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

Historical Housing Shortfall
2000–2018
699,000
UNITS

Projected Bay Area Housing Demand
2018–2070
1,492,000
UNITS

Housing to Build by 2070
2,191,000
UNITS
How Much Housing Does the Region Need to Build?

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

<table>
<thead>
<tr>
<th>% of Area Median Income</th>
<th>Monthly Rent or Mortgage Payment at 33% of Income</th>
<th>Annual Household Income*</th>
<th>Housing Units Needed to Keep Up With Projected Population Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 50%</td>
<td>&lt; $1,400</td>
<td>&lt; $49,000</td>
<td>368,000</td>
</tr>
<tr>
<td>50% - 80%</td>
<td>$1,400 - $2,200</td>
<td>$49,000 - $79,000</td>
<td>203,500</td>
</tr>
<tr>
<td>80% - 100%</td>
<td>$2,200 - $2,700</td>
<td>$79,000 - $99,000</td>
<td>139,500</td>
</tr>
<tr>
<td>100% - 120%</td>
<td>$2,700 - $3,300</td>
<td>$99,000 - $119,000</td>
<td>103,500</td>
</tr>
<tr>
<td>120% - 150%</td>
<td>$3,300 - $4,100</td>
<td>$119,000 - $148,000</td>
<td>165,500</td>
</tr>
<tr>
<td>150% - 200%</td>
<td>$4,100 - $5,500</td>
<td>$148,000 - $198,000</td>
<td>168,000</td>
</tr>
<tr>
<td>&gt; 200%</td>
<td>&gt; $5,500</td>
<td>&gt; $198,000</td>
<td>343,500</td>
</tr>
</tbody>
</table>

2018 Median Income = $99,000

1,492,000 units needed by 2070

*Assumes 2.75 people per household
Under Business As Usual, the Bay Area Won’t Have Enough Housing

![Graph showing housing units built under business as usual compared to new civic vision. The difference is 800,000 units.](image-url)
Three reports

Housing as Infrastructure

Meeting the Need

Rooted and Growing
Housing as Infrastructure
Meeting the Need
Rooted and Growing
The future starts right here, together.
THANK YOU