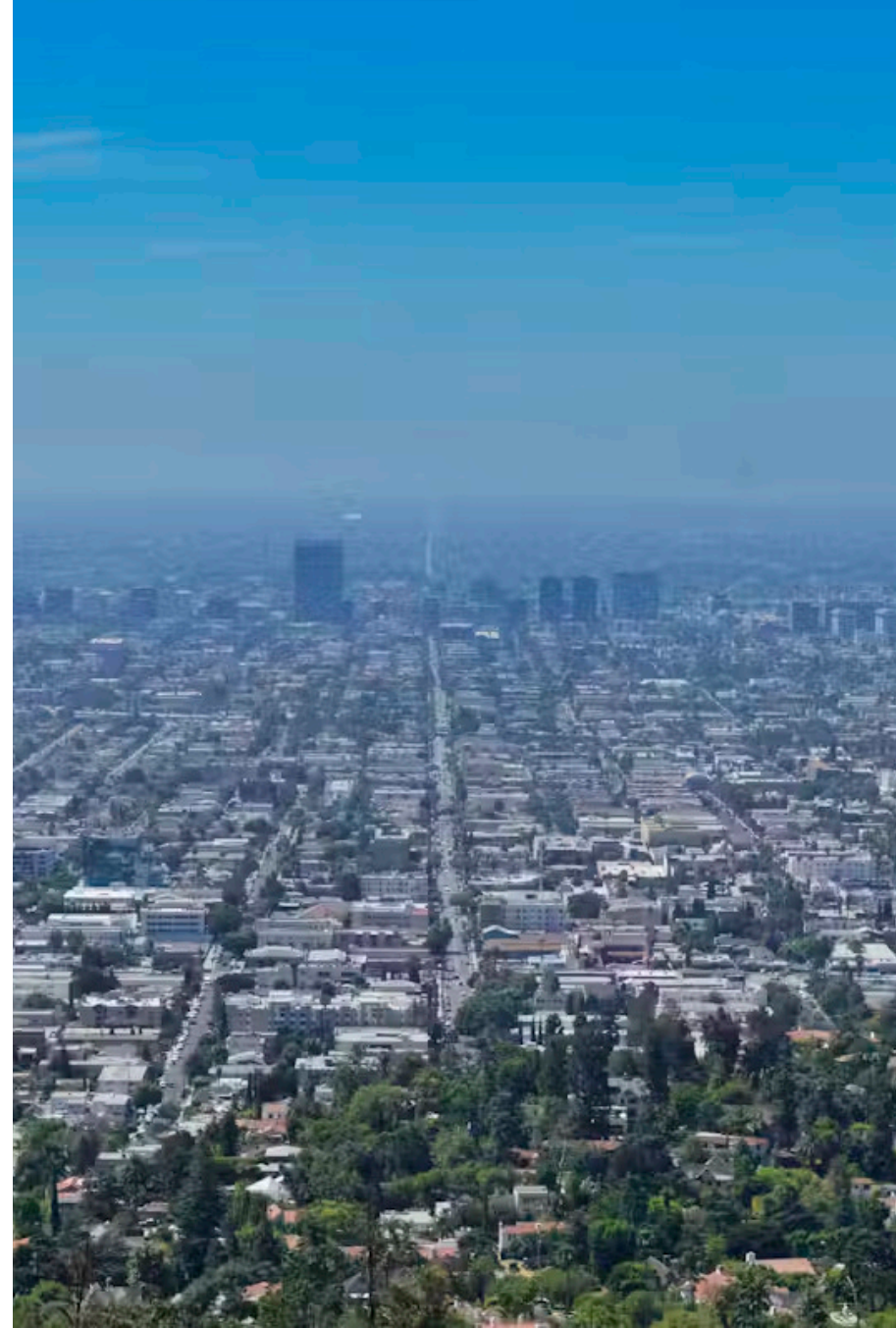


Fighting SB 79

Safety. Affordability. Dignity. Local Control.

A comprehensive counter-offensive strategy to expose the flaws in California's SB 79 and protect communities from unsafe, unaffordable development.



The Transit Fiction Shell Game

The YIMBY Claim

"SB 79 is just about building near transit. It is smart growth, climate friendly, and reduces driving."

The Reality Check

Paper Plans, Real Towers

SB 79 allows 55-75 foot towers within a quarter mile of transit stops, even if the transit exists only on paper, not in reality.

Strained Systems

San Francisco corridors like Van Ness BRT already under strain would be opened to even larger projects.

Bus Routes Count as Transit

San Diego bus routes like University Avenue qualify as TOD without reliable rail. Pacific Palisades could see towers in fire zones based on unfunded BRT lines.



Powerful Soundbites

- A paper map isn't a train schedule
- A wish list is not a transit system
- You can't house people on ghost buses
- A bus stop sign in the dirt is not climate strategy

Wildfire Danger Ignored

The YIMBY Claim

"Density helps fight climate change" or "SB 79 lowers wildfire risk by allowing apartments in urban areas"

The Deadly Truth

SB 79 allows towers in High Fire Hazard Severity Zones with no evacuation plan. Just look at the Palisades Fire - families fled on foot when roads clogged.

Insurance Crisis

Insurance premiums are skyrocketing, not because we block density, but because politicians keep approving projects in unsafe zones.

Location Matters

Wildfire safety isn't about apartments vs. homes. It's about location and infrastructure. SB 79 ignores both.

Unequal Protection

Governor Newsom carved out protections for LA under SB 9 but stripped them for the rest of the state.

 **Key Message:** You can't upzone your way out of a firestorm. Housing without evacuation is just a trap.

The Affordability Myth Exposed

The YIMBY Promise

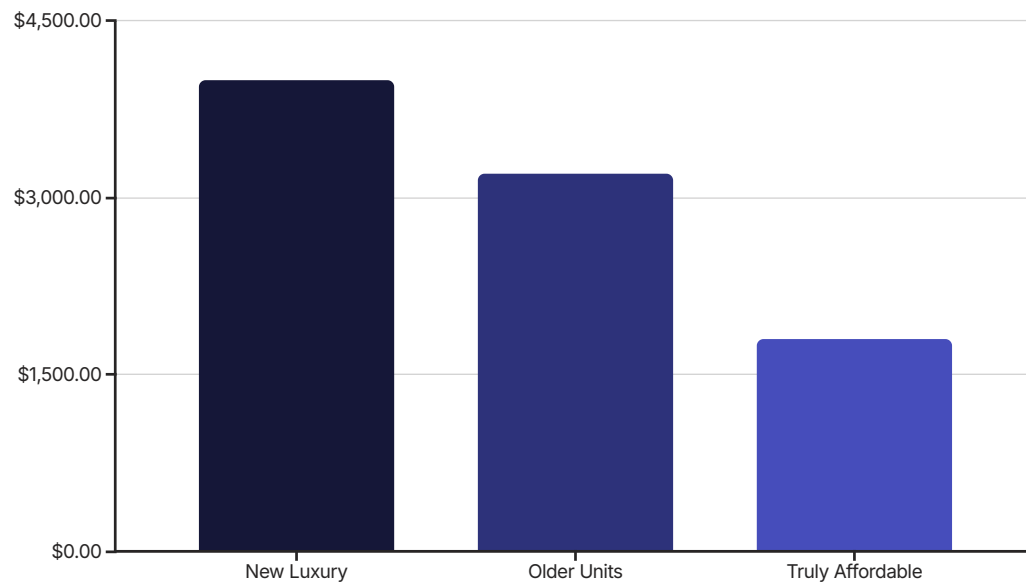
"SB 79 will bring down housing costs by increasing supply."

The Reality

- SB 79 has no affordability mandate
- No family housing requirement
- Filtering theory takes decades
- Doesn't help renters today

The Data Doesn't Lie

Pew Report shows new luxury slows rent growth in older affordable buildings, not in the new ones. San Francisco built thousands of units yet rents remain around \$4,000.



“

"You don't solve housing by building \$4,000 one-bedrooms."

”

“

"Filtering is a 30-year theory."

”

“

"Displacement is not affordability. It is erasure."

”

Top-Down Overreach vs. Local Democracy

YIMBY Claim

"Cities are obstructionists and fail to build enough housing, so the state must force it."

The Truth

Sacramento failed too - by stripping transit funding, ignoring climate science, and turning housing into a Wall Street asset class.

Local Communities Are Already Building

What we won't do is rubber-stamp luxury density with no affordability, no infrastructure and no climate readiness. Local governments plan for evacuation, water, and infrastructure while SB 79 overrides them with arbitrary radii.

01

Accelerate Housing the Right Way

Build what Californians actually need: affordable, safe, family-sized housing

02

Tie to Real Transit

Connect housing to actual transit service, not phantom bus stops politicians cut to save money

03

Preserve Local Input

Essential for planning that works for each community's unique needs

⊗ **Bottom Line:** SB 79 is a developer subsidy bill, not a housing bill. No affordability mandate, no guarantee of safety, no funding for transit. That's three strikes.

Weaponizing Equity for Corporate Profit



The YIMBY Claim

"SB 79 is about racial and economic justice."

The Exploitation Reality

SB 79 has no displacement protections and accelerates Wall Street land grabs. Equity is used as a slogan but not delivered in reality.

"You don't fix redlining by inviting BlackRock to be your landlord."

"Equity is not a luxury tower in a fire zone."

"Justice means safe housing, not just density on paper."

"Speculation is not racial justice. It is exploitation."

Data Delusion & Geographic Lies

1

The YIMBY Claims

- "SB 79 is backed by RHNA data and scientific planning"
- "SB 79 only applies to a small slice of urban infill"

2

The Data Problems

RHNA targets ignore infrastructure capacity and fire maps. Transit maps are not transit service.

3

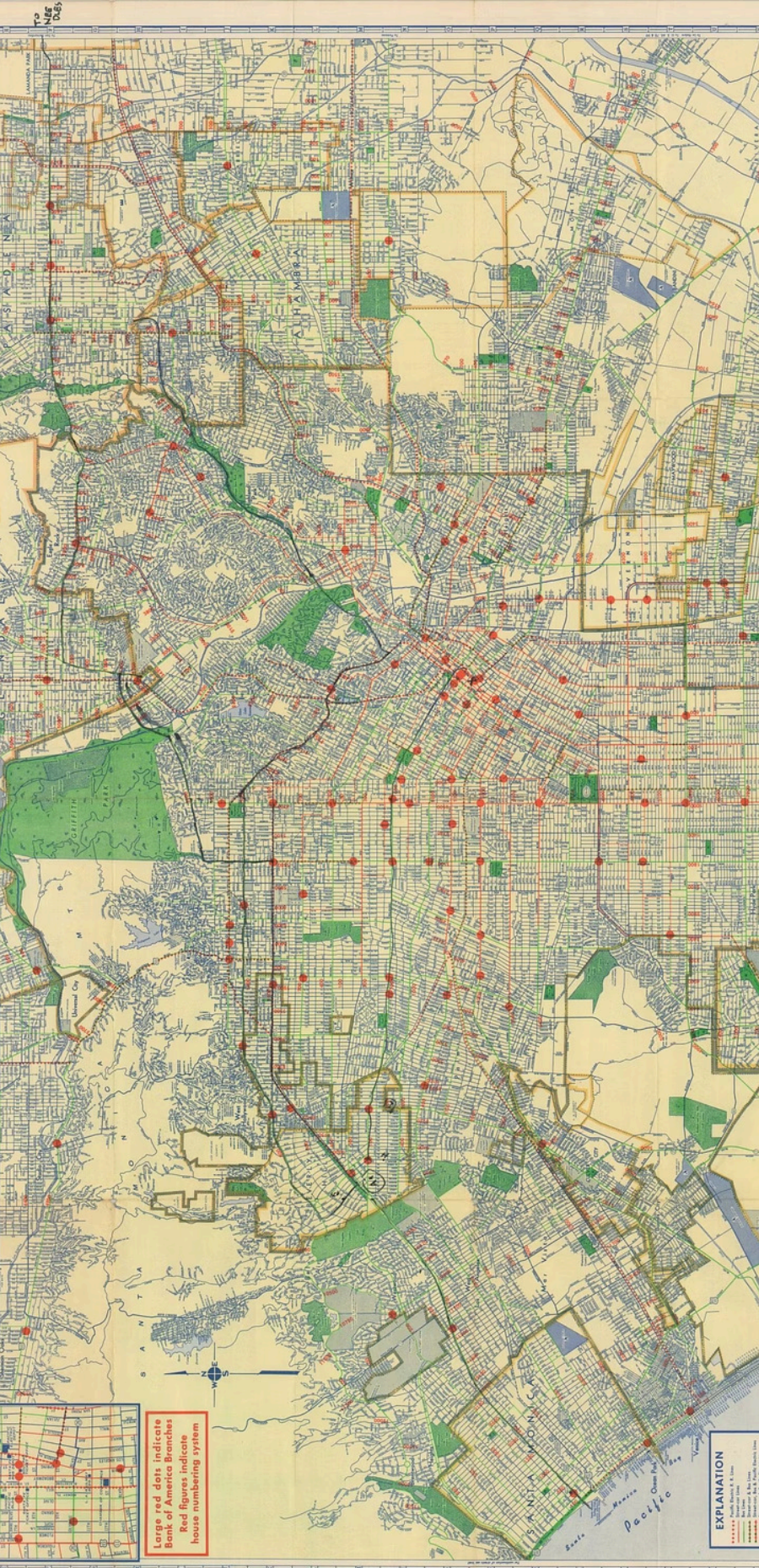
The Geographic Reality

In San Diego, more than half of single-family neighborhoods qualify for upzoning under SB 79.

Statewide Impact

Communities across the state with wildfire risk are swept in under this bill. SB 79 is not a tweak - it's a statewide rezoning.

- A line on a map is not a bus at the curb
- If your data ignores fire maps and water shortages, it is gambling
- Bad data builds disasters



Exposing the Real Money Behind SB 79



The YIMBY Smear

"Opposition is wealthy NIMBYs protecting property values."



The Funding Truth

YIMBY groups are funded by tech billionaires and investors, not grassroots.



Our Coalition

Diverse coalition of renters, students, fire survivors, and workers.

Mayor Bass Shows Leadership

Mayor Bass isn't siding with 'wealthy homeowners.' She's siding with the millions of Angelenos at risk in wildfire zones, renters who can't afford 200-square-foot luxury units, and families demanding safe evacuation routes.

That's not cowardice. That's leadership.



Frame It Right

This isn't NIMBY versus YIMBY. It is people versus profit. When smoke comes, it doesn't care if you rent or own.

Infrastructure Failure: Hidden Costs Exposed

The YIMBY Claim

"Developers already pay Development Impact Fees (DIFs), so infrastructure is covered."

DIF Reality Check

State law caps fees so they must be 'roughly proportional,' not full replacement. DIFs only cover a fraction of the true cost.

1

2

San Diego Example

DIFs in North Park and Hillcrest did not cover the \$285 million sewer overhaul. Residents are paying higher rates to make up the gap.

Water Crisis

California faces drought and water scarcity, but SB 79 does not require proof of water availability before high-density approvals.

3

4

No Enforcement

Affordable carve-outs are unenforceable with no statewide audits or penalties. Cities cannot revoke approvals once construction starts.

\$285M

San Diego Sewer Gap

Cost not covered by developer fees

50%

SD Neighborhoods

At risk under SB 79

0

Water Guarantees

Required under SB 79

Community Planning Works: The Path Forward

Local Communities Build

San Diego has approved thousands of units through community plans. Los Angeles voters passed Measure JJJ tying housing to equity goals.



Trust Builds Success

Sacramento's one-size-fits-all mandates erode trust, making communities more resistant to even good projects.

Fund What Works

Local planning works when it's funded. Community planning builds homes that fit.

Our Core Message

Safety First

No housing in fire zones without evacuation plans

Real Affordability

Housing mandates that actually help working families

Human Dignity

Communities designed for people, not profit

Local Control

Democracy works when communities have a voice

✔ Take Action

Contact your representatives. Share these talking points. Join the coalition fighting for safe, affordable, community-centered housing policy.

"You don't fix housing by bulldozing local democracy. Sacramento cannot legislate geography away."

Together, we can defeat SB 79 and build housing policy that truly serves California families.