

A New Social Contract for Housing for California

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Alex Schafran

@Alexschafran

schafranstrategies.com

alexschafran.com

alexschafran.substack.com

www.sjsu.edu/metropolitanstudies/index.php

SCHAFRAN STRATEGIES

One: Improving our understanding of how California gets made.



SCHAFFRAN STRATEGIES

A social contract approach is about fixing the politics,
and fixing the system,
not just changing laws or policies.

There is always a deal.
Rights, and homes, both require deals.



People
and machines and materials and finance
and industries and organizations
and land
make and remake housing.



Two: Leave your ideology at the door.



SCHAFRAN STRATEGIES

Three: Stand against
exploitation and
displacement.

Four: Keep it real.



Displacers

www.buriedundertheblue.com



Five: Embrace true Diversity in housing.



Six: Ownership Matters



Seven: Transform the Housing Economy



Eight: Pursue Greatness

- Pillars
 - True diversity
 - Housing action everywhere
 - Housing Across the lifecycle
 - Temporary housing
 - Ownership Matters
 - The Housing Economy
 - Membership
 - Greatness



Nine: Membership

THE
STATUS
QUO



A New Social Contract for Housing for California

9 Pillars

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Four: Keep it real.

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Seven: Transform the Housing Economy

Eight: Pursue Greatness

Nine: Membership

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