

Building Industry Association of Southern California, Inc.  
ORANGE COUNTY CHAPTER



July 17, 2018

The Honorable Tom Tait  
Mayor, City of Anaheim  
200 South Anaheim Blvd.,  
Anaheim, CA 92805

**Re: File Item #24: Affordable Housing Policy and Action Plan**

Dear Mayor and City Council Members:

On behalf of our membership, **I write to support incentive based approaches to affordable housing production.**

The Building Industry Association of Southern California, Orange County Chapter (BIA/OC) is a non-profit trade association of over 1,100 member companies employing over 100,000 people affiliated with the home building industry. Our mission is to champion housing as the foundation of vibrant and sustainable communities.

As discussed at multiple hearings and at length during the roundtable, housing remains a critical issue in California. As outlined in previous correspondence, Inclusionary Zoning limits housing production and the Legislative Analyst's Office specifically cites the cause of California's high housing costs as a product of a housing shortage.

With that in mind, BIA/OC was encouraged to see the Council majority stand against the pursuit of this housing cost escalator at the June Council meeting. We are further heartened by the approaches offered in the current Staff Report. Pushing regulatory relief, creating process incentives, targeting middle-income housing and establishing an affordable housing ambassador program with the focus of working together with home builders is laudable.

To that end, BIA/OC is particularly interested in the development of the Affordable Housing Ambassador Program. Empowering staff with streamlining and incentive based tools can be a powerful addition to Anaheim's housing future. Endowing that position with the power to grant the flexibility necessary to spur affordable development will be key and BIA/OC believes there is great potential in this approach.

Therefore, we ask that you support the staff recommendations for incentive based approaches to affordable housing production.

Thank you for your thoughtful consideration

Respectfully,

Steven C. LaMotte  
Chapter Executive Officer

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