SANDAG

SANDAG Housing Policy Leadership Academy:
Accelerating Equitable Housing Solutions

Join local leaders and community members in advancing policies to create more equitable, vibrant communities with housing affordable to all.

GLOBAL POLICY
LEADERSHIP ACADEMY

ABOUT THE
HOUSING POLICY LEADERSHIP ACADEMY

There are many factors contributing to the housing crisis. The market is failing to produce housing at prices most people can afford. Increasing land and construction costs, exclusionary zoning and land use regulations, and tight lending standards have stifled the development of middle-income housing. Social, technological, political, and economic trends have resulted in housing costs rising faster than incomes, intensifying concerns that building new housing will displace people from their communities and increase homelessness. Many communities are also grappling with how to address racial inequities and the impacts of climate change. These market and socioeconomic conditions require deeper community interventions to ensure a healthy housing market.

Developing effective solutions requires both a deeper understanding of these issues and robust cross-sector collaboration. The Housing Policy Leadership Academy (HPLA) convenes people with different perspectives to develop a shared understanding of the root causes of the housing crisis and best practices, and provides ongoing support to alumni as they work to eliminate barriers and forge lasting solutions to local and regional housing needs. Since launching the program in 2017, HPLA has facilitated cohorts in Fresno, Los Angeles, and San Diego counties, as well as Silicon Valley. Many of our more than 225 alumni hold leadership positions in government and public administration, private and nonprofit real estate development, social and human services, and advocacy. In addition, numerous alumni have used the knowledge, skills, and relationships developed through HPLA to take on new roles in their careers and civic engagement, including as elected officials.

The Housing Policy Leadership Academy is produced and owned by Global Policy Leadership Academy. https://gpla.co/

> "As the Mayor of a city with over 60,000 people, one of the most important lessons I learned through HPLA was to identify the many points of compromise between housing and community stakeholders in order to build more units, more quickly, while still acknowledging community concerns and addressing residents' needs."

ALEJANDRA SOTELO-SOLIS
Mayor, National City

COURSE OVERVIEW

The SANDAG Housing Policy Leadership Academy provides **diverse leaders and community members** with an in-depth forum to explore and develop equitable, inclusive policy solutions to increase housing production and affordability in your community and region. Participants meet once a month for 10 months to explore the root causes of the housing crisis and discuss best practice policy solutions that address both the physical and social factors that underpin a healthy housing ecosystem using the **5Ps framework**.

Produce
Housing for All

Preserve
Vulnerable Housing

Promote
Equity, Inclusion,
and Sustainability

Protect
Tenants and
Small Landlords

Prevent
Displacement

Offered in a dynamic, virtual learning environment, each session combines in-class lectures and panels with opportunities for individual reflection, small and large group discussions, and other leadership and learning activities that equip participants to craft appropriate and scalable responses to the need for housing. Participants will also work with a small group to develop one or more outcome-based policy proposals to address the unique housing challenges in your community or region.

"

The Housing Policy Leadership Academy presents an important opportunity for our entire community to learn and agree on a common set of facts surrounding new housing development, transit, and our region's affordability crisis.

STEPHANIE BENVENUTO
Vice President of Public Affairs,
San Diego Regional Chamber
of Commerce

COURSE OBJECTIVES

- Learn the fundamentals and nuances of housing policy and development.

- Develop a common set of facts and language for discussing our region's housing supply and affordability crisis.

- Analyze the structural and socioeconomic complexities of the local and regional housing markets.

- Build local networks and shared understanding across sectors.

- Collaborate with peers on a policy-focused group project to address one or more housing challenges in your local community or region.

CURRICULUM

SESSION 1: Overview of the Housing Crisis in California

SESSION 2: Mapping the Housing Ecosystem

SESSION 3: How Housing Policy Shapes Our Communities: A Historical Perspective

SESSION 4: Planning and Zoning

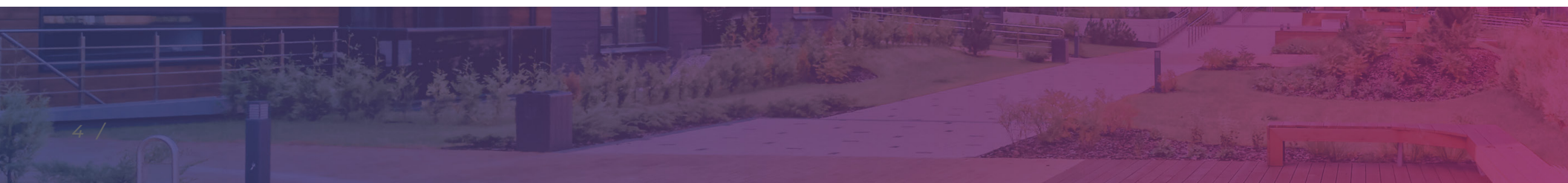SESSION 5: Housing Development and Finance

SESSION 6: Promoting Community Stability and Equitable Access to Resources

SESSION 7: State and Local Housing Laws and Ordinances

SESSION 8: Advocacy and Coalition Building

SESSION 9: Group Presentation Workshop Session

SESSION 10: Group Presentations

COURSE REQUIREMENTS

Individual and group course work requires approximately 6-8 hours per month for 10 months:

- Three-and-a-half hours of classroom time each month.

- Two hours reading, watching, or listening to assigned pre-work, exploring online data tools, and writing or recording personal reflections between sessions plus optional monthly policy development forums.

- One to three hours between sessions to work with other course participants to develop a policy proposal that supports housing affordable to all community members. Participants will be invited to a monthly forum to share progress on their policy proposals and seek feedback from faculty and their peers.

Participants must attend a minimum of 8 of the 10 Academy sessions to earn a certificate of completion.

SOLUTIONS DESIGNED FOR SCALE

People

Leaders and community members from different sectors, roles, and perspectives come together to learn and work collaboratively to ensure housing for all. Each cohort will be comprised of working groups of 4-6 individuals from a jurisdiction who are encouraged to apply jointly to participate in HPLA, forming a core coalition to guide policy change in their community.

Process

The HPLA team provides an inclusive, structured learning environment that fosters a shared understanding of issues and solutions, as well as opportunities to apply that knowledge to real world situations.

Results

Local leaders and community members are equipped with the tools and resources to successfully explain and influence the adoption of equitable, sustainable housing policies at the local, regional, state, and national levels.

> " HPLA offers a unique opportunity to learn about the building blocks of housing policy while simultaneously hearing on-the-ground perspectives of how policies get implemented, how communities respond, and what changes we can make to improve the housing ecosystem.

STEPHANIE PARK
Project Management,
Abode Communities

WHO SHOULD APPLY

Each cohort of 40 people will be comprised of working groups of 4-6 people from a jurisdiction who represent diverse stakeholder perspectives and are committed to working together to build local support for prohousing policies. Participants will be recruited from, but not limited to, the following stakeholders:

- Elected officials

- City and county housing, planning, and community and economic development staff

- Housing developers (building market rate, workforce, and affordable products for both rental and homeownership)

- Planning commissioners

- Housing and tenant rights advocates

- Education, healthcare, and social services professionals

- Transit, climate and environment, and parks advocates

- Labor organizations

- Employers and anchor institutions

Individuals who apply to the Academy are encouraged to refer other community members in their personal or professional networks to apply and form a working group to develop a housing policy proposal for their community.

Working groups anchored by an elected official committed to prohousing policies will be given preference in the application process. Organizers will review all applications received by the deadline to ensure a diversity of perspectives and compliance with the Ralph M. Brown Act.

HOW TO APPLY

The HPLA team, in partnership with SANDAG, are offering two cohorts to cover each of the SANDAG regions. Participation in each cohort is limited to 40 local leaders and community members representing different sectors of the housing ecosystem.

Applicants who jointly apply from a jurisdiction will be given preference in the selection process.

Applications can be completed online and are due by **February 18, 2022**.

CLICK HERE TO APPLY

Notifications of acceptance will be issued no later than February 23, 2022.

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QUESTIONS

For questions about the Housing Policy Leadership Academy, contact Jessica Ripper, HPLA Cohort Manager, at info@gpla.co.

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