

WE WILL LIFT

REGIONAL PLEDGE FOR HOUSING AND OPPORTUNITY

Lift to Rise seeks to radically change the trajectory of opportunity and affordability in the Coachella Valley. Transforming our community into a place of opportunity for everyone requires changing the policies and practices that affect how investment flows throughout our region to ensure every Coachella Valley family has safe and affordable housing, and stable and satisfying employment with opportunities to thrive.

COVID-19 has had a devastating impact on the economic well-being of families in the Coachella Valley. Unemployment and sudden losses in household income have worsened conditions for many families in a region where incomes were already on the decline. The lack of affordable housing in the region is exacerbating a growing economic and quality-of-life divide fueled by the alarming rise of rent burden—a marginalizing phenomenon reshaping resident quality of life and opportunity across our region.



Pre-COVID, **one in two individuals** earned at or below 200% of the federal poverty line.



Wages are half of what they need to be to afford the Fair Market Rent for a two-bedroom apartment.



More than half of renters are housing cost burdened and **one third of renters pay more than half** of their monthly incomes on rent.







People of color face higher rates of rent-burden, eviction, and are more likely to experience homelessness.

We must address the underlying causes and consequences of housing and economic instability in the Coachella Valley, and the time to do so is now. Lift to Rise has an ambitious [Action Plan](#) that uplifts our region's story, builds local strength, and catalyzes change.

We stand with Lift to Rise and pledge our support for a shared, concrete, and forward-thinking plan.

This plan will:

<div><div>1. </div><div>Advance a community-valued pipeline of investable projects that will result in 2,000 units of affordable housing in the next two years.</div></div>	<div><div>2. </div><div>Work with city, county, and state governments to implement affordable housing-friendly policies that will facilitate the planning, approval, and construction of affordable housing units in the shared pipeline.</div></div>	<div><div>3. </div><div>Drive a regional investment vehicle to invest in and catalyze the development of affordable housing across the region.</div></div>	<div><div>4. </div><div>Build pathways to economic mobility and security for residents experiencing poverty.</div></div>
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As public and private organizations, we will assign a representative to align our policies, practices, and resources in a way that advances this plan.

As community members, we will shape the ongoing development and implementation of this plan and hold ourselves and partners accountable to realizing community priorities.

Pledge Partner Contributions:

Government Agencies	<p>As government agencies we recognize the following opportunities to align with and support priorities of the CAN:</p> <ul style="list-style-type: none"> • Use our expertise to provide technical assistance to support the implementation of the CAN's priorities. • Contribute detailed and up-to-date, publicly-available information on affordable housing projects and development opportunities to the shared pipeline of projects. • Comply fully with all state and federal housing rules/requirements. • Provide opportunities for (and not unduly constrain) affordable housing development in our community. • Advance pro-affordable-housing policies in our communities, including those that prioritize favorable zoning and land use, decrease production timeframes, and reduce construction and development costs. • Collaborate with other jurisdictions and agencies to align policy and remove barriers to affordable housing. • Coordinate and align funding opportunities with the regional fund to advance unit production. • Express our support of the Coachella Valley Housing Catalyst Fund and investments proposals (i.e. letter of support).
Developers	<p>As developers we recognize the following opportunities to align with and support the priorities of the CAN:</p> <ul style="list-style-type: none"> • Use our expertise to provide technical assistance to support the implementation of the CAN's priorities. • Contribute detailed and up-to-date information on affordable housing projects and development opportunities to the shared pipeline of projects. • Publicly voice our support for projects in the shared pipeline. • Identify barriers in the regulatory environment and work to craft solutions. • Advocate for pro-affordable-housing policies in our communities, including those that prioritize favorable zoning and land use, decrease production timeframes, and reduce construction and development costs. • Hold our elected leaders accountable to promoting the creation of more affordable housing. • Express our support of the Coachella Valley Housing Catalyst Fund and investments proposals (i.e. letter of support).
Funders/ Banks/ Foundations	<p>As funders/foundations we recognize the following opportunities to align with and support the priorities of the CAN:</p> <ul style="list-style-type: none"> • Use our expertise to provide technical assistance to support the implementation of the CAN's priorities. • Publicly voice our support of the development of projects in the shared pipeline. • Advocate for pro-housing policies in our communities, including those that prioritize favorable zoning and land use, decrease production timeframes, and reduce construction and development costs. • Hold our elected leaders accountable to promoting the creation of more affordable housing. • Express our support of the Coachella Valley Housing Catalyst Fund and investments proposals (i.e. letter of support). • Coordinate and align funding opportunities to advance unit production.
Private Sector	<p>As private organizations we recognize the following opportunities to align with and support the priorities of the CAN:</p> <ul style="list-style-type: none"> • Use our expertise to provide technical assistance to support the implementation of the CAN's priorities. • Publicly voice our support for projects in the shared pipeline. • Advocate for pro-affordable-housing policies in our communities, including those that prioritize favorable zoning and land use, decrease production timeframes, and reduce construction and development costs. • Hold our elected leaders accountable to promoting the creation of more affordable housing. • Express our support of the Coachella Valley Housing Catalyst Fund and investments proposals (i.e. letter of support).
Other CBOs	<p>As community-based organizations we recognize the following opportunities to align with and support the priorities of the CAN:</p> <ul style="list-style-type: none"> • Use our expertise to provide technical assistance to support the implementation of the CAN's priorities. • Publicly voice our support of the development of projects in the shared pipeline. • Advocate for pro-affordable-housing policies in our communities, including those that prioritize favorable zoning and land use, decrease production timeframes, and reduce construction and development costs. • Hold our elected leaders accountable to promoting the creation of more affordable housing. • Express our support of the Coachella Valley Housing Catalyst Fund and investments proposals (i.e. letter of support).
Residents	<p>As residents we recognize the following opportunities to align with and support the priorities of the CAN:</p> <ul style="list-style-type: none"> • Join and/or support the Resident Leadership Table. • Participate in community meetings convened by the resident leadership table. • Publicly voice our support of the development of projects in the shared pipeline. • Advocate for pro-affordable-housing policies in our communities, including those that prioritize favorable zoning and land use, decrease production timeframes, and reduce construction and development costs. • Hold our elected leaders accountable to promoting the creation of more affordable housing. • Express our support of the Coachella Valley Housing Catalyst Fund and investments proposals (i.e. letter of support).