



SILOED POLICY

**It all connects
to housing**

Now we connect to make a difference

www.wakeca.org

WAKE UP is different from other organizations

We don't just represent a single grievance.

WAKE UP identifies the breadth of housing policy impacts and **unites** groups, electeds, and fragmented communities with **one common cause**.

We're **pro-rational planning** — and we defy the NIMBY label used to shut us down.

State housing policy should not happen in a vacuum, but HCD is siloed from reality.

Housing mandates, backed up by a crisis declaration, reach into and outweigh nearly everything that makes a community safe and livable.

If you're not paying attention it's not obvious for a while.

We **WAKE UP** when an out of scale project intersects with something we care strongly about — evacuation potential, environmental degradation, traffic and infrastructure strain.

Groups form and rally around their cause, attend city meetings, protest, sometime file lawsuits. These fights happen one project at a time.

Our initial concerns might be dense development in a fire hazard zone, the razing of local businesses for housing towers, unnecessary destruction of green space and habitat, gentrification caused by luxury development, and on and on.

The fights look separate. They are the same fight.

Regardless of the cause that brought us here, the problem is the same:

Radical State Housing Policy and Laws.

We have this in common — and if we stay in our silos, nothing will change.

We may have some disagreements

- But if the RHNA is removed from the equation they are minor
- It is only the bloated numbers that force us between bad decisions — overlays and upzoning, density vs. green space.
- We should focus on our commonalities, real housing needs, and what we're up against.
- We need to work together

EVERYTHING IT TOUCHES

fire

evacuation

insurance

water supply

sea-level rise

environment

agriculture

historic places

local business

affordability

gentrification

parking

watershed

demolition waste

infrastructure

heat islands

the electric grid

unfunded mandates

jobs

transit

local democracy

WHAT THE CHART SHOWS

**Together we represent a huge part of the population
unrepresented in the policies that affect us**

But:

**As long as we remain a disparate, invisible constituency,
our state leaders won't take our concerns seriously.**

THE DECADE-LONG SET-UP

Scott Wiener and the YIMBY movement ginned up a lot of resentment

Our concept of communities were blamed and sidelined

“We” created the crisis. The state countered with streamlining, density bonuses, and concessions to create the housing “at all levels” RHNA required.

The things that were eliminated first as inhibiting housing:

- Our voices
- Local democracy
- CEQA and impact studies

Look what a couple hundred million PR dollars bought them:

THEY CAPTURED THE LEGISLATURE

THEY DEFINED THE NARRATIVE

THEY CAPTURED THE PRESS

NIMBY is deployed to shut down all discourse, no matter how valid

And it goes beyond “NIMBY”

THEIR DIVISIVE LINGO HAS MIGRATED INTO MAINSTREAM MEDIA COVERAGE

- **BANANA: Build Absolutely Nothing Anywhere Near Anyone**
- **CAVE: Citizens Against Virtually Everything**
- **NOPE: Not On Planet Earth**
- **Exclusionary homeowners**
- **Housing graveyard**
- **Racist homes**
- **Housing-killing cities**
- **Anti-housing jurisdictions**
- **Obstructionist cities**
- **Housing dead zones**
- **Weaponized CEQA**
- **Discretionary abuse**
- **Anti-growth coalition**
- **Local control extremists**

THEY ARE

SMALL tent of disgruntled young people who won't benefit from the policies, and the monied, craven investor class that's claimed our state to turn into Miami Beach if they want.

WE ARE

LARGE tent of everyone thinking through the actual cost to the state and our interests if this policy continues.

We found each other

We talked about this for years as it unfolded.

Catalysts, United Neighbors, Livable, ONV, and CALE, CCLC

Few of us realized the extent of the trajectory, that we were set up to fail

We didn't move the needle

WAKE UP is moving us to an action phase

Action begins with connection

- We're not just a bunch of lost souls complaining about change. We know what's going on.
- We understand how the laws will change our lives and the nature of our state, and that public interest has been given over to private profiteering in the name of a crisis that does not exist.
- The details of our hyper local issues are heartfelt, but discussions must move to the common denominators that unite us.

Standing Still is not an Option

THAT BRINGS US TO THE ACTION CARD PROJECT

The Action Card project is the beginning.

It lets us find and make contact with disconnected communities and organizations, and invite them to join us. This is how we grow.

A REAL WORLD EXAMPLE FROM THIS MORNING

COMMUNITY VOICES | DECEMBER 26, 2022

Essay: Missing middle trees? The costs of densifying Sacramento with more 'missing middle' housing hurts neighborhoods

Sacramento city officials continue to press for the densification of established single-family neighborhoods, ignoring the need for trees and other impacts of cramming in more...

Community Contributor



Essay: Missing middle trees? The costs of densifying Sacramento with more 'missing middle' housing hurts neighborhoods

By Maggie Coulter and Zoe Harrison

Sacramento city officials continue to press for the densification of established single-family neighborhoods, ignoring the need for trees and other impacts of cramming in more housing units in areas planned for moderate rather than high density.

Densification also ignores the climate impact of the continuing drought. More people means more demand for water. Without any limits on lot coverage, as noted above, densification increases hardscape with less area for whatever rain we do have to be able to soak into the ground and recharge the water table.

These concerns raised in Sacramento are echoed statewide including by [Livable California](#) and [United Neighbors](#).

Maggie Coulter and Zoe Harrison are part of the group Save Sacramento Neighborhoods. For more information, visit [SaveSacramentoNeighborhoods.org](https://www.SaveSacramentoNeighborhoods.org).

Hello Maggie/Zoe All,

I read your June 2022 piece about missing middle trees — I was glad to have found you, and I hope your group is still active. I started WAKE UP CA a couple of years ago to bring all like-minded orgs in the state together so we can create a stronger voice for narrative change. And real change.

We now work with people from ONV and UN, plus neighborhood groups, local electeds, environmentalists, fire specialists, infrastructure experts, economists, transit experts, etc. We're all in the same fight: punitive Sacramento overreach that is destroying California to benefit a developer/investor class at the expense of our livability, safety, and environment.

You are welcome to join our 5:00 pm Monday night meetings. After tonight we are taking a two week break but will be back in July. Tonight we'll be talking about how essential the statewide connections are, if we're going to make headway.

I was really happy to find your group and the others in your article (hope all are still active). We have had very little coverage around Sacramento. If you'd like to have a call or zoom to discuss the current state of affairs in your area, please let me know.

Our site is at wakeca.org There is a zoom registration link on the home page.
I'm going to add you to our ALLIES page, in the hope that you're still organizing.

Best

Amy Kalish, President
WAKE UP CALIFORNIA

WAKE UP CALIFORNIA

Action Card Research Leads

59 leads to research · 48 California locations

● High priority ● Medium

Marker size = leads at that location

HIGH-PRIORITY LEADS

- **Save Anaheim Hills**
- **Paradise / Camp Fire evidence**
- **BURN**
- **Folsom anti-expansion bloc**
- **Move Eden Housing**
- **Newport Beach Housing Initiative**
- **Pacific Palisades CC + Traci Park**
- **Rural Communities United**
- **Neighbors For A Better California**
- **Citizens for Balanced Growth**



WAKE UP CALIFORNIA

Action Card Leads by Region

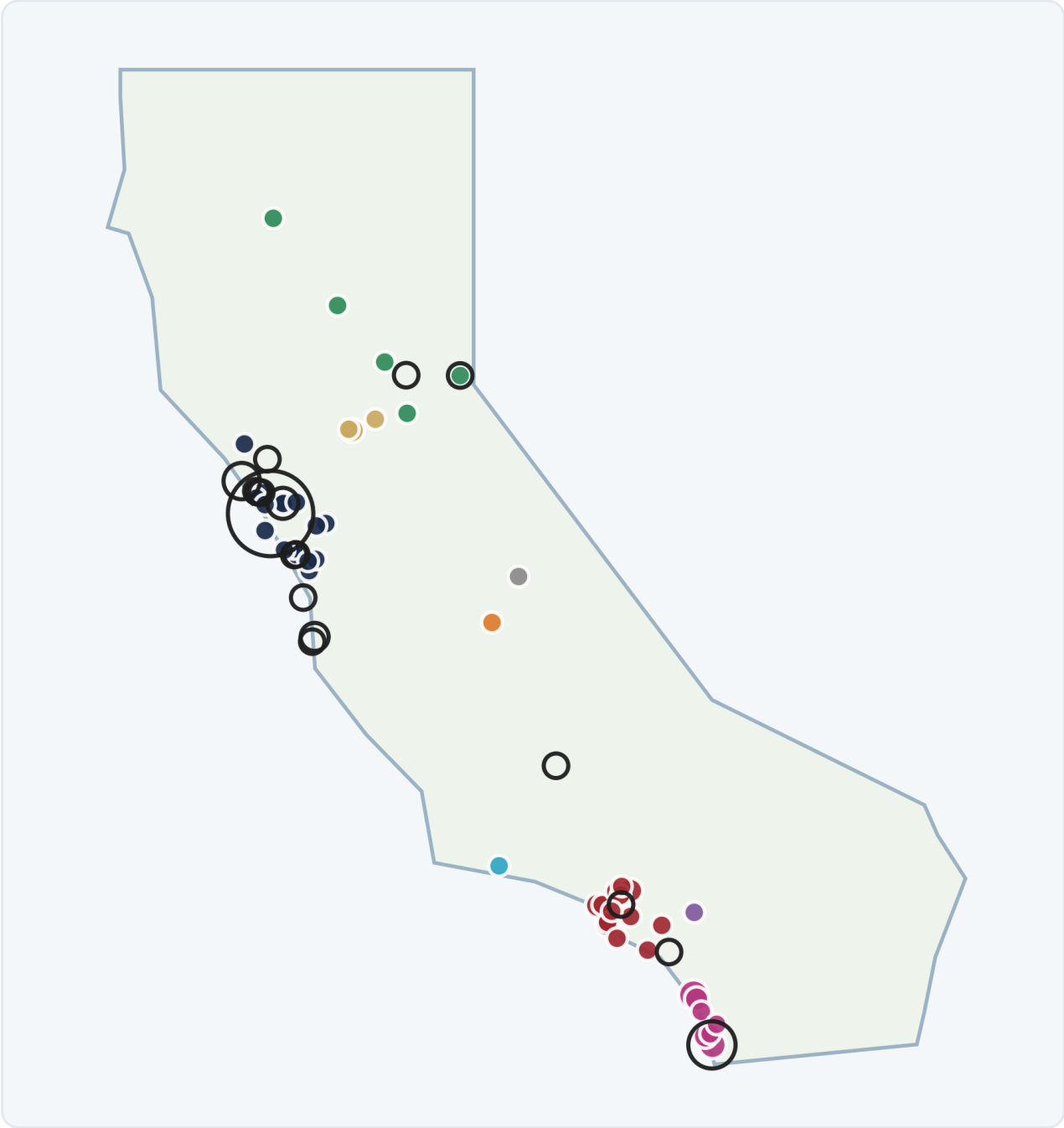
59 research leads · rings = contacts already in network

REGION

● Far North & Sierra Foothills	5
● Sacramento / Capital Region	4
● Bay Area & North Bay	16
● Central Valley	1
● Central Coast	1
● Greater LA & Orange County	16
● Inland Empire	1
● San Diego & South	14
● Statewide	1

OVERLAY

○ Contact already in network



REQUEST A VOLUNTEER CARD — YOU’LL GET SOMETHING LIKE THIS, WITH A LINK OR PDF ATTACHED

WAKE UP CALIFORNIA · FIND-A-LEAD ASSIGNMENT

PRIORITY: HIGH

TRI-VALLEY: LIVERMORE, PLEASANTON, DUBLIN, SUNOL

Citizens for Balanced Growth (CBG)

Jobs-housing balance + local-control 501(c)(3) (founded 1982). Won appellate ruling that Livermore's refusal to process a housing referendum was unconstitutional; sued the city over fund misuse; fights in-lieu fees and sprawl. Closest mission twin we found.

Your task: Find and read the news coverage below, then fill out the Find-a-Lead form (who spoke up, any group behind the fight, links). About 15 minutes. You never contact anyone.

WHERE TO FIND IT (search these)citizensforbalancedgrowth.org**STARTING POINT** (verify / expand)info@citizensforbalancedgrowth.org | X [@cbgrtrivalley](https://twitter.com/cbgrtrivalley) | fb.com/CitizensForBalancedGrowth

This lead will take you to an article to look through — you’ll note the information you find on the Google form. This outreach expands our network and helps us understand the concerns groups are focused on.

How a 15-minute scan works

A worked example. Sample article with fictional names — a training illustration, not a real story.

STEP 1 — READ THE ARTICLE AND SPOT THREE THINGS

CEDAR SPRINGS — A 380-unit apartment complex is planned on Foothill Road, drawing sharp opposition from residents who say it would overwhelm the neighborhood's only evacuation route.

At a packed council meeting, **Maria Delgado**, who organized **Cedar Springs Neighbors for Safe Growth**, said it "drops a thousand residents onto a two-lane road that backs up in a brush fire." The group has 600+ signatures.

Tom Brennan, a retired fire captain, warned the single ingress-egress route couldn't handle a simultaneous evacuation. Resident **Priya Shah** wrote in about traffic and the town's limited water supply.

Councilmember **Janet Ruiz** cast the lone no vote, citing the missing evacuation analysis. Planning Commissioner **Dale Okafor** had urged a road-capacity study first.

People who opposed their names **The group** the organization **Officials** who voted no / raised concerns

STEP 2 — THAT'S ALL YOU SEND BACK

PEOPLE NAMED (WHO OPPOSED)

Maria Delgado — [X] Safety [X] Evacuation [X] Out of scale

Tom Brennan — [X] Safety [X] Evacuation

Priya Shah — [X] Traffic [X] Water

GROUP OR ORGANIZATION NAMED

Cedar Springs Neighbors for Safe Growth

Leader / spokesperson: Maria Delgado

[X] Safety [X] Evacuation [X] Out of scale

CITY OFFICIALS QUOTED

Councilmember Janet Ruiz — voted NO (no evacuation analysis)

Planning Commissioner Dale Okafor — urged a road-capacity study

Total time: about 15 minutes. Done.

You never contact anyone. Send the completed form to WAKE UP — we do the outreach.

WAKE UP ACTION CARD PROJECT

The goal of the Action Card Project is to identify community groups, local leaders, and organizations throughout California so we can build a statewide network of informed communities. Every Action Card helps us understand local issues, connect organizations, and strengthen the coalition.

On request you'll receive a non-paywalled link or PDF of a news article. Read it, then answer what you can — skip anything you can't find, a partial answer still helps. You never contact anyone; you just research and submit. Takes about 15 minutes. Karen assigns the articles and collects your findings; WAKE UP handles all outreach to the leads.

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

Your name *

Your answer

What county or region do you live in?

Your answer

The place on your action card (area, county — like Bakersfield or Yolo County) *

Your answer

3. What's the issue — what's the fight about? (example: Fire hazard area, traffic, oversized, ministerial) *

Your answer

What concerns were raised? Gentrification · Other *

What concerns were raised? Gentrification · Other *

- Safety / Evacuation / Flood zone
- Traffic / Parking
- Too much market rate
- Destroys small businesses
- Out of scale
- Destroys historic resources
- Environmental degradation
- Impacts views / Destroys neighborhood character
- Water sustainability
- Gentrification
- Other

Did any person(s) raise strong objections? *

Your answer

6. Could you find a contact for them? *

- Yes
- No

If yes, please add here (email, phone)

Your answer

YOUR CONTRIBUTION

IF YOU ARE IN OR RUN AN ORGANIZATION:

please check if it's listed on our site www.wakeca.org on the ALLIANCE page

If not, please send us a chat message or email with the URL and we'll add it.

**Your organization can help with our outreach by asking your membership to
OPT IN to our mailing list at <https://wakeca.org/contact>**

WAKE UP IS DIFFERENT: it serves as the nexus for plugging in all concerns. We will:

- Promote our common messaging
- Create and promote projects with others
- Create opportunities for visibility
- Create media for common use
- Get our messaging into mainstream media
- Build out a statewide network that can be mobilized to action
- Promote the work of other orgs
- Distribute materials
- Fund raise to keep this going — we will need your help with this!
- Support state initiatives
- Alert allies of legislative threats
- Plan for in person conference/convention

All Orgs remain independent and continue their missions, as we support each other.

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KEEP THIS IN MIND

The real crisis is no longer just affordable housing.

The real crisis is the wholesale destruction of what has made California great, at the expense of affordability.