



## Sustainable Sonoma Council Meeting April 14, 2021

Desired meeting outcomes: SuSo onboarded with WeAreGenH public will building campaign.

### Welcome.

Introductions. Welcome Jen Klose, Executive Director of [Generation Housing](#). [Generation Housing](#) has an inspiring new vision of housing and quality of life in Sonoma County. Sustainable Sonoma is proud to be working with them to advocate for and support the action to build the housing our community needs to thrive.

### Topic 1: We Are Gen H

Presentation about new public will building campaign in favor of housing, from Jen Klose. View [here](#). Contact [jen@generationhousing.org](mailto:jen@generationhousing.org), [daniela@generationhousing.org](mailto:daniela@generationhousing.org)

### 10 minute breakout rooms:

1. What's most exciting about the campaign for you?
  - More affordable housing in and around the county is a good thing. County wide, has legs already.
  - Aesthetically pleasing, not dry, helps get people show up. Elevates the housing crisis message.
  - Targeted, hopeful, feasible, ways to get engage.
  - Statistics and data. Suggestion to break into local numbers.
  - They are doing the work to give SuSo *Homes* more impact.
  - Another layer of cultural campaign, resistance to growth = resistance to new people in the community, need to look after supply side.
  - People focus, the different kinds of work. This is your community, you need to back them. Good emphasis on Latinos.
  - First I need to know what is “affordable housing”.

- Jen's energy is exciting.

2. How can you and your organization/community amplify the messages in this campaign

- Survey our families to see what the housing situation looks like.
- Newsletter and other communication to employer.
- All should be encouraged to put this campaign on their Facebook page.
- Where possible, newsletters, yard signs.
- People in the Springs already know, so the messaging needs to go to other folks. Billboard in Springs also suggested.
- Need to get contact info for whoever takes a lawn sign so they can be followed up with.
- Boards and donors of SuSo and SV orgs

3. How can SuSo and Gen H support you in getting the word out?

- Be the resources - newsletters, dashboard to board members
- Partnering with our organizations
- Short pithy news to send out regularly keep interest
- Drip campaign with facebook posts, engage kids who want to live here

4. What is the best way to communicate with your stakeholders, constituents, community members?

- Provide the graphics and help tell the economic story
- Group agreed that they are the best conduit to their communities

**Report out: Who heard a new idea, solution or possibility?**

- Group campaign on Facebook
- Smaller sets of the SuSo Council members talk about what it means to our sectors
- Get message out to focus group
- Economic rep is currently only business owners, SuSo has considered combining worker rep with business owner rep around this issue, where there might be common ground
- Metrics are hard for this campaign, but needed to be established. Tracking social media is easy. Harder to track how many more people attending meetings, etc.
- We are aiming to create a counter voice to NIMBY's, not change people's minds.
- How do we encourage people to actually show up? Suggested message on lawn signs as a way to avoid people feeling like they have done their part by doing a sign only.

- Hope that is that the campaign will feel organic, personal.
- In considering [Sierra Club] participating, need to consider whether or not their concerns (no sprawl) will get lost in the larger pro-building message.

### **Action steps you can take:**

- Partner pledge
- Request a yard sign
- Request a large sign
- Visit [wearegenh.org](http://wearegenh.org) and download the partner toolkit to share the message to your networks across your platforms

### **Zoom poll**

What action steps are you committing to take to help amplify this inclusive pro-housing message and grow the Gen H community! (Check all that apply)

- Partner pledge
- Request a yard sign
- Request a large sign
- Visit [wearegenh.org](http://wearegenh.org) and download the partner toolkit to share the message to your networks across your platforms

### **Topic 2: Sharing Housing Stories**

Curran Reichert, Council representative for Sonoma Valley Interfaith Ministerial Association, talked about the impact of organizers sharing their housing stories in Marin. Goal was to influence elected officials. Process: Start with facts, listen to a few stories, share your own story. People started to understand the intergenerational injustice of [Prop 13](#). Understood it wasn't someone else's problem. Taught people that they had power. People started to be able to relate. Was the beginning of the church taking on the issue of homelessness.

Council reactions:

- Ask what do you think about "affordable housing"? What do you think it is? Who lives there?
- What we need here is workforce housing. However, workforce housing is not a verifiable term, we should be more specific about the income cohorts.
- The majority of youth in community are very open about the situation and want to leave the situation they are in. This comes up naturally, for example applying for school out of state can be motivated by wanting to get out of their current housing situation. Follow up on getting these stories into WeAreGenH campaign.

- Good to share stories in the press about those of us who are looking for ED's leadership and struggling because we cannot find housing. La Luz Center is coming up with some kind of endowment to buy a house for their ED because they cannot get there with salary.
- Through nonprofits, have a connection between the wealthy and the poor
- Projects that need support are networked in some way. GenH has a project tracker, <https://generationhousing.org/housing-project-tracking/>. Send SV projects to [jesus@generationhousing.org](mailto:jesus@generationhousing.org).

**Attending:**

**Council:**

Fred Allebach  
 Mark Bodenmanner  
 Ann Colichidas  
 Tom Conlon  
 Eric Gonzalez  
 Linda Keaton  
 Celia Kruse de la Rosa  
 Orlando Rodriguez  
 Sandy Sanchez

Cathy Wade Shepard

**Steering Committee**

Kimberly Blattner  
 Richard Dale  
 Cindy Scarborough

**Advisors**

David Morell  
 Leah Benz

**Staff:**

Caitlin Cornwall  
 Kim Jones

**Guest Presenter:**

Jen Klose, Generation  
 Housing