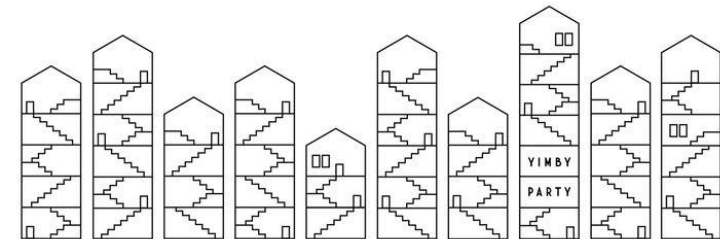


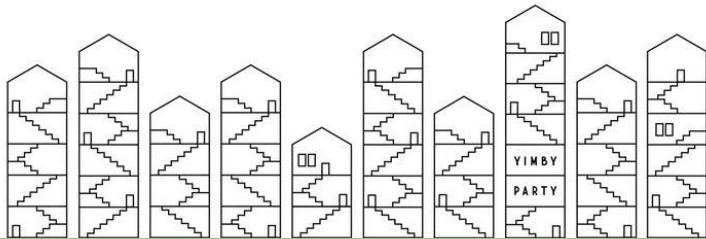
Brisbane Baylands

Victoria Fierce, YIMBY Party



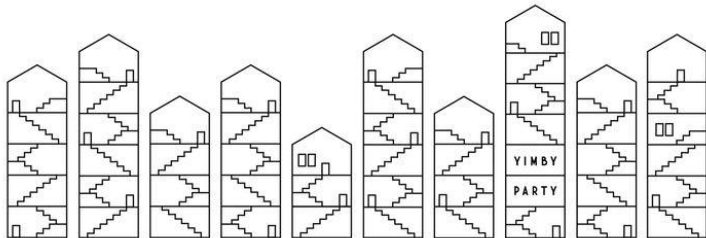
Overview

- The YIMBY Party
- In defense of housing
- Why build here?
- Regional cooperation
- Consequences of denying housing

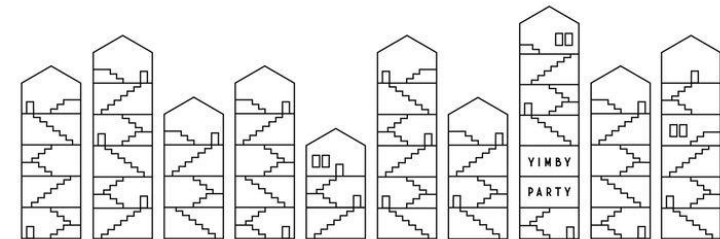


The YIMBY Party

- Highly organized urbanist movement
- Well connected to San Francisco Bay Area power, in particular:
 - Planning Department
 - Mayor's Office
 - MTC
- We write letters, show up at meetings, exert political pressure
- Work to lift up pro-housing voices and counter the narrative that our housing shortage is an accident



In Defense Of Housing

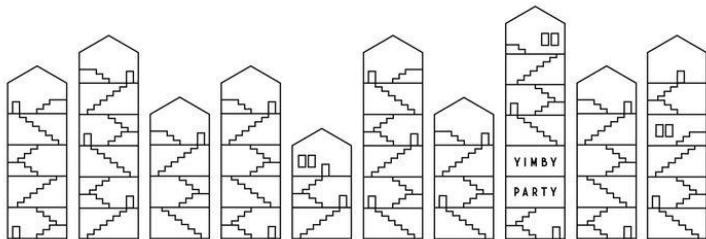
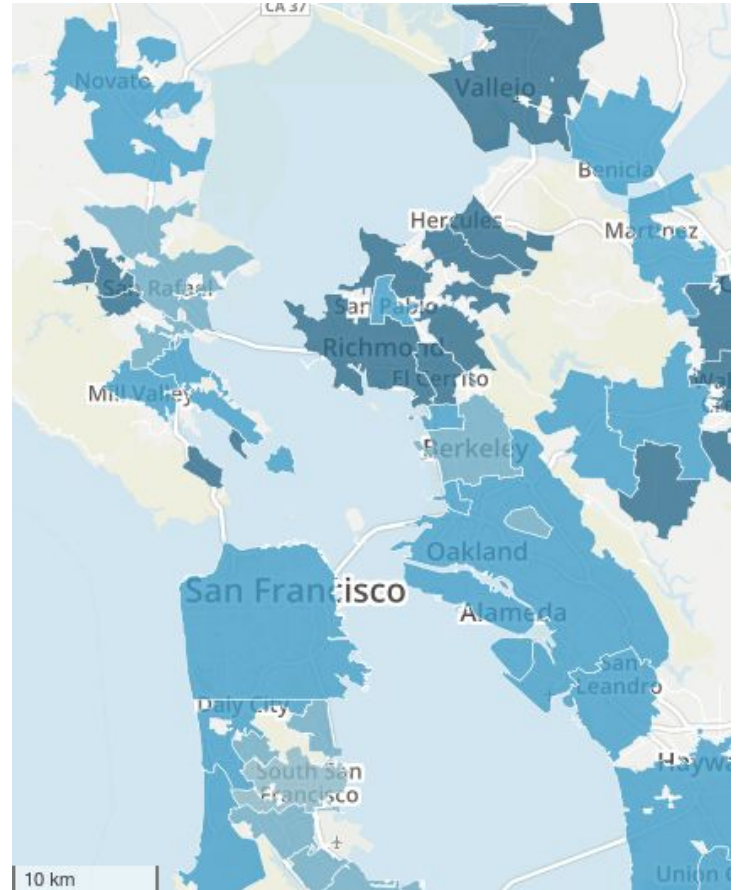


Living Near Your Job

“Between 2000 and 2012, the number of jobs within the typical commute distance for residents in a major metro area fell by 7 percent.”

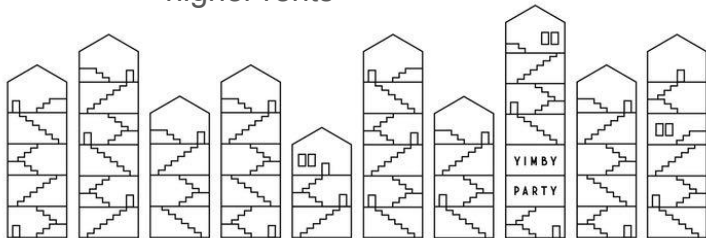
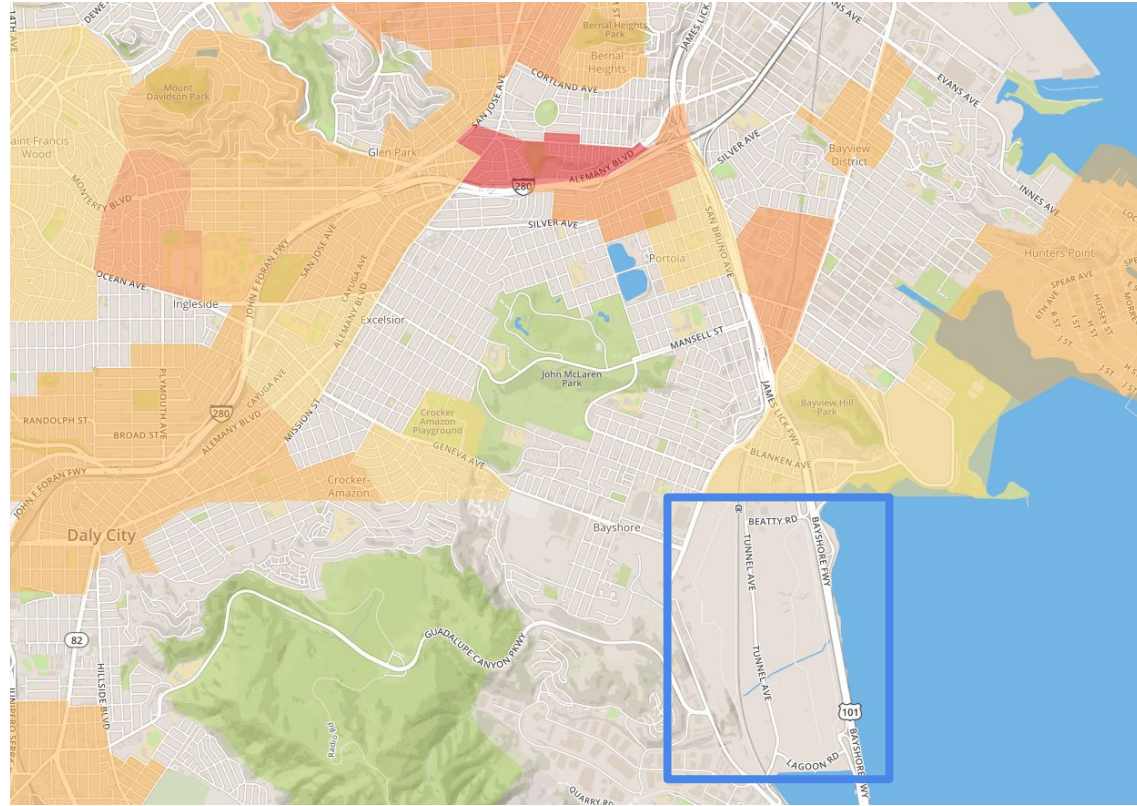
- Brookings Institute,
https://www.brookings.edu/wp-content/uploads/2016/07/Srvy_JobsProximity.pdf

Far-flung suburbs commute upwards of 40 minutes. How can Brisbane help?



Effects on nearby rents

- Nearby rents are some of the cheapest in San Francisco
- People want to have short commutes, resulting in high demand near jobs
- New jobs without more housing creates upward pressure on nearby rents
- San Francisco does not need higher rents
- The Bay Area does not need higher rents

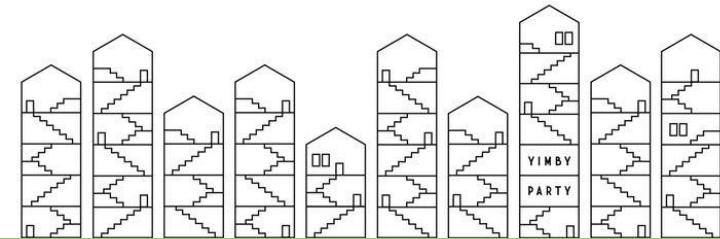


100,265

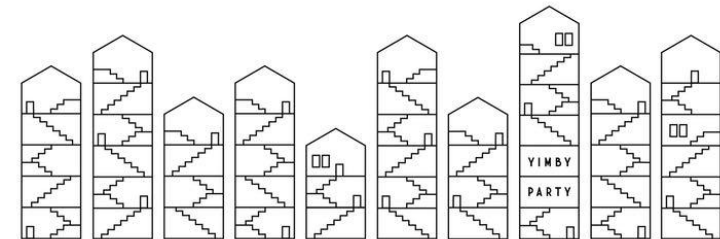
2016 California building permits, HUD

350,000

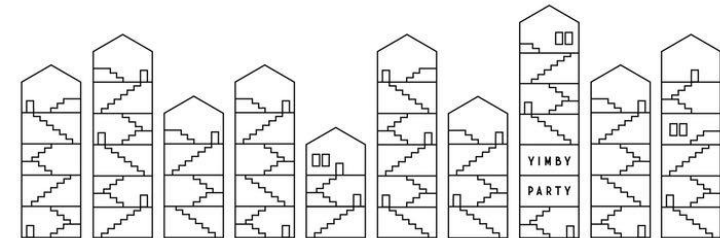
California population growth in 2015, US Census



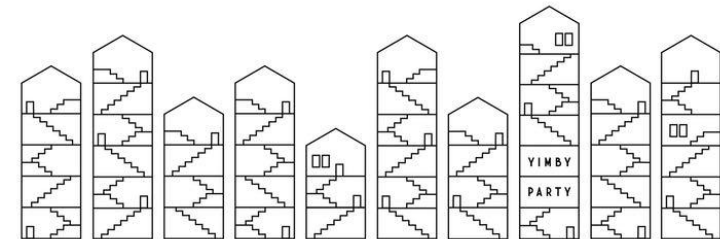
Our housing scarcity is artificial.



The solution is radical:
Build more housing.

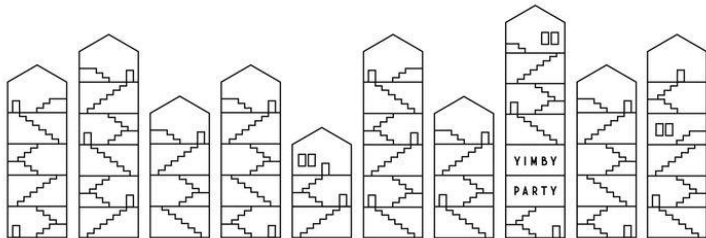


Why Here?



Opposition to housing is a collective action problem

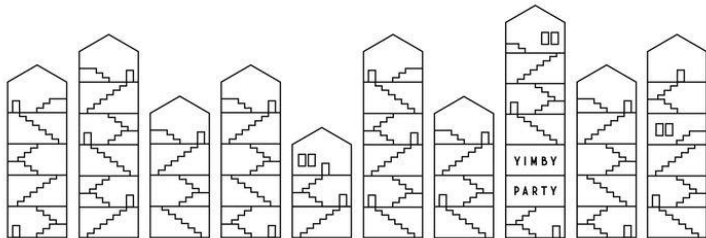
- Ask your neighbor if they think we need more housing.
- Generally, people agree we need more housing.
- Everyone has a right to oppose housing
- When everyone exercises that right, housing is denied



Universal Declaration of Human Rights

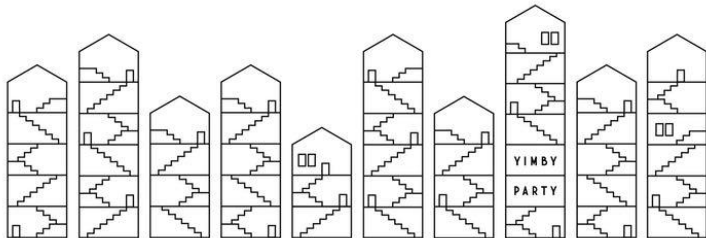
Article 25, Section 1:

Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, **housing** and medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control.

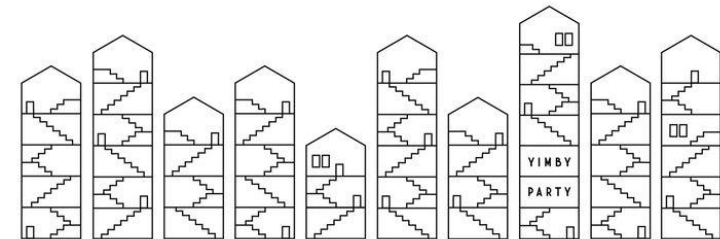


Building housing is not a minority view

- The YIMBY message resonates strongly with a broad base:
 - MacArthur BART: 22 stories, 400 homes, largest development in Temescal history
 - HOMESF: Strong support over a two year legislative period, passed last month
 - Election 2016: Activated hundreds of YIMBYs around the bay area
 - Membership continues to grow
- Scott Wiener, elected 2016
- A package of state legislation to address housing



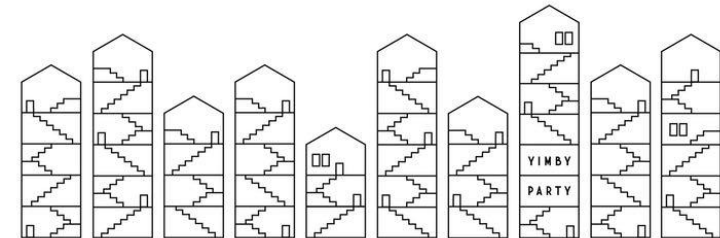
Regional Cooperation

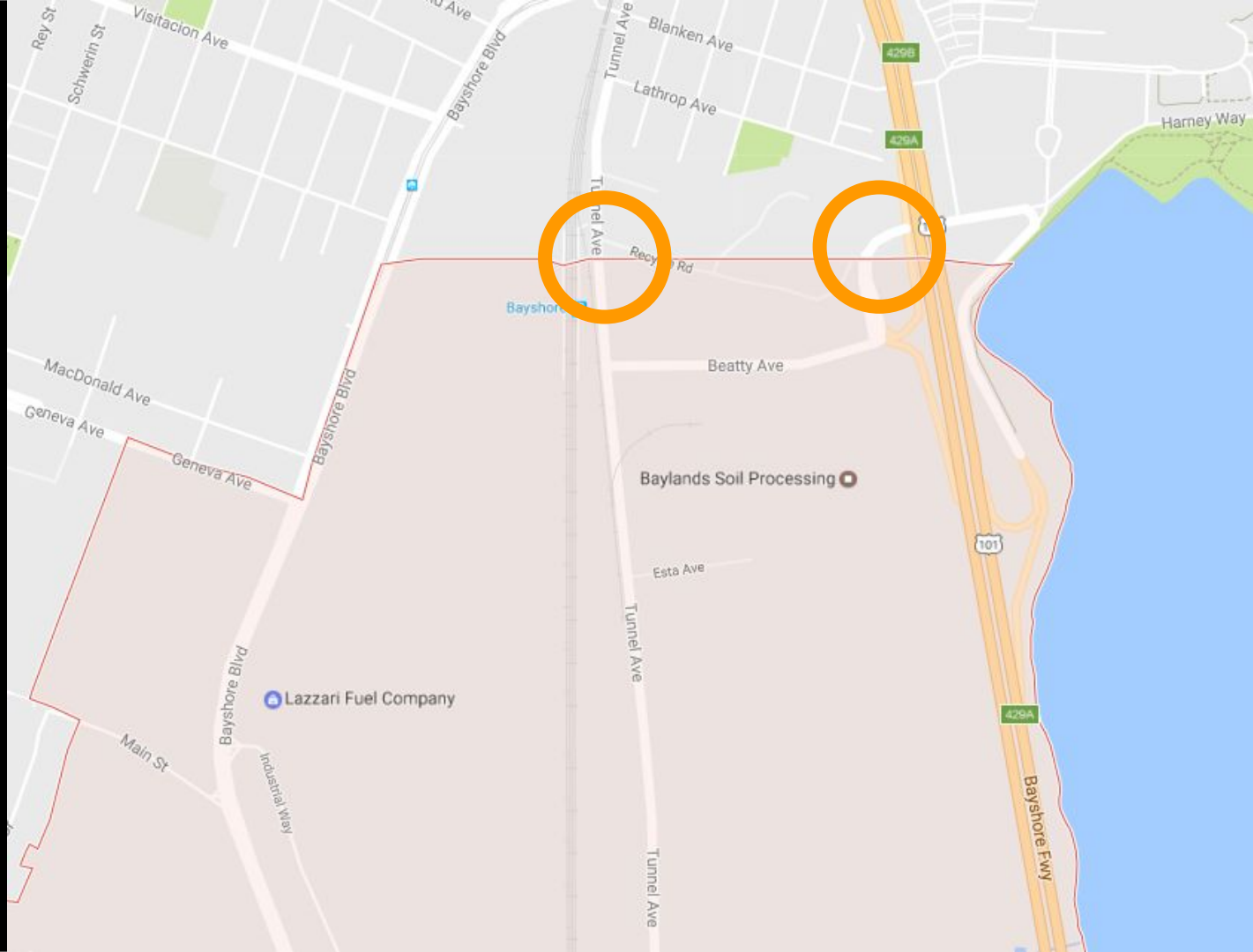




San Francisco

- Brisbane will need SF's help to develop the baylands
- If the proposal isn't to SF's liking, Brisbane can't count on help.
- This reality isn't confined to a few bureaucrats, but also known by an active, influential citizen group.





Rey St

Schwerin St

Visitacion Ave

Bayshore Blvd

Tunnel Ave
Blanken Ave
Lathrop Ave

429B

429A

Harney Way



Bayshore

Recy Rd

Beatty Ave

Baylands Soil Processing

Esta Ave

Tunnel Ave

101

429A

Bayshore Fwy

MacDonald Ave

Geneva Ave

Geneva Ave

Bayshore Blvd

Lazzari Fuel Company

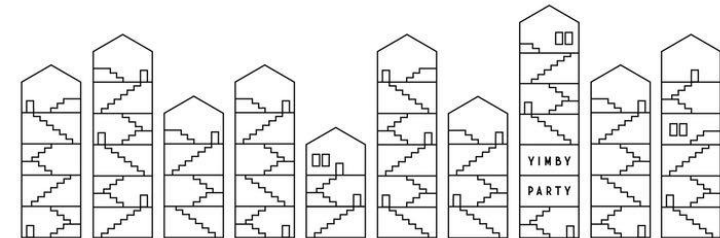
Bayshore Blvd

Main St

Industrial Way

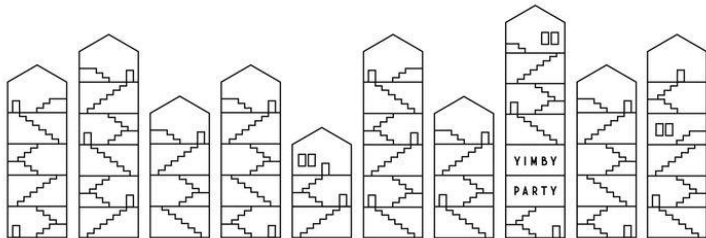
Tunnel Ave

Consequences of Denying Housing



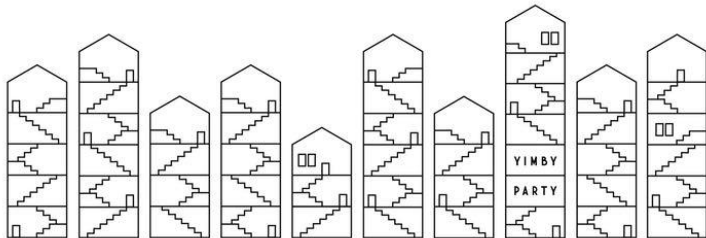
Consequences to People

- This development will create jobs, but where will they live?
- If housing is not added, those people will still work here.
- People working here will compete for existing housing stock, raising rents.
- Brisbane has an opportunity to demonstrate regional leadership and take meaningful steps to address our housing shortage

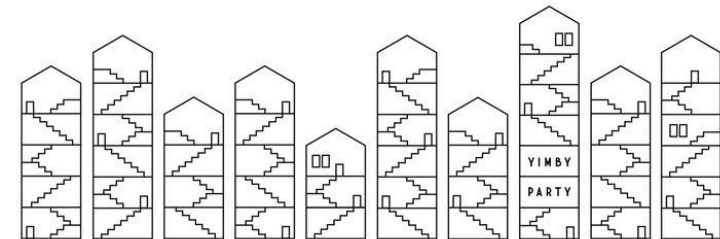


Consequences to Brisbane

- Joint PDA Application
 - SF can just pull out. Thats a huge blow to Brisbane's transportation funding prospects.
- Road alignments
 - Roads cross county and city lines. San Francisco can refuse to cooperate.
- Bayshore Caltrain
 - The station straddles city lines.
- Political capital
 - YIMBYs organize the busses of people showing up to these meetings



What can Brisbane do?



Legalize Housing.

