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Newsletter Number 7

**LOOKING AT REALITY
MOVING THE NEEDLE**

**WAKE UP ZOOMS ARE BACK
MONDAY JUNE 1st**

WWW.WAKECA.ORG

Affordability, Safety, and Local Accountability

THE ECONOMY AND HOUSING

Building for a Market That Isn't Coming

If our housing policy doesn't adjust for reality, we'll be building for a market that doesn't exist and a population that's not coming.



One of three massive San Mateo County developments — all transit-adjacent, all with vacancies stretching past two years. Photo: Amy Kalish.

California is losing its high-paying jobs and replacing them with jobs that

won't cover the rent. The housing we keep approving is built for the workers who are leaving — and the state refuses to recalculate.

This is a story about two things that no longer fit together: the jobs California is actually creating, and the housing the state is forcing it to build. They point in opposite directions — and the state refuses to adjust.

California's most recent jobs report was reported as good news. The number of jobs went up. But the high-paying jobs — the good ones — went down. The new jobs pay far less. Meanwhile the housing we keep entitling and building — mostly market-rate studios and one-bedrooms aimed at high-income white-collar renters — is designed for a workforce that is shrinking and moving away.

[READ MORE →](#)

THE PATH FORWARD

Introducing the California Stewardship Alliance and the Balanced Housing Initiative

The endgame for everything we've been documenting isn't to fight California's housing laws one by one. There are hundreds of them. And RHNA doesn't need reform — it needs replacement.

So here is where we're headed. Two new efforts aim to bring cities and the state back into balance, with a housing policy grounded in real, demonstrated need — one that accounts for capacity and infrastructure before it dictates growth. California is not one-size-fits-all; every region is

different, and policy should treat it that way. We can build the housing we need without destroying the neighborhoods we love. But we can't get there on the path the state has set.

THE BALANCED HOUSING INITIATIVE

The Balanced Housing Initiative proposes a California constitutional amendment — the **Balanced Housing Growth Management Act** — built on a single principle: *capacity before growth*. Its draft ballot-measure language puts it plainly:

DRAFT BALLOT-MEASURE LANGUAGE

“The State of California shall not impose housing mandates on any community without first establishing its physical capacity and funding the infrastructure required to support its growth.”

An important note: this is a work in progress, not a finished measure. The framework is still being developed and refined — what you're seeing is the direction and the founding principles, not a final document ready for signatures.

This is a marathon, not a sprint. A statewide constitutional initiative is a long road — drafting, legal review, hundreds of thousands of signatures, qualification, and a full campaign to the ballot — and we are early in it. There's no shortcut and no single moment that wins it. What carries an effort like this is steady support at every level and every stage. We'll tell you exactly what's needed, and when. For now, the most important thing is to understand the scope and commit for the long haul.

SEE THE EVOLVING FRAMEWORK →

THE CALIFORNIA STEWARDSHIP ALLIANCE

The California Stewardship Alliance makes the broader case — that *democracy starts at home*, because the best decisions are made by the people who live with them. California needs the right kind of housing; more mandates haven't delivered it.

READ THE ARGUMENT →

WELCOME TO THE MOVEMENT

WAKE UP values your participation — at every level. If you're showing up for the first time, you're just as welcome as a seated councilmember. We're all here to understand what's happening — and how we move forward to fix it, together.

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Zooms Resume

MARK YOUR CALENDAR

THIS MONDAY, JUNE 1ST

As we grow, so do our expenses.

Please consider a donation to help us continue our quality work.

D O N A T E

— Amy Kalish, President and founder

WAKE UP California — Mill Valley, CA

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