



STRATEGY

More housing of all types has a place in Palo Alto: affordable, high-density, missing-middle, accessory dwelling units, apartments, and condos. We need units at all income levels and all sizes.

Homes for Everyone? Yes! is taking a two-pronged approach for more housing, increasing both action and awareness.

ACTION

Volunteers & Members

GROW

Broaden and deepen our network to expand reach and membership of PAF

ENGAGE

Recruit and activate members by providing internal and external volunteer opportunities and community events

CULTIVATE

Build relationships with activated volunteers, creating an engagement pipeline and new leaders

AWARNESS

General Public & Potential Leaders

EDUCATE

Educate residents and Leaders on housing-related issues in Palo Alto

CONNECT

Identify Palo Alto residents who are pro-housing but simply not aware of it as a local advocacy issue

VISIBILITY

Bring attention to housing projects and policy and normalize the concept of building more homes

PURPOSE

Activate and prepare a volunteer force ready to take action on housing-related issues and decisions

PURPOSE

Ensure that residents and local Leaders are thinking about housing as a leading issue in Palo Alto

WHY?

So many of the issues we care about most – affordability, the environment, traffic congestion, education, diversity/equity/inclusion, public health, homelessness – are tied to housing. More housing means more services, more transit expansion, stronger local schools, more diverse voices in our community, more inclusion, and more community connection.

As our community has grown into the smart, diverse, creative contingent it is today, we've failed to build enough homes for everyone. Our population doubles in size each day as workers commute (sometimes hours each day) to our jobs-rich city where they cannot afford to live.

Who pays the ultimate price for this? We all do. Whether you care about worsening traffic, growing inequality, declining school enrollment and closures, the struggles of our local retail centers, rising cost of goods and services, the unhoused, or climate and air pollution – more housing in the right locations in our city is the solution.

We want to tell our children they have the opportunity to live in the community where they grew up. We want our parents, friends, coworkers, and neighbors to have housing options so they can continue to thrive in our city. We want a clean environment and a hopeful and healthful future. **We are tired of talking about the housing crisis, let's change things!**

That's why our solution is a simple, perhaps even obvious one: build homes for everyone.

CHAT AND LEARN

Farmers Market tabling
Coffee Chats at Backyard Brew
Monthly Membership Meetings

SHARE YOUR VOICE

Write to a City Council member
Speak at a City Council meeting
Talk to your friends and neighbors

SUPPORT PAF

Join our email list
Become a member and donate
Put up a yard sign
Volunteer

JOIN OUR COMMUNITY

Events with advocates and local leaders
Public education opportunities
Community book club



MORE ABOUT PALO ALTO FORWARD

PaloAltoForward.com

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