



STOP SB 79 NOW TOOLKIT

A Comprehensive Guide for Communities, Leaders, and Advocates

Understanding SB 79

Title

Abundant & Affordable Homes Near Transit Act

What It Does

- Overrides local zoning near transit stops
- Mandates 55–75 ft towers (up to 7 stories) within ½ mile of qualifying transit
- Streamlines approvals ("ministerial process")
- Minimal affordability mandate (7–13% of units)
- Allows transit agencies to develop housing on their land

Legislative Status

Passed Senate (21-13)

Cleared Assembly committees

Pending in Assembly Appropriations suspense file

Key Risks & Impacts

Wildfire Danger

Increases density in Very High Fire Hazard Severity Zones without evacuation planning

Infrastructure Strain

Roads, sewers, and water systems already underfunded; impact fees don't cover true costs

Loss of Local Control

Transfers zoning power to Sacramento & unelected transit boards

Affordability Myth

Majority of units likely luxury; "filtering" takes decades

Environmental Concerns

CEQA streamlining reduces oversight; building in fire/flood zones increases risk

Displacement

Replaces naturally affordable older units with expensive developments



Voices from the Community

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Traci Park

CD-11 Councilwoman

"SB 79 hijacks local voices, strips away planning, and hands the keys to corporate developers"

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Jessica Rogers

*Santa Monica Coalition /
PPRA*

Calls SB 79 "density and danger," undermining neighborhood safety

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Nico Ruderman

Senate Candidate, Venice NC

Proposes alternative legislation pausing state mandates in fire recovery zones

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Residents: Wildfire survivors describe gridlock evacuations, fearing more density will cost lives

Opposition Network



Core Organizers

- Our Neighborhood Voices (ONV)
- Neighbors for a Better California (NFABC)
- Pacific Palisades Residents Association



Local Leaders

- Traci Park
- Kelly Honig (Mayor, Westlake Village)
- Jessica Rogers
- Nico Ruderman

Key Allies

LA City Council voted 8–5 opposing SB 79

Strategy

Build toward a **2028 Constitutional Amendment** restoring local control



Key Action Items

01

Call & Email Assemblymembers NOW

Especially Appropriations Committee members

03

Join Rallies & Events

Local & statewide protests coordinated by ONV & NFABC

05

Engage Local Councils

Push for resolutions opposing SB 79

02

Submit Opposition Letters

Use the Legislature Advocates Portal for official submissions

04

Amplify on Social Media

Use hashtags **#StopSB79** **#LocalControl**

06

Share Personal Stories

Wildfire evacuations, infrastructure strain, affordability struggles

Countering YIMBY Talking Points

1

Transit Fiction

"A bus stop sign is not climate strategy."

2

Wildfire Reality

"Housing without evacuation is just a trap."

3

Affordability Myth

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

4

Equity Exploitation

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

5

Local vs. State

"You don't fix housing by bulldozing local democracy."

Sample Messaging & Chants

Core Frames



Safety

Wildfire, evacuation, disaster zones



Affordability

SB 79 builds luxury, not family housing



Dignity

Communities deserve a voice



Local Control

Sacramento should not dictate unsafe mandates



Rally Chants

"S-A-F-E-T-Y, that's what we demand and here is why!"

"Hell no, we won't go — Stop SB 79!"



Long-Term Strategy



Together, we can protect our communities and restore local democracy.