



Messaging for the Masses

The Silenced Perspective about Housing

This presentation is based on the work of **David Fields**, an economist, sociologist, policy analyst, and educator. David is part of the Utah Department of Commerce and a published expert on local, national, and international economics, community planning, the political economy of housing, and other topics. He aims to promote socially equitable housing for all people.

Instructional design professional **Kathy Indermill** compiled content for this presentation from articles and blogs listed on the next slide.

Media Articles

Trickle-Down Housing, author David Fields:

<https://utahvanguard.medium.com/trickle-down-housing-does-supply-really-create-its-own-demand-b3f7a33395ae>

Re-imagining Housing, author David Fields:

<https://utahvanguard.medium.com/reimagining-housing-a-strategic-imperative-for-social-well-being-and-economic-vitality-f5b3a854cc69>

The Critical Examination of Abundance/YIMBY, author David Fields:

<https://utahvanguard.medium.com/a-critical-examination-of-abundance-yimby-9c0bbd58b26e>

Podcast Interviews with David Fields

<https://www.youtube.com/watch?v=LHylkOB8osw>

<https://www.youtube.com/watch?v=7YMd0HZA4CE>



QUESTIONS WE DON'T ASK:

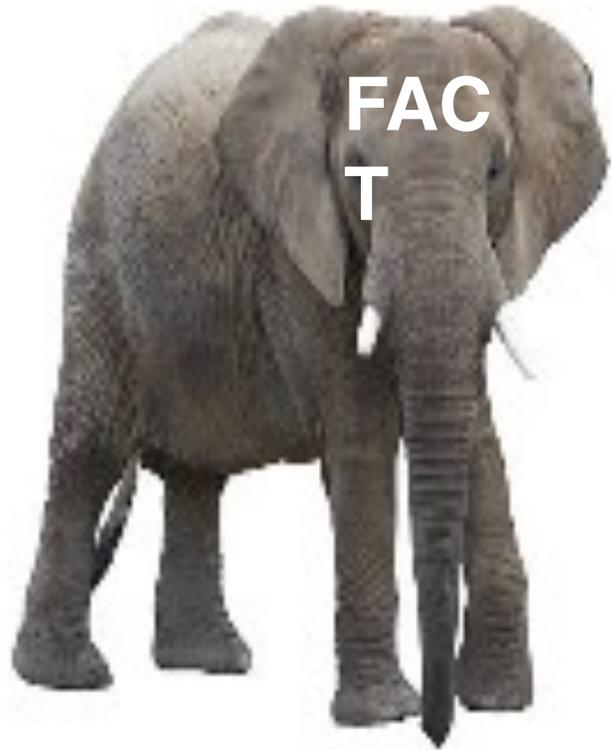
**Is our government working
for all of us or
just some of us?**

**Are CA housing bills increasing
the supply of housing that is
affordable?**

THE BOTTOM LINE

We don't ask these questions because the answers speak to the heart of deep, dividing values as well as deep contradictions in our government and economic system

The Elephant in the Room



Wages for the working class have not kept up with inflation, nor do they qualify as a living wage. They've remained flat for over 30 years.

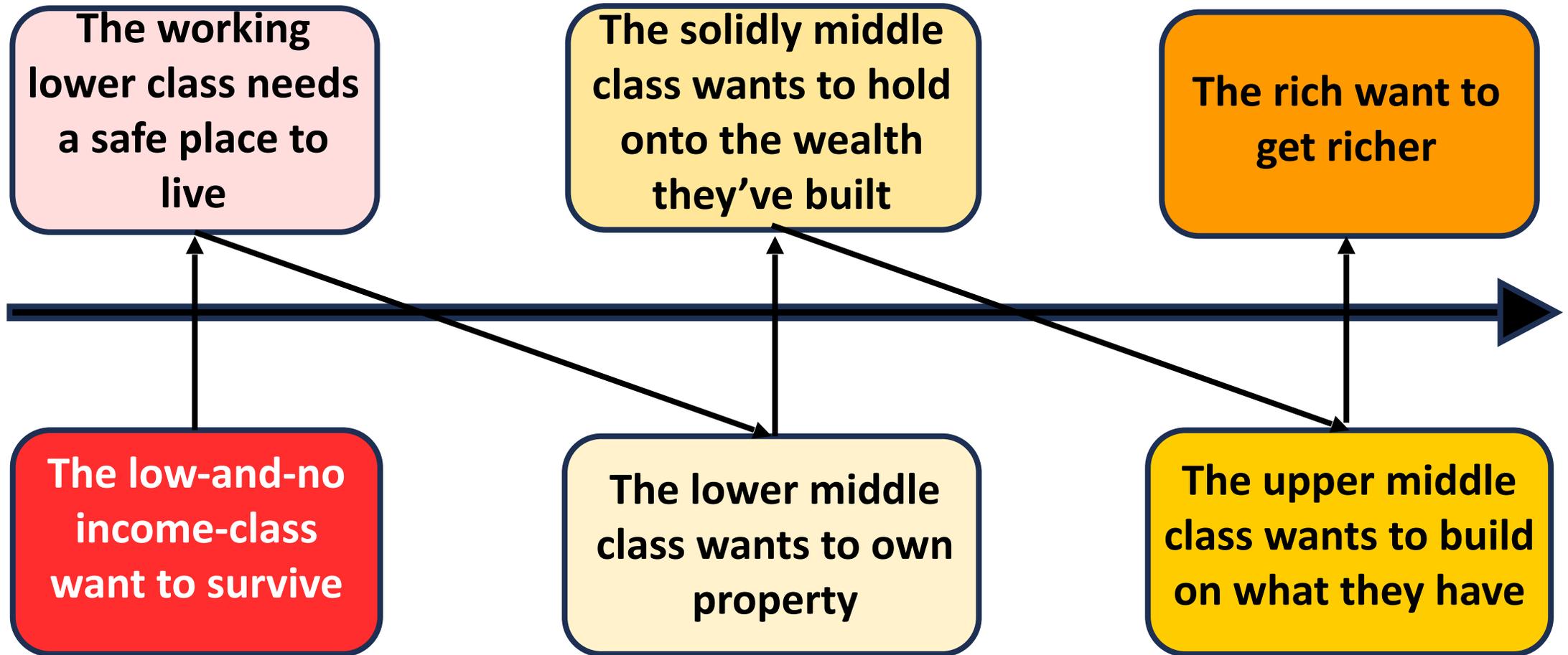


No amount of market-rate housing is going to trickle down as affordable housing to wage earners.

If our government is truly working on behalf of “we the people,” then why do our officials fail to speak up on our behalf? Why do “we the people” keep electing those who are representing a minority of billionaire building investors instead of the interests of the majority?

We All Want Something....

But it's never been a level playing field...where are you on the field?



Reasons Why Voting Alone Won't Bring About Change

1

FEAR

Created by:

- Misinformation
- Distraction
- Lack of clarity
- Threats

2

HELPLESSNESS

Created by:

- No time
- Insufficient knowledge or skills
- No hope

3

SYSTEMIC CLASS INEQUALITY

Created by :

History

Government Structures

Institutional Class-Based
Discrimination

*The structural underbelly of
our government*

How Does This Affect Housing Legislation?

When you follow the money,
you see that housing initiatives benefit:

*Politicians who need
campaign donations*

Unions



*Regional & global
investors & developers*

Real estate people

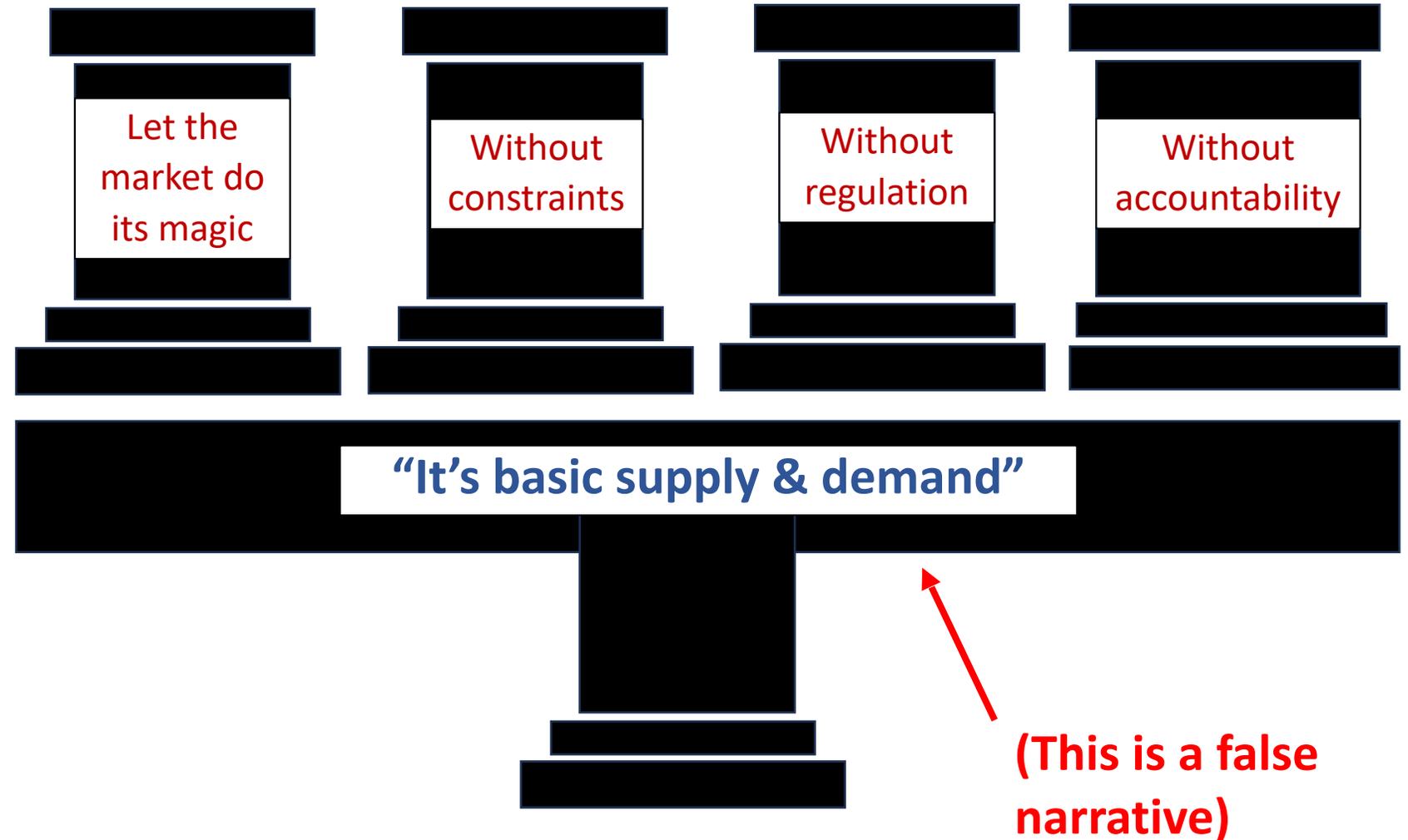
The already wealthy

Let's Look at the Pillars of the YIMBY Position

YIMBY

Is a political scheme that's been manufactured and molded and by developers, economic elites, and vested interests—all legalized by Legislators.

"Yes In My Backyard" – designed to extract wealth from land value and make housing a commodity



The Supply & Demand Model Is a Fantasy



The Supply & Demand Model, aka “trickle-down” housing, is snake oil and has been empirically proven not to work. There’s profit everywhere...with no “field of dreams” happy ending, except for investors.

The Market-Driven Formula

More housing
“build baby build”

**Built as cheaply
as possible**
“to maximize gain”

=

More profit

Even if vested interests have to sit on the vacant property while value appreciates, it's more profitable than renting below market rate

None of which Has Anything to Do with Affordable Housing

The YIMBY perspective pays lip-service to affordability but, in fact, is a legislatively-approved state, national, and global land grab with one mission: **profit maximization based on monopoly housing-unit ownership.**

**We've gone from "homes" to "housing units."
The #1 driver is maximizing profit for the 1%**

The Courage to Oppose

People who oppose YIMBY-backed housing legislation, are fair game for name calling and character assassinations....

- You're against progress
- You're not 'with it' and certainly not thinking ahead
- You just care about yourself
- You don't know anything about economic fundamentals
- You're a NIMBY, just looking out for your own self-interests
- "Nimbyism is destroying the state" (CA Gov. Newsom quote)

<https://www.sfchronicle.com/politics/article/newsom-housing-17188515.php>

Not in Her Backyard

Jun 8, 2022 | [Feature](#), [Housing](#), [Opinion](#)



The New York Times

Credit...Aaron Wojack for The New York Times

Why Is There a Push to Silence Opposition?

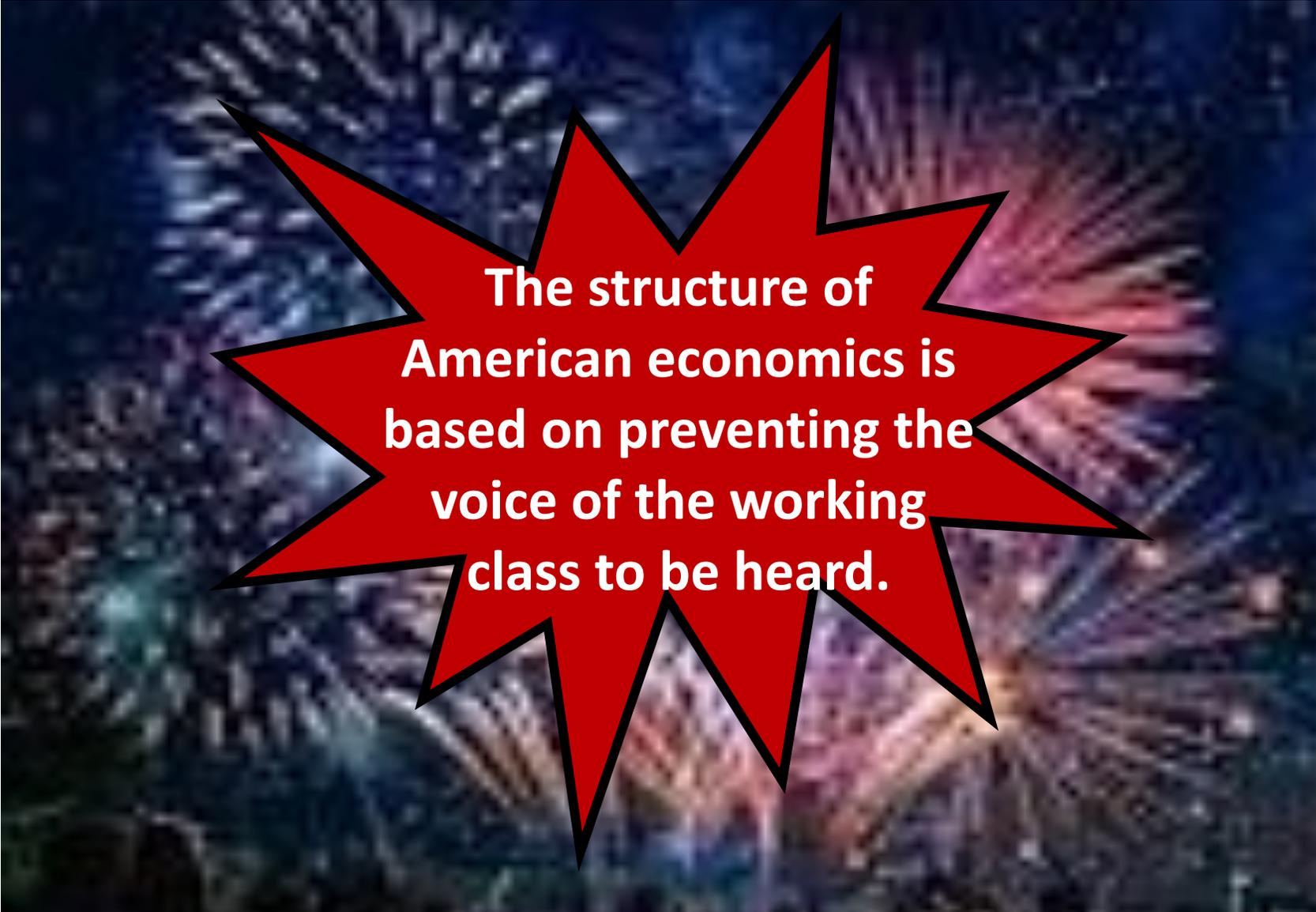
To discourage public discourse and shun any space for critical engagement...to obscure the realities of what's really going on.



- YIMBY is championing a false scarcity—**there is no housing shortage per say.** Vacancy rates abound.
- What we do have **is a shortage of housing that is socially equitable and affordably available to those who need it.**
- **There is no concerted effort** on the part of officials, elected representatives and the business community **to provide housing for the working class.**

The Harsh Reality

If we forfeit our voice and lose the option of single-family home ownership, we become a nation of renters; under the thumb of the gentry.



The structure of American economics is based on preventing the voice of the working class to be heard.

What Can We All Do to Bring about Change?

Self-Reflection

1. Ask yourself:
 - a) Does our present government work for me and those I care about?
 - b) Am I willing to take a stand for what I believe and value, even if it means getting ridiculed?
 - c) Am I willing to volunteer my time, energy and effort toward telling the truth about what is going on?

What Can Catalysts Do to Bring about Change?

In Community

1. Host a “Message for the Masses” house party. Catalysts will provide a template for conversation.
2. Attend City Council or Board of Supervisor meetings. Use public open time to describe your concern.
3. Use local social and print media to express your hopes and fears.

What Can We Do to Bring about Change?

County & Regionally

1. Run for your local political central committee.
2. Sign up for the agendas of your local council of Government (COG), attend, and speak out at their meetings
3. Attend meetings of Catalysts, Livable CA, United Neighbors-LA, SF, others

State

1. Meet your local Assemblymember and Senator.
2. Send letters and make calls to legislators in support or opposition to bills.
3. Organize for others to join you in your efforts.