

SUMMARY OF KEY POINTS AND RECOMMENDATIONS

Housing Advocacy panel

House Farm Workers! (Gabrielle Vignone)
Vulnerable Populations Housing Advocacy Network (Carl Morehouse)
Central Coast Alliance United for a Sustainable Economy (Lucas Zucker)
Ventura County Housing Coalition (Maria Navarro)
Homes for All (Claudia Armann)
Ventura County YIMBY (Jackson Piper)
Ventura County Coastal Association of Realtors (Rob Leatherwood)



FOR WHAT DO YOU ADVOCATE? WHAT DO YOU DO?

- Housing elements, zoning, and budgeting (VPHAN)
- Host candidate forums
- County-wide affordable housing bond for the 2024 ballot (VCHC)
- Conversion of unused school properties to residential
- Housing for farmworkers; learn more on the December bus tour (HFW!)
- Tenant protections with stronger right to council to counter the imbalance of power with landlords; current tenant rights campaign underway in Santa Paula and Ventura (CAUSE)
- More upzoning and missing middle (YIMBY)
- Ways to encourage ownership and free up existing stock in the housing continuum (VCCAR)
 - Capital gains tax disincentivizes seniors to downsize
- Fire risk mitigation measures and insurance concerns (VCCAR)

HOW DO YOU ADVOCATE?

- Meet one-on-one with council and committee members regarding support
- Get your people to the table
 - Support grass root efforts – it's important who shows up to the meetings
 - Get support from other organizations and companies
 - Attend meetings and speak up; counter the vocal NIMBY presence
- Serve on committees in the community
- Educate people, especially youth and those typically without a voice
 - Translate the data into something people can understand; most of us recoil from things we don't understand.
 - Emphasize that change, while scary, is not necessarily bad and can be good
 - Diction – match meanings; understand the message of others, not just the words they are saying.
- Speak and listen to each other
 - Emphasize what you DO agree on ... that there is a problem, and what that problem is
- Say thank you when you have a win
- Write individual letters not just petitions
- Offer both short-term patches and long-term solutions
 - Offer new ideas ... innovate
 - Be a model for others

OTHER THOUGHTS

- Conflict and compromise - both are necessary
 - Sometimes things need to be stirred up so as to move the status quo.
- What do we see today that is controversial and probably won't be in 50 years?
- Read the Santa Barbara Community Foundation Housing Affordability report www.sbfoundation.org/housing-affordability-report



Central Coast Alliance United for a Sustainable Economy (CAUSE)

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CAUSE is a base-building organization committed to social, economic, and environmental justice for working-class and immigrant communities in California's Central Coast. We build grassroots power through community organizing, leadership development, coalition building, civic engagement, policy research, and advocacy.

Homes for All

Claudia Armann, claudia_armann@outlook.com

Homes for All was created in 2012 to be a voice in support of building more housing in the City of Ventura. The group engages residents, nonprofit groups, affordable housing developers, and people of faith in advocating for the construction of more housing, particularly affordable housing. Our work includes developing and advocating for pro-housing policy recommendations and speaking in favor of specific housing projects to help address the critical housing needs in our community. We also help host council candidate forums focused on housing and homelessness to elevate the need for housing in city elections.

House Farm Workers!

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Advocacy focus: Promoting affordable, safe, and stable housing for Ventura County farm workers and their families through education and advocacy since 2004.

Ventura County Coastal Association of Realtors

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At the Ventura County Coastal Association of REALTORS®, we are dedicated to addressing Ventura County's housing challenges alongside our 2,000-plus members. We tirelessly work to create more opportunities that safeguard fair housing and private property rights. By nurturing strategic partnerships and alliances, we advocate for innovative housing solutions at the local, state, and federal levels, ultimately enhancing the quality of life for all Ventura County residents. Our real estate professionals undergo mandatory Code of Ethics training to ensure professional and ethical conduct. Our Multiple Listing Service (MLS) is a critical resource for real estate professionals, granting our subscribers and participants access to dependable data. Together, our REALTOR® members and subscribers are committed to shaping a brighter future for Ventura County's housing landscape.

Ventura County Housing Coalition

Maria Navarro, maria@causenow.org ; Zeluth Lucero, zeluth@causenow.org
@vchc.805 Instagram

Structured as a local group under CAUSE, the Ventura County Housing Coalition (VCHC) is an alliance between community-based organizations that support housing justice and nonprofit affordable housing developers to

advocate for policy solutions to our housing crisis and increase the availability of affordable housing in Ventura County. The coalition works to advance local policies that support the zoning and permitting of affordable housing as well as provide funding to build and preserve affordable housing in the county.

Ventura County YIMBY

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Ventura County YIMBY (Yes In My Backyard) is a volunteer organization advocating for policies and projects that will increase the supply of housing and improve housing stability to meet residents' needs at all affordability levels throughout Ventura County. Ventura County YIMBY formed in late 2019 and has been operating as a chapter of the statewide organization YIMBY Action since late 2020.

Vulnerable Population Housing Advocacy Network (VPHAN)

Clyde Reynolds cbreynolds@roadrunner.com
Carl Morehouse cemorehouse@gmail.com

VPHAN is a county-wide coalition of individuals who are concerned with assuring that adequate housing is available in each of the ten cities and the county for those who are most prone to being unhoused, including the mentally ill and those suffering from addictions, service workers and farm workers. VPHAN is working with, and monitoring, housing activity in each of these communities to assure that these vulnerable populations are not further left out of the opportunity for a decent, safe, sanitary place to reside.

Other organizations with housing-related advocacy:

Bien Vecino: www.buen-vecino.org 805-283-9882 info@buen-vecino.org

Building Industry Association of Southern California: www.biasc.org

California Association of Realtors: www.CAR.org

California Housing Partnership: www.chpc.net

California Housing Consortium: www.calhsng.org

CoLAB (Ventura County Coalition of Labor, Agriculture and Business): www.colabvc.org

Housing Rights Center: www.housingrightscenter.org , info@housingrightscenter.org

Smart Coast California: www.smartcoastca.org Marta Golding-Brown, CEO info@smartcoastca.org

Southern California Association of Governments: www.scag.ca.gov

Southern California Association of Non-Profit Housing: www.scanph.org

Thousand Oaks Livability Action Network: @TOLivability (FB, X/Twitter)

Ventura Social Services Task Force: www.vsstf.org ; Judy Alexandre judyalexandre@gmail.com)