

FOR IMMEDIATE RELEASE

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The Valley Economic Alliance Launches “Housing Creates Communities” Campaign
The public awareness campaign to promote housing development in the San Fernando Valley

Sherman Oaks, California. The Valley Economic Alliance today announced the launch of its *Housing Creates Communities* public awareness campaign to promote greater community support for workforce housing development in the region.

With housing being one of the top three factors considered by employers in determining where they choose to locate, it is a significant factor in the retention, expansion, and creation of jobs in a region. As a catalyst for net new job creation in its five-city region, The Valley Economic Alliance is supportive of workforce housing development and is concerned about the delays and roadblocks developers often face when community members oppose new development. Expediting housing development has never been more urgent than now.

“Considering that our five member cities need to build 483,145 housing units by 2029,” said Sonya Blake, The Alliance President & CEO, “there is a need to engage the public and inform residents about how they can help ease the housing crisis.”

The *Housing Creates Communities* Campaign is a five-week e-mail and social media campaign with four calls to action: 1) Visit TheValley.net/Housing and register support for housing; 2) Support housing on social media; 3) Voice support to elected officials; and 4) Attend city planning hearings.



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The Housing Creates Communities campaign is designed to raise awareness of the benefits of new housing and promote pertinent points from a recent survey commissioned by The Alliance. Funded by the National Association of Realtors with support from the Southland Regional Association of Realtors, the survey of 600 San Fernando Valley residents in Los Angeles, San Fernando, Burbank, Glendale and Calabasas centered on the topic of housing and development and reflects a broad diversity of attitudes toward affordable housing options. The survey may be accessed at TheValley.net/Housing.

The campaign is being presented with support from the Southland Regional Association of Realtors, Union Bank, and design firm TheZoo360. Additional support is being sought to facilitate expansion of the campaign to display advertising and street banners.

For more information on the survey, please visit: TheValley.net/Housing.

The Valley Economic Alliance is a 501(c)(3) non-profit organization comprised of business, government, education, and community leaders. Our mission is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley, a five-city region encompassing Burbank, Calabasas, Glendale, Los Angeles, and San Fernando. This region consists of more than 1.9 million residents, over 160,000 businesses and covering more than 350 square miles. To learn more about The Valley Economic Alliance, visit TheValley.net.

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