

Californians Are Uniting to Restore a Neighborhood Voice in the Future of their Community

The growing anger about so called “affordable housing” laws that build no affordable housing while taking away the right of neighbors to be heard about what happens literally right next door to their homes is igniting the largest “voter revolt” California has seen since Prop. 13 in 1978.

In the past several years Sacramento politicians have passed a series of laws that allow development of six units or more on a single-family lot – and the politicians have stripped away the ability of neighbors to speak out about what is being built literally next door to their homes.

Now across California neighborhood leaders, local elected officials and community activists are organizing and fighting back.

The Our Neighborhood Voices Initiative is circulating petitions to gather the signatures necessary to require a vote on the November 2022 ballot.

A recent survey by the respected David Binder Research showed that voters overwhelmingly oppose the new state laws such as SB9 and SB10 that allow massive up zoning of single-family neighborhoods and deny local communities the ability to speak out about the location, size and character of this new housing.

Polling on Recently Passed Housing Bills (SB 9 & SB 10) Show Overwhelming Opposition to Elimination of Single Family Homes and Rising Gentrification.

A Super Majority of California Voters Support a Statewide initiative to restore powers taken away by the legislature to make local land use decisions.

www.ourneighborhoodvoices.com/media

Two in three voters oppose the removal of single-family homes, and allowing local government to bypass the review process. Half say this about lack of affordable

www.housinghumanright.org/sb-9-10-poll-results

In the DBI Research poll of 600 likely voters respondents opposed SB9 by a margin of 27 to 63 and opposed SB10 by a margin of 23 to 67.

When voters learn that the measures require NO new affordable housing, they become even angrier about these new laws. And voters overwhelmingly understand that a blank check to developers to target single family neighborhoods will damage vulnerable communities of color the most.

When voters learn that these proposals would replace single family homes with multi-unit buildings – 66% say it would make them less

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likely to support the proposals and just 14% say it would make them more likely to support them.

While the miniscule “YIMBY” faction cheers on the end of single-family zoning – the super majority of voters strongly oppose Sacramento telling local communities how to plan for needed new housing.

That’s why the Our Neighborhood Voices Initiative is gathering support so quickly with its initial statewide outreach efforts. Already over 1,000 local elected officials and community activists have endorsed the measure and 20,000 Californians have signed on to help volunteer on the campaign in just the first ten days of organizing.

The massive surge in grassroots support might surprise Sacramento politicians, but it is no surprise to pollsters looking at this issue or local elected officials hearing from an angry and activated electorate ready to fight back against Sacramento politicians and take back their voice about what happens in their own neighborhoods.

The proponents of the Our Neighborhood Voices measure, including many prominent current and former elected officials, have put the structure of a robust campaign in place – hiring professional staff, local organizers, a strong legal and compliance team and will retain a veteran signature gathering team.

Ask your neighbors – do they think Sacramento politicians should take away their right to be heard while allowing developers to build six units or more next door to their homes with no contributions to address traffic, schools, parks, safety services or any of the costs to offset this expensive new housing?

Listen to the answers, and you will understand why the Our Neighborhood Voices initiative is headed to victory in November 2022.

The Mercury News

“Nearly everyone agrees we need more housing. In particular, we need housing that more people can afford. That is why as a San Jose City Councilwoman, I have voted for every affordable housing project that has come before the City Council. Unfortunately, SB 9 is not a good answer to our housing crisis. This new law requires no affordable housing.”

- San Jose City Councilwoman Dev Davis

The Economist

Bill Brand, the mayor of Redondo Beach, a small city south of Los Angeles, has proposed an amendment to California’s constitution that would reassert local control over land-use decisions.

The Washington Post

John Heath, who serves as president of the United Homeowners’ Association, a non-profit organization that represents residents in South Los Angeles, calls S.B. 9 a “land grab” for people who want to “make money buying and selling real estate.” ... “The goal of the initiative is to restore the ability of local government, folks that are in the cities and counties across the state, to decide on their own that if we want to increase density or change zoning then we can do that, but we are not going to allow the folks in Sacramento with a sweep of a pen decide for us how our single-family lots should be zoned or built out,” he said.

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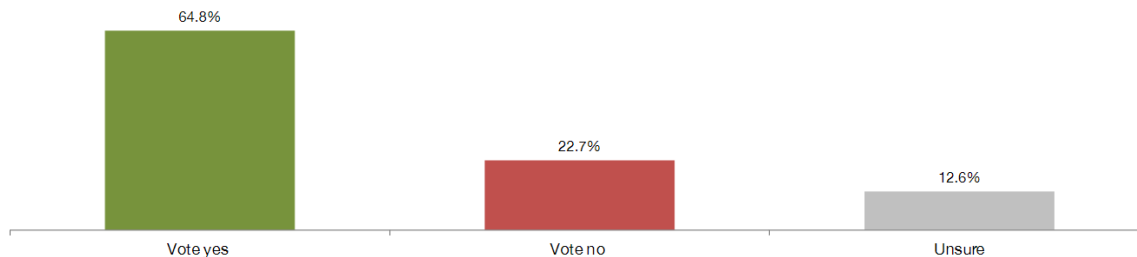
California Voters **SUPPORT** Our Neighborhood Voices

Recent polling of California voters confirms that voters not only oppose efforts by Sacramento politicians to silence the voice of residents in community planning, but voters also strongly **SUPPORT** the solution presented by Our Neighborhood Voices.

This data echoes findings of polls conducted by an array of groups on housing issues and specific state legislation, such as SB 9. Our Neighborhood Voices is

65% vote yes on a statewide initiative to restore local land use powers taken by the legislature

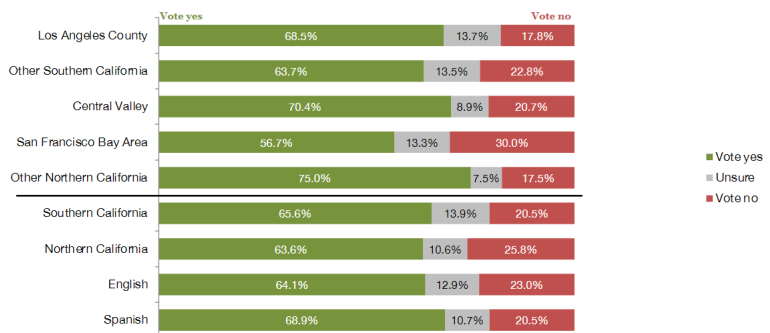
Question: This year the California legislature voted to strip local communities of their role in deciding how some residential homes and apartments are built and located. Under new laws, developers can build as many as 6 units on a single residential lot, and neighbors and local elected officials have no say in the matter. The legislators who supported removing local decisions about land use say it will make more housing available in places where it is needed. Opponents say we don't need to take away local land use authority to build more affordable housing. A statewide initiative seeks to restore powers taken away by the legislature to make local land use decisions. If the election were held today, how would you vote?



Support for Our Neighborhood Voices is extremely strong throughout the State, including politically powerful regions in Los Angeles and the Bay Area.

Results by geography and language

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Survey Fielding	November 13 – November 18, 2021
Survey Participants	900

Where Are We Going?

997,139 Signatures

We are currently gathering signatures to qualify the Initiative for the November 8, 2022 ballot. The number of signatures required is eight percent (8%) of the total number of votes cast for Governor in the preceding election, which is 997,139 signatures. To account for errors and ensure enough legitimate signatures, our target goal is 1.4 million signatures.

180 Days

Our effort has 180 days to gather, verify and submit signatures to the Secretary of State. Our campaign's deadline to submit is April 30, 2022.

How Do We Get There?

8,000 Signatures per day

To reach the 1.4 million goal, our campaign must gather roughly 8,000 signatures each and every day until mid-April 2022. This will be accomplished through a balance of paid and volunteer efforts.

\$6.5million

A statewide campaign operation, whether through paid signature gatherers and/or a robust volunteer field effort, is complex and costly. Rates for paid signatures range to \$5 or more, each. Even a volunteer generated signature must be validated, at a cost of \$1 each. For both paths there is a significant cost to producing, deploying and tracking the gatherers and petitions.

There is also a communications effort that must support the overall campaign effort. Traditional media, social media, direct contact through phoning, emails and text, all require professional staffing and development.

Proponents Biographies



Bill Brand

Working with Legislative Counsel in Sacramento, Mayor Bill Brand first drafted the statewide citizen-led initiative back in 2018 after meeting with State Senator, Scott Wiener. At that time, Senator Wiener was drafting SB827 and Bill immediately asked, “Where are the affordable housing requirements?” Bill was active in Redondo Beach issues for 8 years before he was elected to the Redondo Beach City Council to represent District 2 in 2009. Bill was reelected to the Council in 2013, and elected to a four-year term as Mayor in 2017.

Peggy Huang

Mayor Peggy Huang has been a criminal law Prosecutor in the Office of the Attorney General, California Department of Justice, for 13 years and has practiced law for the last 24 years. Her interest in criminal law began at an early age when her family home was burglarized. Peggy, the first person to enter the house and discover the destruction caused by the criminals, decided in that very moment she wanted to become a prosecutor and bring justice to right the world’s wrongs.



Jovita Mendoza

Jovita Mendoza is a Newly elected city council member in Northern California. She became involved in local land use issues as a result of poorly planned projects that negatively impacted her home town. She grew up in Oakland in a split lot home and now resides in a single family zoned neighborhood - the right choice for her family now. She believes that well planned communities that offer choice while maintaining public infrastructure is key when planning growth, and that is best done at the city level.



Proponents Biographies

John Heath III

From 2016 to 2021, Mr. Heath served as President of United Homeowners' Association, a nonprofit community organization representing over 11,000 residents of unincorporated Windsor Hills, View Park and View Heights in South Los Angeles. As a native Angeleno who grew up in Southern California and attended law school in Northern California, Heath is particularly interested in collaborative solutions to California's affordable housing crisis. His professional experience as an engineer for a large public utility, as a public finance attorney for an international law firm, and his work in affordable housing development and management since 2003 have helped him realize that all levels of government must collaborate with the private sector and community groups in order to create more affordable housing faster.



Dennis Richards

Dennis Richards served on the San Francisco Planning Commission from 2014 to 2020, after being nominated by the President of the Board of Supervisors and confirmed by the full Board of Supervisors. He also served six years as the President of the Duboce Triangle Neighborhood Association in addition to a private sector career focused on risk management and global credit issues.

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Remittance Form

Please accept my contribution of: \$ _____

**Contributions may be accepted in any amount.
There are no contribution limits for this campaign.**

Please Make Checks Payable to:

Brand-Huang-Mendoza Tripartisan Land Use Initiative
312 Clay Street, #300, Oakland, CA 94607

Donor Information:

The following information (*) is required by State law:

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Contribute Online: OurNeighborhoodVoices.com

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