



# **SHIFT THE BAY TRAINING: OPINION PIECES**

OCTOBER 13, 2021



# INTROS



# OP-EDS



## CLOSING ARGUMENT





**PRESS CONFERENCE**



# OP-EDS

## 600-800 WORDS\*

*\*General rule. Can be much longer.*

### Close to Home: I will trade parking for affordable housing



AB 1401 would relax parking requirements for new development in California. (Shutterstock)

#### VICTORIA FLEMING

VICTORIA FLEMING IS A MEMBER OF THE SANTA ROSA CITY COUNCIL.  
JAN. 23, 2021



California's housing shortage and affordability crisis require urgent action. At the same time, we must address the pollution that causes climate change — especially in places, such as Santa Rosa, that are increasingly vulnerable to climate risk. Assembly Bill 1401 would help us get there by eliminating mandates for expensive parking for homes built near transit and in walkable, downtown districts.

The views and opinions expressed in this commentary are those of the author and don't necessarily reflect The Press Democrat editorial board's perspective. The opinion and news sections operate separately and independently of one another.

As a single, working mother who struggles with the high cost of housing, I know firsthand what it's like to face daunting housing costs while working full-time and trying to be a good mom to my daughter.

Unfortunately, my situation is not unique. Millions of Californians face the same challenges of juggling a hectic work schedule, parenthood and crushing rents. While the natural policy response should be to make it easier and cheaper to build affordable homes, local and state governments have struggled to get there.

Too few of our elected officials share the experience of being moderate-income workers in a state with a decades-long history of inadequate housing supply. But for many parents like me, the cost of housing is a daily, immediate concern.

Like many California residents, my income is too high to qualify for housing subsidies, but too low for me to qualify to own a home. The median price of a single-family home in Santa Rosa is now more than \$750,000. Our housing is expensive for many reasons. For one, we're still recovering from the fires that pushed so many of our neighbors from their homes.

But these fires are taking place in a broader environment of a long-term escalation in housing costs that is affecting all Californians. The parking reforms included in AB 1401 are a targeted effort to chip away at this problem. The bill, which has been approved by the Assembly, would prohibit local governments from enforcing minimum parking requirements for developments close to public transit.



Victoria Fleming

For decades, California cities have required parking with new homes and apartments. While this seems like a natural match — who among us doesn't have a car? — parking mandates add huge costs that are passed on to homeowners and renters alike. According to the Turner Center for Housing Innovation, more than two-thirds of California cities require at least two parking spaces per home in multifamily housing. The average cost of garage parking is \$23,000 per space. Residents pay every penny of that cost, whether they drive a car or not.

Parking mandates also drive up climate pollution, because they lead to more driving. One study in San Francisco found that requiring one parking space per home in affordable housing more than doubles the likelihood of its residents owning a car. The result: more pollution.

Santa Rosa has already staked out a leadership position on this issue. Our downtown plan removed minimum parking requirements for development in the downtown Station Area, and the plan allows for "unbundled" parking — which gives residents the option of paying for parking if they want it and can afford it. At the same time, it will help people like me who can't afford parking to find housing at more affordable rents.

I've said it before, and I will say it again: I'd rather have a home than a place to park my car.

As we emerge from the pandemic and prepare for another fire season, it's my view that we have an obligation to be especially deliberate in how we prepare for a more resilient future. We must make our cities more equitable, sustainable and affordable — and do so while reducing the pollution that is putting our communities at risk.

By making it easier and cheaper to build multifamily housing in walkable, transit-adjacent neighborhoods, cities throughout California can join Santa Rosa in taking a small but meaningful bite out of both the climate challenge and our housing crisis. I hope that Sonoma County's state senators, Mike McGuire and Bill Dodd, see the vision and the wisdom of AB 1401 and vote to pass it when it comes up for consideration in the state Senate.

Victoria Fleming represents the 4th District on the Santa Rosa City Council.

You can send letters to the editor to [letters@pressdemocrat.com](mailto:letters@pressdemocrat.com).

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## **WHY DO OP-EDS MATTER?**



Your op-ed

@Organization

Mayor retweet

KQED interview

CalMatters article

Testimony at gov't hearing

Change in policy!



**POWER OF YOUR EXPERTISE**





July 08, 2013

## How the CTA can create city jobs (op-ed)

*The Chicago Transit Authority is preparing to spend \$2 billion on new rail cars. Here's how that money can help put local people to work.*

Source: [Chicago Sun-Times](#)

By [Naomi Davis](#)

BY NAOMI DAVIS

Last Modified: Jul 7, 2013 07:26PM

Chicago has a huge opportunity, right now, to tackle the problem of unemployment, especially among African Americans.

The Chicago Transit Authority plans to invest a whopping \$2 billion in taxpayer dollars in building new train cars to upgrade its massive public transit system. This is a good move for Chicago — its Blue Line trains alone are more than 40 years old.

If we're smart about how we make these upgrades, our taxpayer dollars can not only improve Chicago's rails, but also put thousands of Americans to work — many of them local residents and folks who've been locked out of the old economy, like people of color and women.

**#GREEN FOR ALL**

**laane»**  
A NEW ECONOMY FOR ALL



### FOR IMMEDIATE RELEASE

July 24, 2014

#### CONTACT:

Mayor's Press Office

312.744.3334

[press@cityofchicago.org](mailto:press@cityofchicago.org)

### MAYOR EMANUEL, CHICAGO TRANSIT AUTHORITY AND CHICAGO FEDERATION OF LABOR LAUNCH GROUNDBREAKING "BUILD CHICAGO" PARTNERSHIP TO ENCOURAGE JOB GROWTH

*Purchase Of Next-Generation Rail Cars Will Encourage U.S. Job Growth, Modernize CTA's Rail Fleet, And Improve Customer Comfort*



*"I saw the piece in the Sun Times -- we've gotta do this." - Former Chicago Mayor Rahm Emanuel*



## **BEST PRACTICES THAT EDITORS WANT TO SEE**



## ELEMENTS OF A STRONG OP-ED

💡 novel “never-saw-it-that-way” ideas

📌 focus on one big point

✍️ great “can’t-put-it-down” writing

👨 full of personality

💖 more stories, fewer statistics

📢 promotes the issue, not the author

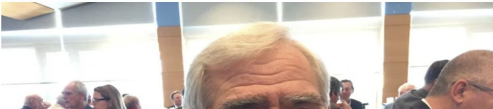
# Close to Home: Workforce housing shortage is already here



OPINION COMMENTARY

## Opinion: How the Bay Area can meet future housing needs

The rest of the world accommodates much larger population per area by clustering transit villages atop rail stations

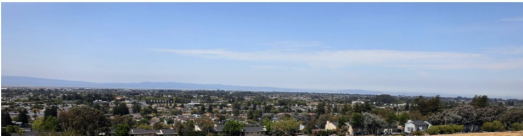


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OPINION COMMENTARY

## Opinion: Reject Bay Area cities' appeals to shirk housing obligations

Communities must recognize that we have a shared responsibility to ensure there will be homes for future generations



# Close to Home: I will trade parking for affordable housing



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OPINION / OPEN FORUM

## SoCal is sabotaging California housing law. Bay Area NIMBYs will, too, if Newsom doesn't stop them

Anthony Dedousis, Jess McBride and Jon Wizard  
Sep. 19, 2021



## Commentary: SB 9 could help ease racial wealth...

OPINION COMMENTARY Opinion

## Commentary: SB 9 could help ease racial wealth gap, housing crisis

Commentary for Sunday Oct. 15



By NIKKE BEASLEY |  
PUBLISHED: August 15, 2021 at 4:30 a.m. | UPDATED: August 17, 2021 at 11:30 a.m.

For years California lawmakers have grappled with how to allow more resili- combat a housing shortage that has pushed home prices up to inconceiv- accelerated the racial wealth gap, segregation and homelessness. This year would allow homeowners to build a duplex on a single-family zoned parcel center of the debate over whether policymakers can succeed in addressing crisis.

By allowing homeowners to subdivide their lot, SB 9 would unlock opportu- homeowners to construct one or two units in their backyards, which could If passed, the bill could open an important avenue for homeowners to acc- home without having to sell off their primary residence, while also creating

## Why California liberals turn into raging conservatives over housing

Michael Manville  
Sep. 4, 2021 | Updated: Sep. 10, 2021 10:04 a.m.



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Learn how to fight it.  
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## Novel “never-saw-it-that-way-before” ideas



SoCal cities like Pasadena have started a vicious tug-of-war with the state by submitting draft housing plans that don't meet the state's requirements. These cities, often high-income enclaves with influential homeowner groups and few renters, are using sleight-of-hand tactics to superficially comply with the law, while doing little to allow more housing in practice.

Effectively, they are treating state housing law as optional.

Over the past 8 months, we've reviewed 22 cities' draft housing plans and discovered numerous bad-faith practices. If South Pasadena's housing element is to be believed, for instance, utility easements just big enough to hold a telephone pole, vacant parcels of railroad track, and City Hall itself will soon host dense housing development.



# Focus on one big point



Commentary: SB 9 could help ease racial wealth...



OPINION > COMMENTARY · Opinion

## Commentary: SB 9 could help ease racial wealth gap, housing crisis

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By **NIKKI BEASLEY** |  
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For years California lawmakers have grappled with how to allow more residential construction to combat a housing shortage that has pushed home prices up to inconceivable levels and accelerated the racial wealth gap, segregation and homelessness. This year, SB 9 — a bill that would allow homeowners to build a duplex on a single-family zoned parcel — has become the center of the debate over whether policymakers can succeed in addressing California's housing crisis.

By allowing homeowners to subdivide their lot, SB 9 would unlock opportunities for fixed-income homeowners to construct one or two units in their backyards, which could then be rented or sold. If passed, the bill could open an important avenue for homeowners to access the equity of their home without having to sell off their primary residence, while also creating new housing.





## Great “can’t-put-it-down” writing

San Francisco Chronicle

### Why California liberals turn into raging conservatives over housing

Michael Manville

Sep. 4, 2021 | Updated: Sep. 10, 2021 10:04 a.m.



feel like it, are powerful. We like our capital gains and quiet neighborhoods, and we like to think the housing crisis is caused by something or someone else.

It isn't.

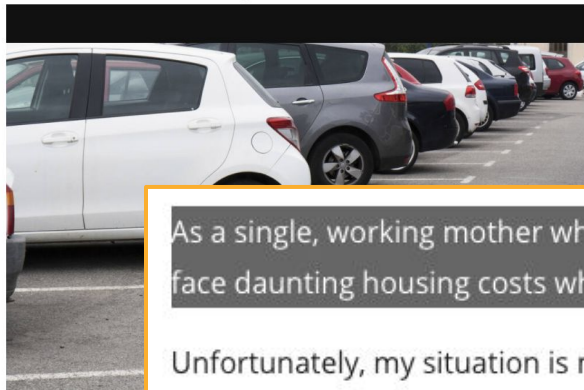
We have a housing crisis because we don't build, and we don't build because we have a fundamentally conflicted relationship with housing. Housing is



## Full of personality

### The Press Democrat

**Close to Home: I will trade parking for affordable housing**



As a single, working mother who struggles with the high cost of housing, I know firsthand what it's like to face daunting housing costs while working full-time and trying to be a good mom to my daughter.

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## More stories, fewer statistics

**Opinion** Political Op-Eds Social Commentary

LIVE TV Edition 🔍 @ ☰

# Rep. Cori Bush: I slept on the Capitol steps because I've been evicted three times in my life

Opinion by Cori Bush

🕒 Updated 10:44 AM ET, Fri August 6, 2021



This Afternoon  
Washington, DC

TONIGHT 9P ET  
A CNN FILM SHORT  
58 HOURS  
THE BABY JESSICA STORY

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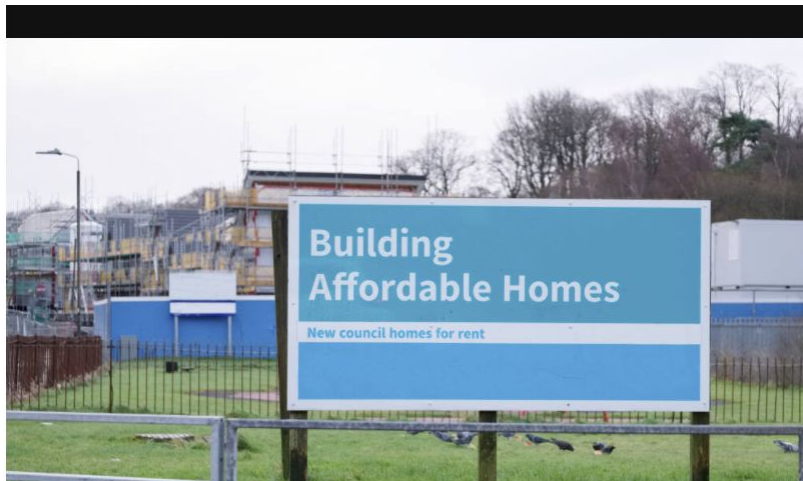
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[s://www.cnn.com](https://www.cnn.com)

## Promotes the issue, not the author

**The Press Democrat**

### **Close to Home: Workforce housing shortage is already here**



In fact, during my 20-plus years as CEO at the North Coast Builders Exchange, I have participated in countless forums, workshops, study sessions, government meetings and lobbying efforts with one topic — where will our workers live and what are we going to do about it?

The general consensus among business and community leaders is that the housing shortage is no longer just a problem — it is a full-fledged crisis. The fires over the past five years and the deadly pandemic in the past 18 months have only exacerbated a problem that has been getting worse, even in non-disaster years.

Fortunately, organizations and associations that represent business, agriculture, construction, high-tech and tourism in particular have been tackling the issue head-on for a long time.



## Promotes the issue, not the author

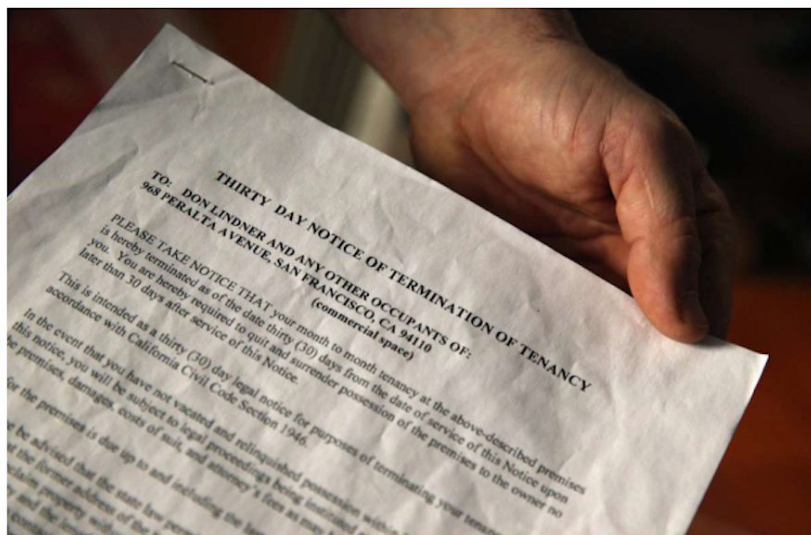


San Francisco Chronicle

e-edition



Account



Paul Chinn/The Chronicle 2016

OPINION // OPEN FORUM

# California's eviction moratorium just ended. The Bay Area isn't ready

Tomiquia Moss

Oct. 1, 2021 | Updated: Oct. 1, 2021 5:06 p.m.





## **HOW TO WRITE + SUBMIT AN OP-ED**

## STRUCTURE OF A STANDARD OP-ED

1. Enter with a **personal story** (author's own or someone related to the issue)
2. Clearly state your **main argument** in language that pops
3. Back up your argument with **2-3 pieces of evidence or quotes** from experts
4. Paint a **picture** of what would be different or better if your argument won
5. Counter any **opposition messaging** that you'd expect skeptics to ask about
6. Draw to a **conclusion**, repeat your main argument again and possibly tie back to the personal story from the start

# Steps to submitting an op-ed



## 1. Pre-pitch editor at ★ outlet before you write (optional)

Before putting in all the time to writing an op-ed, you can test-run the idea by the editors at the outlet you most want to publish it. They'll give you a sign about whether or not they're interested.

## 2. Draft op-ed 🖨️ & make sure it includes the elements of a strong op-ed

- 600-800 words
- Novel
- Focused
- Writing
- Personality
- Stories
- Not self-promotional

## 3. Submit op-ed to 📅 1 outlet at a time

Although it's ok for very timely op-eds, it's messy to submit 1 op-ed to multiple outlets at the same time. Rank your choice and submit to the top choice and so on.

## 4. Follow up on email with op-ed editor after 48 hours 📅 and then submit to next outlet if it's a pass

Editors are swimming in op-eds so give them some time to really read yours. Then, if an editor at 1 outlet says no or doesn't respond, chances are that an editor at another outlet will say yes so just pitch to your next top choice.







**YES, OP-EDS CAN BE POWERFUL.**

**But.**

**THERE ARE GOOD REASONS TO SKIP THE OP-ED.**





**soooo time-consuming**



**it's raining op-eds on editors**



**many op-eds are commissioned**



**your work may not translate to op-ed  
speak**



# LETTERS TO THE EDITOR

# LETTERS TO THE EDITOR

## 50-200 WORDS



Regarding "Homeless program costs city \$61,000 per tent per year" (Front Page, March 5): The cost of San Francisco's six safe sleeping sites is barely one one-thousandth of the city's \$13.6 billion annual budget. These sites are a sensible short-term effort to protect unhoused folks who would otherwise be subject to dangerous and crowded conditions on sidewalks in the middle of a pandemic. Mid- and long-term, San Francisco needs affordable housing, which will require a cure for the not-in-my-backyard epidemic. That looks more difficult to achieve than beating COVID-19. It starts with mature reflection on the common good, of which we are all capable, when we decide to try.

Shanin Specter, San Francisco

What is the headline of the article you're responding to?

What is the article URL?

Is this a news article, op-ed, or column?

What is the date of the article?

What is the key point of the article you're responding to? (1-2 sentences)

What do you agree/disagree with (or support/oppose) about this key point? What data/examples/personal experiences backup your argument? (2-4 sentences)

How would you recap your argument in one sentence? You can also propose a remedy to address the problem discussed if applicable. (1 sentence)

What is your name?

What city/town and state are you from?

What is your title and affiliation?

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# **EDITORIAL BOARD MEMO**

TO: [Outlet] Editorial Board

FROM: On behalf of Eviction Moratorium Guide authors

RE: Preparing for the COVID-19 Eviction and Foreclosure Cliff: Eight Essential Actions

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The COVID-19 pandemic has highlighted the critical importance of stable housing for our health and well-being. By late 2020, California's pandemic-related eviction protections had [prevented](#) 186,000 COVID-19 cases and 6,000 deaths.

The Bay Area's cities and counties must act urgently to fill the holes that will be left as state legislators likely allow emergency housing stability protections to expire on September 30th. With [one million California adults behind on rent according to new U.S. Census data](#), many households face a tenuous future as the pandemic continues to claim lives, disrupt school stability, increase debts, and threaten livelihoods.

The eviction cliff will disproportionately harm Black, Indigenous, Latinx, and Pacific Islander communities who have faced persistent discrimination, housing instability and health inequities. A wave of evictions would also harm our entire region and economy — not just those forced from their homes.

A broad network of organizations across the Bay Area have created a [guide outlining eight essential actions that local governments should take](#) to prepare for the September 30th eviction cliff and the end of foreclosure protections. Endorsed by over 45 local organizations, it points to solutions and gaps across the region, with input from community organizers, legal assistance organizations, service and referral providers, philanthropic leaders, and public health experts.

These actions are minimum standards. Many jurisdictions have already taken stronger actions, and we hope more will follow.

**We urge you to editorialize in support of protecting Bay Area residents from being evicted or foreclosed upon during the ongoing health crisis.**

### **8 Essential Actions that Local Governments Must Take:**

#### **1. Expand Just Cause protections**

Cover all evictions except those concerning an imminent threat to health and safety, at least until April 2022, when state preemption of local moratoria expires.

#### **2. Expand debt relief**

Fill gaps in rental assistance programs for tenants who took on debt to cover their rent, are ineligible for state rental assistance programs, incurred other COVID-related housing expenses, or live in jurisdictions where rental assistance funds have been exhausted.

#### **5. Conduct robust, targeted outreach and communications**

Share resources about tenant rights and the importance of applying for state rental assistance, targeting the hardest hit communities, and tracking reach and performance. Jurisdictions should do this directly and/or fund CBOs to do this with cultural and linguistic humility.

#### **6. Fund legal services**

Make an attorney available to all tenants, including undocumented people, at every stage of the eviction process. Current funding for legal services is not sufficient to provide counsel to all tenants in need.

#### **7. Adjust court policies and procedures**

Ensure judicial officers and court staff are equipped to fairly enforce state protections and procedures. Facilitate efficient eviction and rental debt proceedings while preserving fairness and connections to assistance and resources.

#### **8. Pass resolutions urging the State Legislature and Judicial Council to take further actions**

The California Legislature should extend the statewide moratorium, allow cities and counties to pass the strongest possible local eviction moratoria, and permanently require landlords to give tenants 15 days to pay their rent rather than a mere three days.

The California Judicial Council should deprioritize eviction and rent collection cases and mandate consistency in court forms and the administration of state law.

---

Without immediate action to protect renters and homeowners, the Bay Area - and California at large - will see a massive number of people forced out of their homes. Given the sensitive and timely nature of this issue, we hope you are able to highlight [this guide](#) and the critical steps that must be taken.

Additionally, we'd love the opportunity to connect you with local housing justice advocates who can speak to the widespread impacts of the pandemic-related housing crisis.

Please don't hesitate to contact us at [\[insert contact info\]](#).

Best,  
**NAME**  
**NUMBER**







Next Up: Here's what Bay Area doctors say about how COVID... →

e-edition



OPINION // EDITORIALS

# Editorial: California's homeless crisis is already out of control. Don't let evictions make it worse

Chronicle Editorial Board

Sep. 26, 2021





# Editorial: California's housing crisis is getting worse. So is anti-housing denialism

Chronicle Editorial Board

May 20, 2021 | Updated: May 20, 2021 4:39 p.m.



# PD Editorial: Finding fixes for high housing costs

