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Nonpartisan coalition vows to lower housing costs with 10-point plan

SACRAMENTO, Calif. (April 11, 2023) — Problem solvers are engaging policy makers with new, multi-pronged strategies to meet California's housing needs and climate goals by lowering construction costs, reducing permitting complexity and creating incentives for local governments to sustainably achieve housing production targets.

The **New California Coalition (NCC)**, a nonpartisan civic movement that advocates for common-sense solutions to the state's most pressing livability challenges, unveiled its **"10-Point Plan for Housing Affordability"** this week following discussion with state leaders. Portions of the plan have been advanced for further discussion.

The document rebalances the responsibilities of state and local government in meeting housing goals and blueprints a path toward increasing California's housing supply through 10 integrated steps. The proposals in NCC's plan include capping locally imposed fees, eliminating lengthy environmental reviews for approved housing plans and permanently extending a law that limits excessive delay for housing project approvals. Implementation of the 10 proposals can be handled through legislation, regulation, proposition or all of the above.

"What's different about our plan is that we're tackling California's three biggest housing production hurdles at once. Addressing them separately is like trying to do a Rubik's cube one side at a time. We've mapped out a way to simultaneously lower price tags, shorten timelines and incentivize local governments," said NCC Co-Leader **Tracy Hernandez**.

"Three of our 10 proposals help advance housing projects stalled by overreach of the California Environmental Quality Act (CEQA). Enough talk about the dangers of CEQA weaponization and the need for sensible reform. It's time for action," said NCC Co-Leader **Jim Wunderman**.

"We convened a group of diverse experts from up and down the state to craft these proposals. They reflect our shared commitment to ushering in an era where every California family has the opportunity to own a home, build wealth and achieve economic security," said **Robert Apodaca**, co-founder and executive director of The Two Hundred for Home Ownership and a member of NCC's Housing Task Force.

"To achieve the governor's goal of creating 2.5 million more housing units by 2030, all 10 steps must be implemented," said **Lucy Dunn**, former director of the California Department of Housing and Community Development and a member of NCC's Housing Task Force.

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ABOUT THE NEW CALIFORNIA COALITION

The New California Coalition (NCC) is a 501(c)(4) organization that launched in 2021 to build a civic home and voice for 9.8 million “common-sense” voters across the state. The nonpartisan civic movement advances the concerns of small business owners struggling with a deteriorating business climate and Californians crushed by unaffordable housing and dwindling economic opportunities. NCC advocates for a new era of opportunity marked by housing abundance, safe streets, sensible environmental policies and sustainable economic growth.

Co-Leader **Tracy Hernandez** is Founding CEO of the Los Angeles County Business Federation “BizFed,” a grassroots advocacy organization that speaks for more than 235 diverse business organizations representing 420,000 employers with 5 million employees throughout Los Angeles County.

Co-Leader **Jim Wunderman** is President and CEO of the Bay Area Council, a public policy and advocacy organization that advocates to keep California’s Bay Area among the most innovative, competitive and sustainable regions in the world.