

Home for All Messaging: Story Chains

Families Moving

Cause	We are living in a time of great economic growth. Over 70,000 jobs have been added over the last 5 years, but we've built fewer than 4,000 new homes for those new workers.
Link 1	But, adding so many more jobs than homes has caused home prices and apartment rents to rise.
Link 2	Because we don't have enough housing that people afford, our colleagues, friends and family members are moving away, taking jobs where they can afford to live.
Consequence	Employers can't recruit qualified staff and families and friends are moving away from one another.
Solution	But it doesn't have to be that way. We can build all types of new housing – from small second units to apartments near public transit - so that everyone who wants to live here can. If we do that, our economy will continue to thrive and we can live near our family and friends.

Community

Cause	Adding many more jobs than new homes has caused the price of housing to increase in San Mateo County.
Link 1	Because we don't have enough housing that people afford, teachers, emergency responders, our employees and work colleagues moving away, taking jobs where they can afford to live.
Link 2	And it is hard to fill those vacancies because the people we want to hire can't afford to live here.
Consequence	Our employers can't retain or recruit qualified staff, especially for positions such as teachers, nurses, emergency responders and others who contribute to the health, safety and future of our community.
Solution	But it doesn't have to be that way. We can build all types of new housing – from small second units to apartments near public transit - so that everyone who wants to live here can. If we do that, our economy will continue to thrive and we can continue to all live in a healthy and safe community with high quality schools.

Traffic

Cause	Over the past 7 years, less than 4,000 new homes have been built in San Mateo County, but we added over 70,000 jobs. That's 19 new jobs for every new home.
Link 1	So few homes have been added because Adding so many more jobs than homes has caused home prices and apartment rents to rise.
Link 2	Because we don't have enough housing that people that work here can afford, lots of people are commuting long distances which clogs our freeways and drags out all our commutes.
Consequence	Bumper to bumper traffic is making life more difficult for everyone
Solution	Here's the good news: We can build more housing - especially housing close to public transit - so that everyone who works here can live here too. If we do that, we will all enjoy more open roads and shorter commutes