

Housing the Region

SPUR Regional Strategy



**The SPUR Regional Strategy
is a vision for a more equitable,
sustainable and prosperous
Bay Area.**



SPUR REPORT SERIES

EXECUTIVE SUMMARY

APRIL 2021

Housing the Region

**A 50-year vision for solving the Bay Area's
affordability crisis**

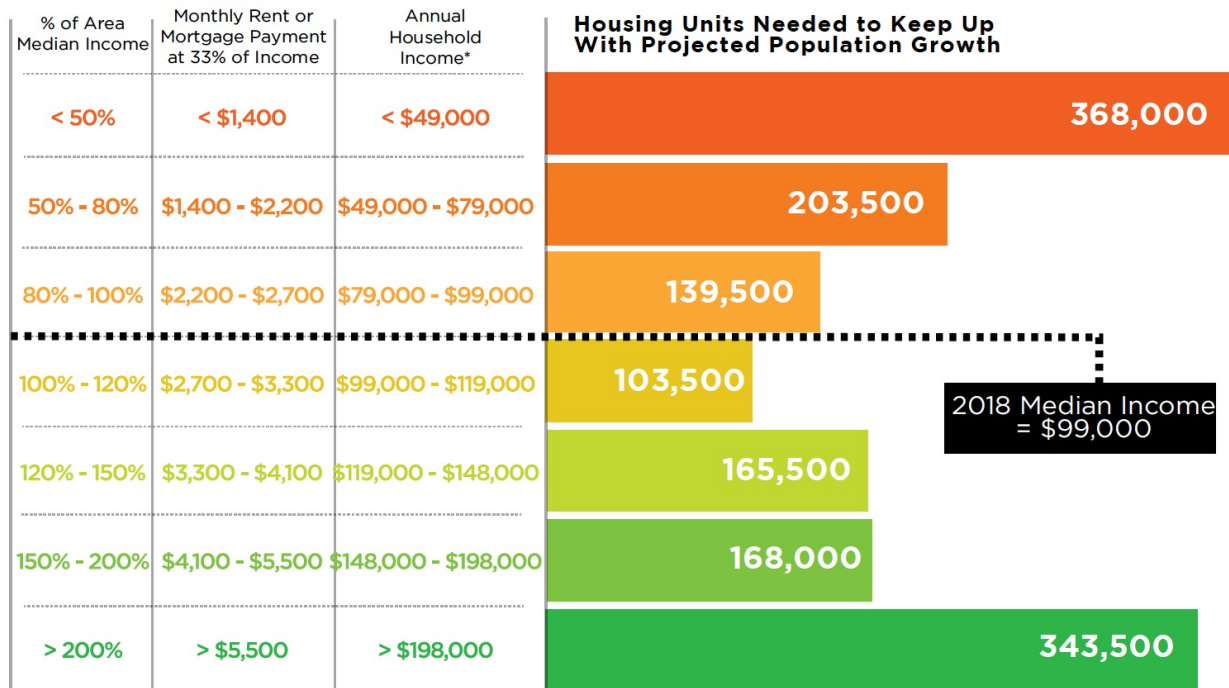
SPUR's 2070 Housing Target

Total Bay Area Housing Demand, 2000-2070



How Much Housing Does the Region Need to Build?

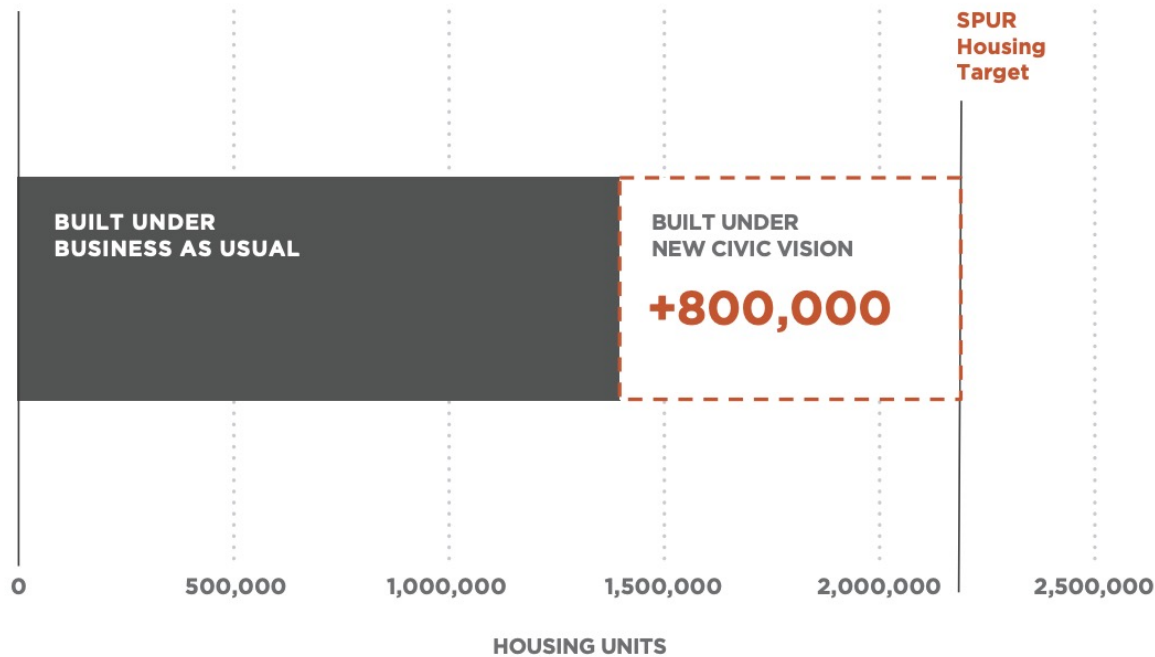
Projected Bay Area Housing Demand at all Income Levels, 2018–2070



*Assumes 2.75 people per household

1,492,000 units needed by 2070

Under Business As Usual, the Bay Area Won't Have Enough Housing



Three reports

Housing as Infrastructure



Meeting the Need



Rooted and Growing





Housing as Infrastructure





Meeting the Need







Source: Sergio Ruiz

Rooted and Growing





**The future starts
right here, together.**

A satellite image of a coastal region, likely the San Francisco Bay Area. The image shows a large body of water on the left, with a city and surrounding hills visible. The text "THANK YOU" is overlaid in the center. The background features a mix of green hills, urban areas, and water bodies.

THANK YOU