

Shift the Bay

Reporter Resources

Updated June 15, 2021

There's been such a leap during the covid-19 crisis in public understanding of the connections between health and racial justice in the Bay Area. It's important to do the same for housing and racial justice in the Bay Area as our communities move forward with new housing solutions and recover from the many side effects of the pandemic. Covid rent relief and eviction moratorium extensions are top-of-mind for many residents and housing justice advocates as we consider what we must do in this moment and beyond to support our neighbors and communities with safe, stable and affordable places to live.

The purpose of this resource guide for local journalists is to provide important at-a-glance housing facts, flag some considerations when covering housing, and offer knowledgeable Bay Area housing justice expert voices for future stories.

Key Bay Area Housing Justice Statistics

- ↑ **30,000** new affordable housing units have been permitted in the construction pipeline in the Bay Area since 2015
- ↑ **160,000** more affordable housing units are needed in the Bay Area to meet the current need
- ↑ **82%** of residential land in the Bay Area is zoned exclusively for single-family housing
- ↑ **112** hours each week – or the equivalent of nearly 3 full time jobs – is how much a minimum wage worker must work to pay rent on the average priced 2-bedroom apartment in California
- ↑ **85%** percent of Bay Area residents say it's important for COVID recovery to prioritize under-invested (vulnerable) communities
- ↑ **86%** of Bay Area residents who believe it's a priority coming out of covid to make it easier to increase the number of affordable homes and apartments
- ↑ **90%** of Bay Area residents agree that “Having people from different races and income levels is part of what makes the Bay Area a great place to live.”
- ↑ **91%** of Bay Area residents who believe it's a priority coming out of covid to provide support to prevent families from being evicted and becoming homeless
- ↑ **137,500** Bay Area renter households were behind on rent in January 2021. 87 percent of renters who are behind are people of color, and 81% earn less than \$75,000
- ↑ **100** years ago in 1921, San Francisco passed a landmark zoning ordinance that led to redlining and racial segregation in Bay Area housing
- ↑ **68%** of Bay Area Black residents and 72% of Latinos are classified as low income or very low income compared with just 35% of White residents

For more resources, visit www.ShiftTheBay.org

Thoughts on Bay Area Housing Terminology

“Affordable Housing”	What’s affordable to one person might be out of reach for another. Unless a housing development is officially designated as “affordable housing,” the phrase “ more affordable places to live ” is usually a more accurate description.
“Hopeless housing crisis”	While investments in diverse housing options have not kept pace with our needs, the Bay Area has a track record of innovation and problem-solving. Solutions that make it possible for people to have a safe, stable place to call home are within our reach.
“People can’t find housing”	The problem with housing in the Bay Area is deeply structural, but our language often puts the failings on individuals.

Considerations When Editing Stories

- ↑ Are **impacted community voices** of residents in need of more affordable housing included in the story? (Not just Zillow reps, housing developers, and opposed neighbors.)
- ↑ Are examples of **systemic challenges and solutions** included in the story?
- ↑ Are historic and present-day **examples of racial discrepancies and discrimination** in housing included that give a fuller context of the issue and systems to change?
- ↑ Does the story report what **individual people and the whole community stand to lose** if members of our community are displaced because of housing costs and systemic failures?
- ↑ Does the story report that the public says **housing is the most important problem other than Health/COVID** facing people in the Bay Area?
- ↑ Does the **headline** sensationalize or oversimplify the issue or does it include the whole picture of structural racial inequities in the Bay Area’s housing system?

Local Housing Justice Organizations to Contact for Experts & Community Voices

Contact shiftthebay@mrss.com or Alina Harway (alina@nonprofithousing.org) for help getting in touch.

Alliance of Californians for Community Empowerment (ACCE) The Alliance of Californians for Community Empowerment (ACCE) Action is a grassroots, member-led, statewide community organization working with more than 15,000 members across California. Contact, Anya Svanoe, asvanoe@calorganize.org

Bay Area Regional Health Inequities Initiative (BARHII) The relationship of housing stability and health, and regional perspective on racial equity in housing. Contact: Melissa Jones, mjones@barhii.org; Will Dominie, wdominie@barhii.org

East Bay Housing Organizations (EBHO) The leading affordable housing advocacy coalition serving Alameda and Contra Costa Counties. Contact: Grover Wehman-Brown, Grover@ebho.org

EastSide Arts Alliance

Hamilton Families Hamilton Families' mission is to end family homelessness in the San Francisco Bay Area. Our pioneering homelessness prevention and housing subsidy programs are nationally recognized. In addition, we provide shelter and stability, and support the well-being of children and families experiencing homelessness. Contact: Cory Winter, cwinter@hamiltonfamilies.org

Housing Leadership Council of San Mateo County
Contact: leora@hlcsmc.org

Monument Impact Intersectionality of housing justice/tenant protections and immigrant rights/racial equity with a focus on building power within immigrant, refugee and low-income communities in Central and East Contra Costa County. Organizing and advocacy, workforce development, mental health and Monument Relief Fund for undocumented immigrants hardest hit by COVID and the housing crisis. Contact: Debra Ballinger, debra@monumentimpact.org

North Bay Organizing Project Uniting people to build leadership and grassroots power for social, economic, racial and environmental justice. The Sonoma County Tenants Union, a project of NBOP, recognizes that safe, secure and affordable housing is a human right that should be enjoyed by all people. Contact: Karym Sanchez ksanchez@northbayop.org

Non-Profit Housing Association of Northern California The Collective Voice of Affordable Housing for the 9-County Bay Area offers perspective of (and direct contact to) members, representing thousands of individuals and organizations, including affordable housing developers, advocates, community leaders and businesses. Contact: Alina Harway, alina@nonprofithousing.org

People's Alliance San Mateo County Alliance of organizations in San Mateo County committed to working for social justice and equity in housing, health care, education, immigration, the environment, criminal justice, and in the workplace. Contact: Tony Samara, tony@urbanhabitat.org

PICO California PICO California is the largest multi-racial faith-based community-organizing network in the state connecting and leveraging the power of the people to impact broad systemic change. Motivated by various prophetic traditions, we ground our civic action and demands for change in moral and ethical principles. Contact: Calvin Kia Abbasi, calvin@picocalifornia.org.

Public Advocates Nonprofit civil rights law firm and advocacy organization that challenges the systemic causes of poverty and discrimination. For nearly fifty years it has strengthened community voices in public policy and achieved tangible legal victories advancing education, housing, transportation, and climate justice. Contact: Isabel Alegria, ialegria@publicadvocates.org

San Francisco Foundation works to advance racial equity and economic inclusion for everyone in the Bay Area. The vision of the foundation is for all people in the Bay Area to be economically secure, rooted in vibrant communities, and civically engaged. San Francisco Foundation addresses the region's housing challenges through policy change, capacity building, and funding direct service. Contact: Rachel Benditt, rbenditt@sff.org

Sacred Heart Working to prevent homelessness by providing direct support to renters and landlords contact. Contact: Demone Carter, demonec@sacredheartcs.org

TechEquity Collaborative We're mobilizing the tech community (workers and companies) to advance housing equity. We exist to educate the tech community about their potential impacts in the Bay and shift the policies that adversely impact our communities. Contact: Jaimie Cohen, jaimie@techequitycollaborative.org

Urban Habitat We work on housing justice advocacy with a particular focus on tenant protections and the preservation/decommodification of genuinely affordable housing. Contact: Sunaena Lehil, sunaena@urbanhabitat.org (on leave until August)

Working Partnerships USA housing policy and community organizing in Santa Clara County and around the tech sector. Contact: jeff@wpusa.org or vero@wpusa.org

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