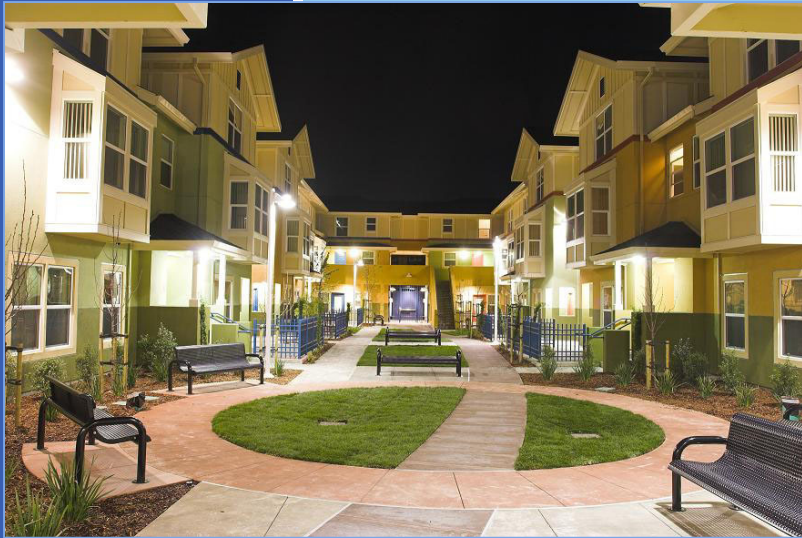


Julie Spezia, Housing California



Regional Employer Assisted Collaborative Housing (REACH) California Network

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Why Did Housing CA Create a Network for Employer-Assisted Housing?

- Wanted to engage the business community in increasing the supply of housing at both the local and state level.
- Employers would help fund programs.
- In California, practitioners already existed, but needed a network.



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Example:

Mary Erickson Community Housing

- Construction: Builds new, rental and for-sale homes in Orange and Riverside counties.
- Employer-Assisted Housing Program:
 - Offers rent and home-ownership subsidy programs for employers.
 - Rental Program: St. Regis Beach Resort

For more information:

Susan McDevitt directors@maryerickson.org

Website: www.maryerickson.org



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Example:

Los Angeles Unified School District Workforce Housing Initiative

- First project approved in Gardena (Developer: BRIDGE Housing)
- Project expansion and goals
- Project funding
- Future affordable-home residents

For more information:

Sam Mistrano sam.mistrano@lausd.net



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Example: Coastal Housing Partnership

- Membership program for employers in Santa Barbara County
 - Benefits to employees:
 - Homeownership -- Average savings \$6,000 on home purchase via:
 - Homebuyer's Assistance Program
 - Mortgage Refinance Program
 - Home Buying Seminars
 - Rental Housing Assistance Program

For more information:
Corby Gage corby@coastalhousing.org
www.coastalhousing.org



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Added Benefit: Now Turning Employers into Housing Advocates for:

- More housing construction in the community.
- Mixed-income zoning.
- Keeping up the pressure on Redevelopment Agencies to spend their housing dollars.
- Finding a “permanent source” of funding for state housing programs
 - www.hcd.ca.gov/permsource
 - www.housingca.org “Communications Campaign Toolkit”



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Creating New Opportunities: Now Engaging Employers in Other Key, Housing-related Efforts

Climate-change legislation: AB 32 and companion land-use bill SB 375

- Regional planning to reduce vehicle miles traveled (VMT).
- Possible land-use linkages to transportation dollars.

**Governor Schwarzenegger's housing vision:
"Each community should house its own."**





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REACH CA Network

For more information, contact:

Julie Spezia

Housing California

900 J Street, Second Floor

Sacramento, CA 95814

(916) 447-0503 x104

jspezia@housingca.org

www.housingca.org