



TEN YEARS & COUNTING

*Engagement & Advocacy FOR Affordable Housing,
Social Justice and Environmental Protection*

IT'S OUR ANNIVERSARY. *This is our* DECADE-REPORT, *and more.*

"MEHC's work is built on the foundation that protecting our *environment* and preserving our *community* are equally important.

I stand with MEHC and *support them* for their *clarity*, *patience*, and most of all, their *determination* to keep our *community whole.*"

— Steve Kinsey

Marin County Supervisor, Ret.



MARIN *is in a* LONG-TERM HOUSING CRISIS

Limited land, a strong economy, an aging population and municipal governments hungry for sales tax revenues are primary drivers of our housing problem. Just since 2010, Marin's economy added 7,000 new jobs, but fewer than 700 new housing units. What little housing is available is affordable to very few. Where do all these workers live?

We know that 68,000 mostly lower-wage service workers live in other counties where housing is cheaper; they commute into Marin, contributing to our outside greenhouse gas emissions and experiencing the adverse social and health implications associated with long commutes. The only other option for these workers is to overspend on housing in Marin, and then not have enough money left over for their families' essential needs. Twenty-seven thousand low-income households are in this category, spending more than 30% of their earnings on housing.

At the other end of the demographic, too many Marin seniors are house-rich and cash-poor, trapped in their homes with nowhere to downsize to. These conditions do not reflect the quality of life we associate with Marin, and they've been getting worse for a long time.

ADDRESSING *the* PROBLEM HEAD-ON

Marin Environmental Housing Collaborative (MEHC) is a consortium of advocates. We build support for projects and policies that advance affordable housing as well as environmental integrity and social equity, the basic building blocks of a livable community.

Our Vision

"All Marin communities value affordable housing as the link between protecting the environment, enhancing economic opportunity, and assuring equity and social justice for everyone who lives and works here.

Residents and decision-makers share the commitment that habitat, ridgelines, and natural resources be protected AND that people who work here have the opportunity to live here. Marin is a fully-participating partner in the Bay region, and understands that affordable housing near jobs and transit, properly sited, reduces our carbon footprint.

Our local governments strive to build a diverse and integrated community with respect to socioeconomic, generational, ethnic and immigration status, as well as employment and the arts. This diversity is celebrated as a vital asset that makes Marin, Marin."

MARIN POLICIES 1965-2015



**CONSTRAIN
HOUSING SUPPLY**

and

**PROMOTE LOW-WAGE
SERVICE & RETAIL JOBS**



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ELECTIONS MATTER



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WHERE WE CAME FROM

In late 2004, two dozen housing and environmental leaders got together to address the ongoing cycle of disagreement among them. This collaboration resulted in a joint leadership team committed to working together toward common goals. The Marin Environmental Housing Collaborative was formally launched in 2006.

WHO WE ARE

Our 100% volunteer board is comprised of business professionals, environmental and sustainability leaders, and social equity advocates. Our networks span government, public agencies, nonprofits and faith-based groups, environmental and sustainability organizations, businesses and more.

With these connections, we keep a finger on the pulse of what is happening in various communities, what policy issues are pressing in government, and what is on the horizon. These relationships help us enlist collaborative partners with interests that intersect ours. Working with and listening to people in the community help us understand the impacts of both public policy and public attitudes.

MARIN'S IN-COMMUTE

68,000

people commute
into Marin to work



16,000

travel 100+ miles a day

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AFFORDABILITY GAP



FAMILY OF FOUR

She: **WAITRESS**

He: **LANDSCAPE WORKER**

Total Income: **\$5,392/MO**

AFFORDABLE RENT @30%: **\$1,618/mo**

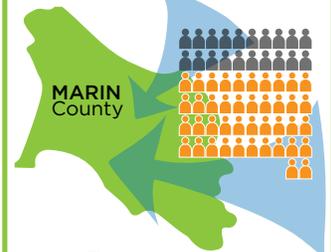
ACTUAL RENT, 2BR apt: \$2,656/mo

AFFORDABILITY GAP: (\$1,038/mo)

\$1,010 short per month

MARIN'S WORKFORCE

62% of our workers
live elsewhere



2/3 earned less than
\$61,000 in 2013

marinMEHC.org

2006-07

- Advocated for affordable housing at the new Whole Foods in Novato.
- Successfully advocated for including a housing overlay zone in the Countywide Plan.
- Supported proposed Habitat for Humanity project in Strawberry.
- Developed a collaborative of environmental, housing and business advocates to participate in planning for redevelopment at Northgate Mall in San Rafael.

2008

- Successfully negotiated a development agreement with the City of San Rafael and the Northgate Mall owner to accept a housing feasibility concept plan for the property prepared by MEHC and to fund a \$20,000 traffic impact study for the proposal.
- Began working with Mill Valley, Fairfax, and Corte Madera on community outreach to support the Housing Element update process.
- MEHC began the Commons Collaborative, an effort with various groups in Novato including the Novato Housing Coalition, Sustainable Novato, and the Sierra Club to support affordable housing to be included in the redevelopment of the Fireman's Fund site.

2009

- MEHC initiates the Novato Collaborative with Sustainable Novato and Novato Housing Coalition, focused on N. Redwood Blvd and identifying sites for affordable housing to be included in the Housing Element.
- Sponsored a Novato City Council candidates' forum.
- Sponsored formation of SUNN – Stand up for Neighborly Novato.
- Adopted Environmentally Friendly Affordable Housing Guidelines.
- Initiated the "Square Table" dialogue with the Marin Conservation League, the League of Women Voters, and the Sierra Club. The resulting Square Table 2009 delineated the scope and limitations of where environmentally friendly affordable housing should be developed. Square Table 2009 influenced the County Planning Commission's decisions in the Housing Element update process.

2010-11

- Created the North San Rafael Collaborative, a group of neighbors and advocates who followed the planning process and land use issues around the SMART Station in North San Rafael.
- Cosponsored HOUSING IN MARIN: Needs, Constraints, Opportunities with the League of Women Voters and the Marin Conservation League. Over 130 attendees.
- Advocated for affordable housing in a redevelopment proposal for the Golden Gate Seminary. County Planning Commission ultimately rejected the proposal due to lack of affordable housing.

10+ years of research, coalition-building, public education, advocacy training and policy

JOBS, HOUSING, TRAFFIC

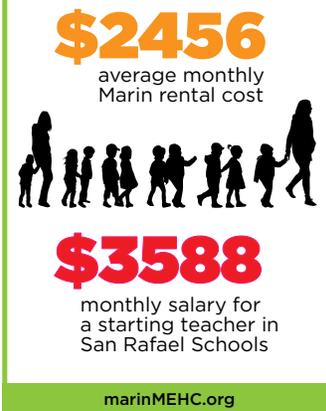


HOW WE WORK: COMMUNICATIONS, ENGAGEMENT, ADVOCACY

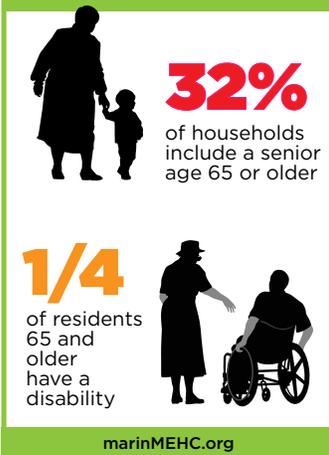
We do our work by educating the public, supporting specific projects, and advocating for environmentally-friendly affordable housing. The challenges of balancing housing, environmental and economic sustainability, and respect for untouched green spaces shape our priorities. We research and then deliver accurate

information through our email communications campaigns, our website and social marketing, our media outreach and Op-Eds, public testimony, friend-raiser and fundraiser parties, and in meetings with neighbors and groups. We are effective because we are credible, collegial, inclusive, authoritative— and persistent.

TEACHERS' CHALLENGE



MARIN'S SENIORS



OUR PUBLIC EDUCATION CAMPAIGNS

In response to a constant flow of disinformation, MEHC began a coordinated public information campaign early in 2016. Since then, the public conversation has become more nuanced. Where once we could not discuss an issue without first defining terms, we now find greater understanding of Marin's housing crisis and the need to balance housing, jobs, and the environment. Our campaigns— some infographics are included in this report — have informed and activated the public as well as elected and appointed officials.

MEHC's information memes have crept into the public space, being repeated in the press, in political statements, and among other advocates. Our fact-based, common-sense approach has won acceptance and accolades in many quarters.

MARIN'S SENIORS



2012-13

- Co-sponsored a forum, CHOOSING THE FUTURE WE WANT: *Environmental, Equity & Climate Solutions for Marin*, in partnership with the Marin Conservation League, League of Women Voters, Sustainable San Rafael, Sustainable Marin and Marin Channel 26.
- Along with our event partners above, co-sponsored a second CHOOSING THE FUTURE WE WANT forum, this time exploring *Plan Bay Area: What Does it Mean for Marin? These two events attracted well over 1000 attendees.*

2014

- MEHC's concept plan for 120 units at Northgate Mall accepted by the city and the property owner.
- Organized neighbors to support BRIDGE Housing's Marinwood Village project. With MEHC training, the majority of speakers at the scoping session for the EIR spoke in favor of the project.
- Marin IJ published MEHC's Marin Voice endorsing Marinwood Village.
- Organized Marinwood Village supporters to testify at County Planning Commission and Board of Supervisor Housing Element hearings.
- Co-sponsored a third public forum, CHOOSING THE FUTURE WE WANT: *Housing Choices for Marin.*
- Held three cocktail parties to friend-and fund-raise.
- Co-sponsored first of 3 forums, TIME TO LEAD ON CLIMATE, in partnership with 30+ nonprofits.

2015-16

- Testified in public hearings supporting the Larkspur Housing Element.
- Created & presented an Affordable Housing Forum for the Marin chapter of Democracy for America.
- MEHC supported & gave testimony in successful campaign to waive utilities fees for junior second units.
- Co-sponsored second forum, TIME TO LEAD ON CLIMATE in partnership with 30+ nonprofits.
- Held fundraising cocktail parties.
- IJ published two MEHC Marin Voice Op-Eds endorsing the Whistlestop affordable housing proposal and Marin Housing Authority's planning efforts in Marin City.
- Spring 2016 public education campaign: twelve editions of a weekly e-newsletter educating on affordable housing issues, leading up to local elections in June.

2016-17

- Co-sponsored candidates forum for 3 open supervisors' seats.
- Co-sponsored third forum, TIME TO LEAD ON CLIMATE in partnership with 30+ nonprofits.
- Convened affordable housing, transportation, and environmental advocates to join efforts.
- Ongoing public education campaign on housing need, social equity, environmental protections, and public policy.
- Continuing presence & visibility in the public and the media, increasing exposure and penetration of messages and supporting fundraising.
- Working with neighborhood groups and supporting informed participation in public process.
- Leadership in supporting Source of Income ordinance, Victory Village, Dominican Sisters Lourdes Convent. All of these have been achieved.

advocacy to support affordable housing, social justice, and environmental protections.

Why MEHC?

Over the last decade, MEHC has made its presence felt in the halls of government, in living rooms with neighbors, in the media with Op-Eds and letters, and in audiences from 10 to 1000 strong.

Over the last 10 years, we have actively expanded our reach through public education campaigns, coalitions, and outreach. We are a go-to source for authoritative, factual information as well as assistance in organizing for success. We have created a trusted brand by being trustworthy. People quote our data and our conclusions. We have penetrated the public mind.

Embracing *our* Future

We do our work as volunteers confident that the genius and good will of our community will inspire decisions that serve the greater good.

We look to a future where MEHC's work continues to be supported by individuals, donors, and organizations who share our values, and by the visionary and persistent participation of the Marin community – the community that stands to benefit most in ways that cannot be measured in money.

We welcome – and need – your support.



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MEHC's fiscal sponsor is
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