



# COMPREHENSIVE APPROACH. CONCRETE SOLUTIONS. HOMES FOR ALL.

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California's Roadmap HOME 2030 is an initiative to develop and implement a "Marshall Plan" for statewide housing and homelessness solutions. This 10-year policy blueprint will illustrate how, with the right solutions and the will, we can create a California with **homes for all**.

# THINK BIGGER

- **The Goal:** Help policymakers think bigger, act bolder, and do business differently to create a California with homes, health, and prosperity for all.
- **Getting There:** Set a strategic long-term vision, shape a narrative to change hearts and minds, build power, and advance equitable systems change and structural reforms.



# THE ROADMAP HOME WILL:

1. Describe the full scale of the need for affordable homes for Californians struggling the most
2. Illustrate what it will take to meet the need by 2030 by setting ambitious goals and putting forward a comprehensive and evidence-based framework of policy solutions
3. Shape the policy agenda in Sacramento to win concrete legislation and investments, beginning Fall 2020



# PROPOSED FRAMEWORK

- 1. Create equitable tax and finance systems** = Tax systems that fill the wealth gap
- 2. Invest in our values** = State and local budgets that reflect our values
- 3. Transform how we use land** = Land use reforms that undo racist policies
- 4. Change (and enforce) the rules** = Housing is a necessity, not a commodity
- 5. Restructure our housing and homelessness systems** = Clear leadership, streamlined processes, and coordination



# PARTNERS

## Leads

- Housing California
- California Housing Partnership

## Policy Development

- [Policy Advisory Committee](#)
- Working Groups on Supply, Efficiency, Instability, Homelessness, Funding Sources
- 15 Focus Groups across the state

## Research

- Research Advisory Committee
- California Budget & Policy Center

## Narrative & Communications

- Dr. Tiffany Manuel
- Spitfire Strategies
- Marketing by Design

## Campaign Strategy

- TBD

## Project Management

- Bill Pitkin



# TIMELINE

**July** - Final focus groups and policy development

**Aug** - Impact research

**Sep** - Share draft summary with Governor's Office and  
Legislative Leaders, address feedback

**Oct** - Report development and production

**Nov** - Roadmap HOME 2030 launch

**2021-24** - Legislative campaigns

**2025** - Five-year update of goals and achievements,  
adjustments as needed

**2030** - Final assessment



# SIGN UP FOR UPDATES



[WWW.ROADMAPHOMECA.ORG](http://WWW.ROADMAPHOMECA.ORG)





# INCENTIVIZING MARKET RATE DEVELOPERS TO PRODUCE AFFORDABLE HOMES

Plan to analyze parcel-level zoning data and economics to **quantify statewide production of affordable homes** in mixed income developments by:

1. **Granting height and density increases** in return for more affordable homes, focusing on high-opportunity areas and exempting vulnerable communities (see map).
2. **Exempting new apartments from property taxes** in proportion to the number of additional affordable homes.

