



Employer Perspectives on Housing & Blueprint Planning





The Silicon Valley Leadership Group is organized to involve principal officers and senior managers of member companies in a cooperative effort with local, regional, state, and federal government officials to address major public policy issues affecting the economic health and quality of life in Silicon Valley.

Survey Says!



Long Commutes + Expensive Homes =
Tough recruitment & retention environment

The Problem

- Space
- Money (govt finance & affordable housing)
- Opposition
- Government



(What does that spell?...)



Development Advocacy (Cheerleaders for Housing)

- Problem: No one supports housing
- Solution: Advocate for quality housing
- Criteria based on density and proximity to transit
- 190 developments, 55k homes, 16 not approved



State Funding: Proposition 1C

- Helped champion inclusion of the measure in Gov's infrastructure package
- Helped run the campaign
- Are now involved in making sure the TOD \$ gets spent in a way that rewards good housing and planning

Outreach & Education

Housing tours
Community forums
Elected official
luncheons

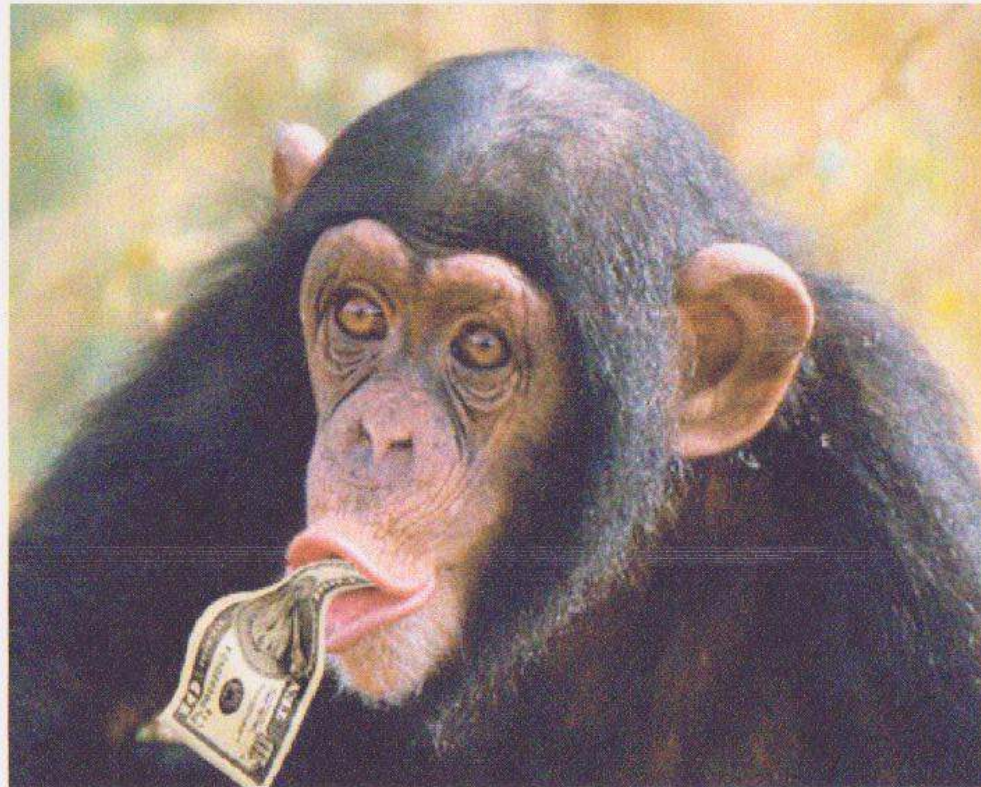


Recommendation #1

- Confront reality and respect democracy
- Every planning effort should include a robust community engagement strategy
- Housing element and general plan updates are great opportunities



Recommendation #2



Put your money where your mouth is

Don't Forget Housing

Housing is integral to our success in achieving our collective goals around climate change, econ devt, enviro justice and transportation.

