or texted over **40,000** voters
- Garnered **press coverage**:
 - New York Times, PBS NewsHour
 - Forbes, Business Insider, Slate
 - San Francisco Magazine, Chronicle, Examiner
- Threw 3 major events ranging from **130 to 350** guests
- YIMBY leader was a **Top ADEM Vote-Getter in AD17**
- Podcast INFILL gets 500-1000 listens per episode







YES IN MY BACK YARD

MORE OPPORTUNITY, DIVERSITY, AFFORDABILITY, TRANSPORTATION, HOUSING
MORE SAN FRANCISCO



It's a simple equation...

**The Bay Area's
Housing Shortage**

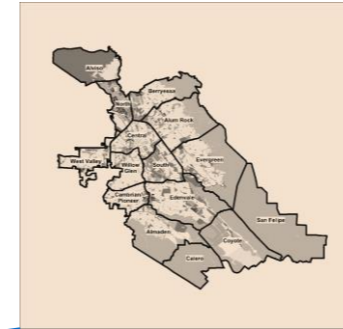
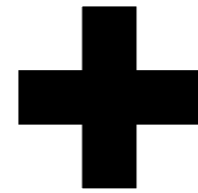
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**Affordability &
Displacement Crisis**

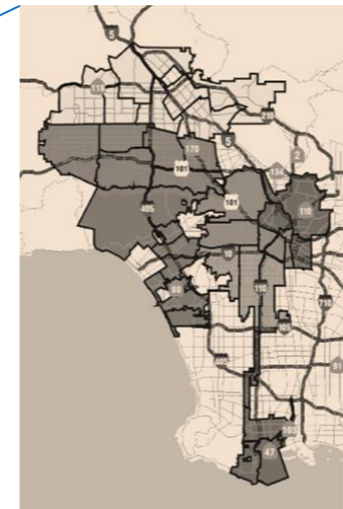
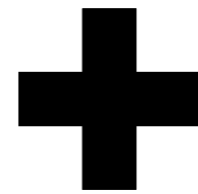
...where we all pay the price.

California's Population Is Rapidly Growing

CALIFORNIA (39,000,000)

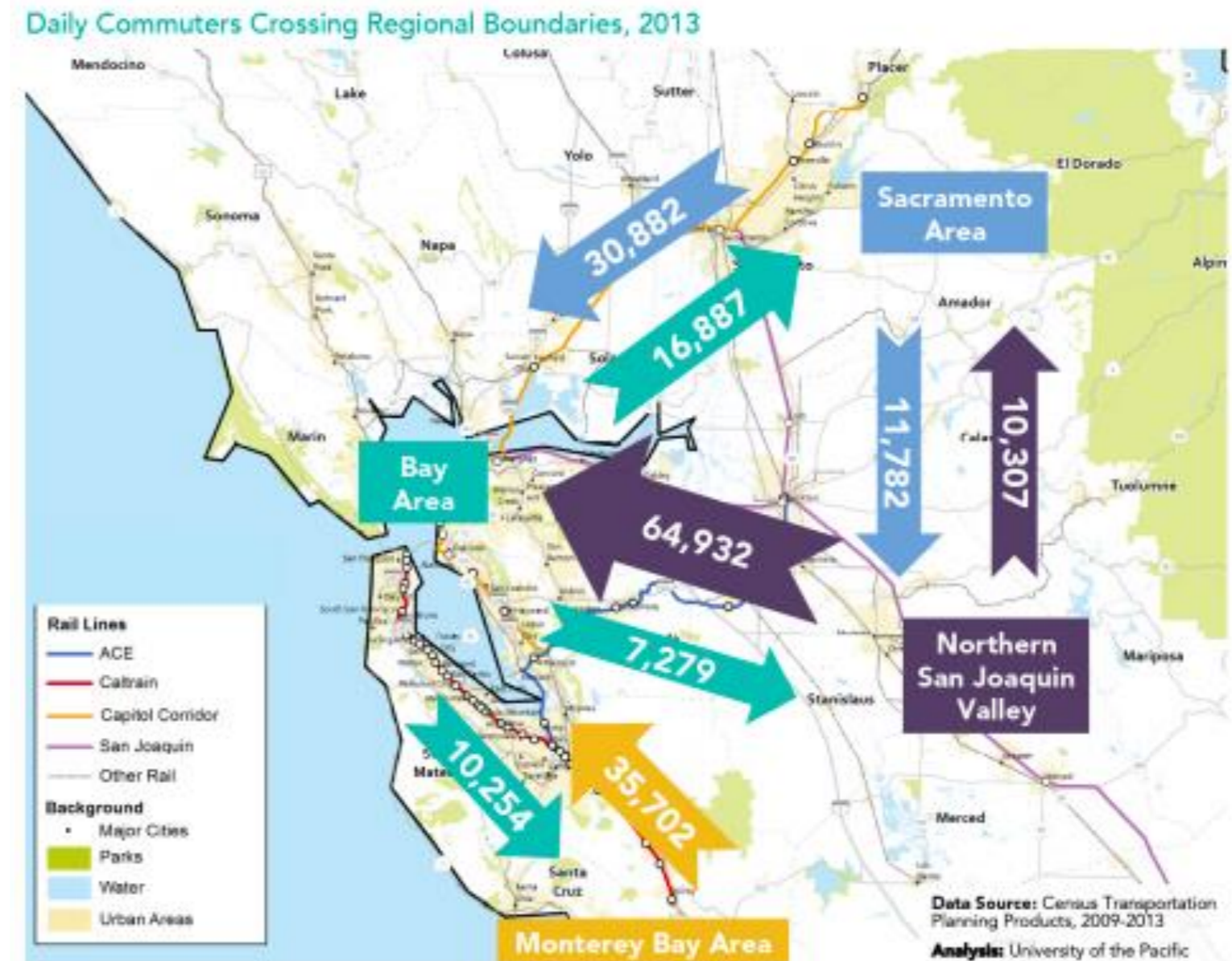
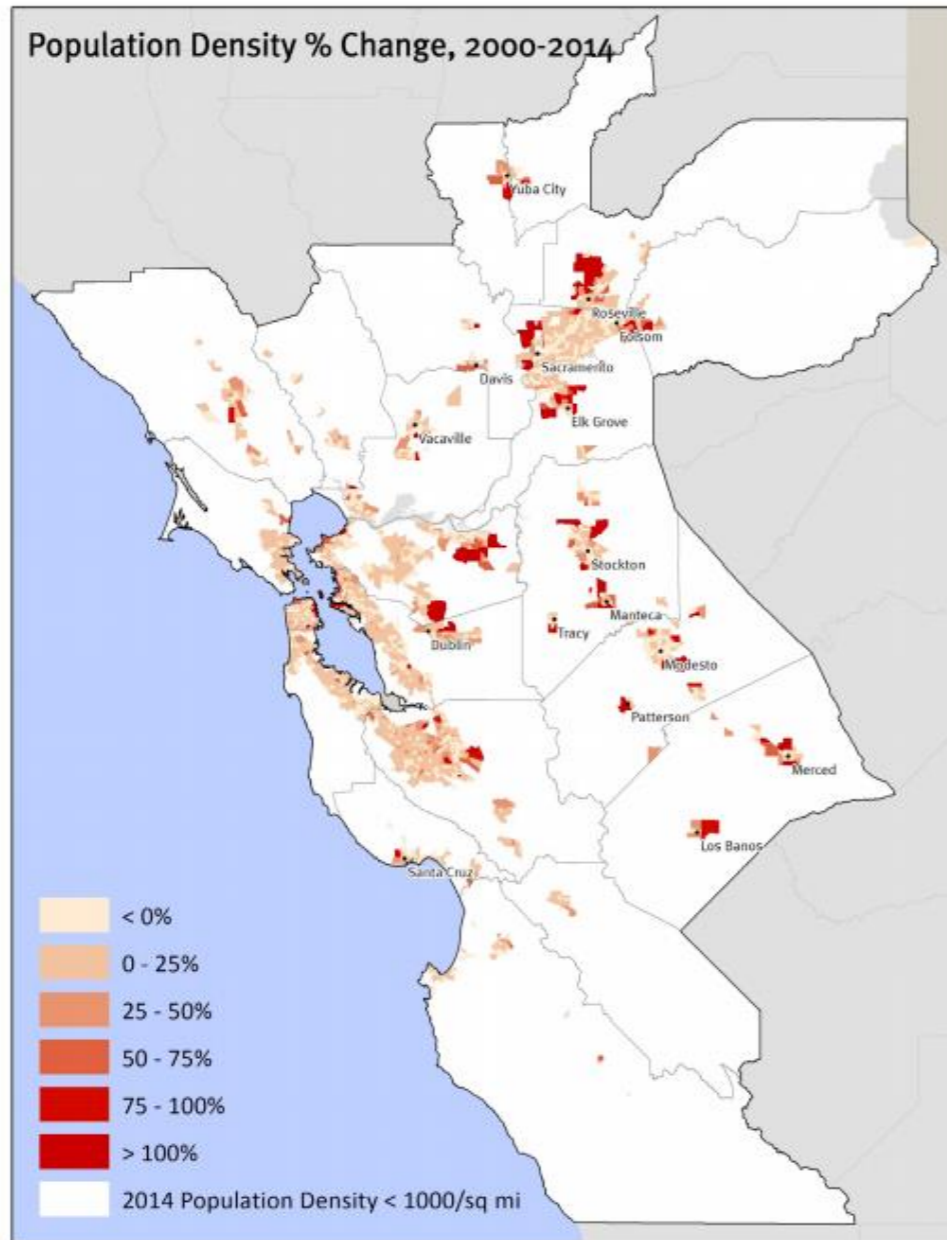


**Add SAN JOSE
every 2 years
(+1,000,000)**



**Add LOS ANGELES
every 8 years
(+4,000,000)**

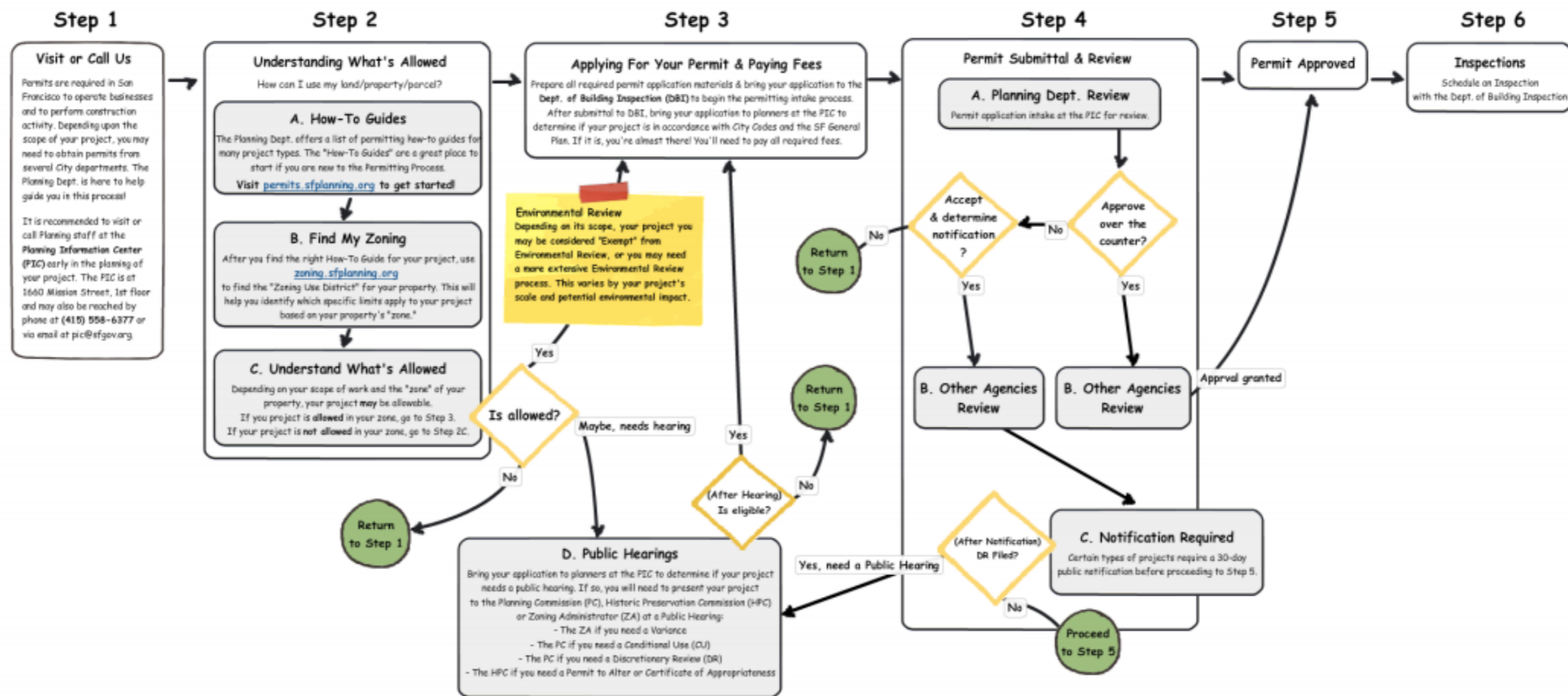
Where Is Population Growing?



Source: Census, UOP, Bay Area Council

Excessive Process Kills Needed Progress

San Francisco Planning Department Permitting Process



created with Balsamiq Madags - www.balsamiq.co



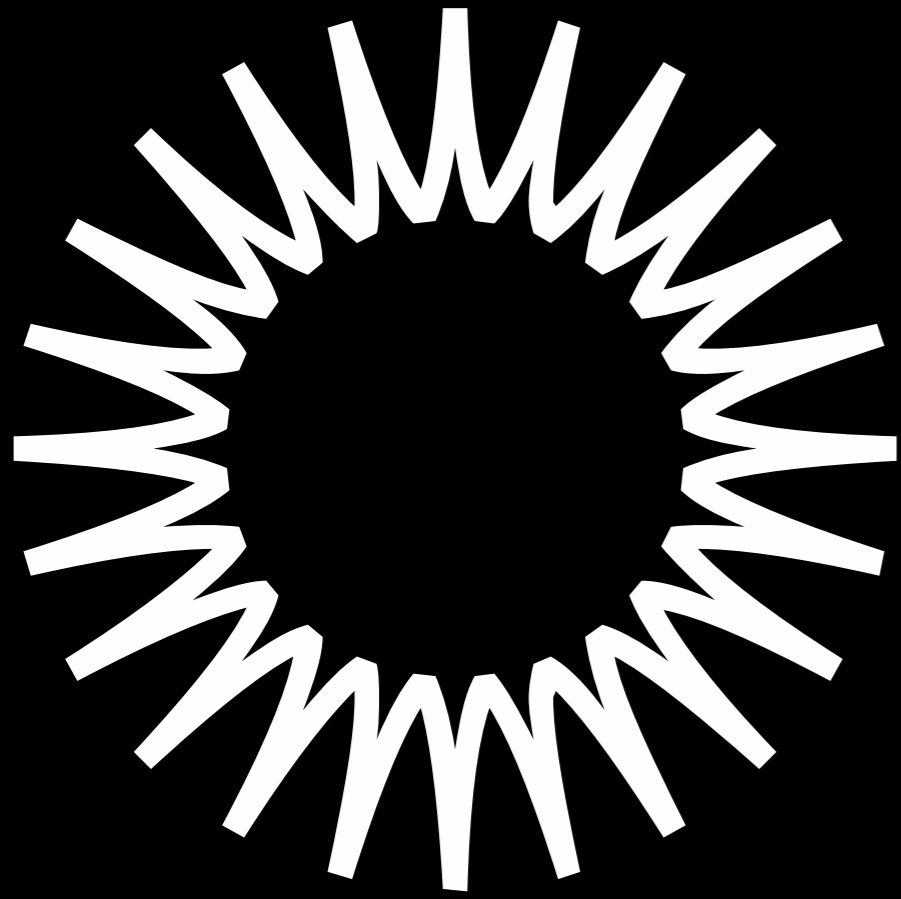
Source: SF Planning Department

There Are No Silver Bullets

NO



(but plenty of solution ammunition)



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