



## Middle-Income Housing & Decarbonization

### *Tackling the issues and avoiding trade-offs*

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Build It Green is committed to enabling changemakers in California’s housing ecosystem to tackle our most daunting environmental and housing affordability challenges together, without sacrificing progress on one for the other.

Achieving building decarbonization aspirations is vital for both our state and our planet. Our state also has a well documented housing affordability challenge. This challenge hits all but the most advantaged Californians including middle-income Californians, those that make between 80 and 120 percent of area median income.

Decarbonizing our homes comes with costs. In our expensive housing market, decarbonizing homes and increasing the amount of homes that are accessible to those earning middle-incomes could become at odds.

<p><b>What are decarbonized homes?</b></p> <p>Defined simply, home decarbonization is the reduction of a home’s carbon footprint. This can occur in existing homes from actions ranging from adding insulation to swapping gas-burning appliances for electric ones. New homes can be built with decarbonization in mind using both tried and true strategies and innovative new processes and materials.</p>	<p><b>What’s the “middle-income challenge”?</b></p> <p>Our housing economy incentivizes two types of homes. Market-rate housing that typically is priced near the highest level the market will bear and affordable housing, typically for those that earn less than 60% of area median income, that is subsidized by government programs. Property owners and housing developers have little incentive to create and provide housing</p>
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	for those earning at, or close to, average incomes.
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The aim of the Middle Income Housing and Decarbonization initiative is to bring doers and thinkers together to identify how trade-offs between middle-income affordability and decarbonization can be avoided. The Initiative does this via tactics like events to bring leading change-makers together in dialogue, peer learning discussions open to a wide variety of players, and other activities as identified by partners engaged with the Initiative.

## Partners

The Middle Income Housing and Decarbonization Initiative has emerged from the insights and contributions of a number of partners including but not limited change-makers from:

- The Ancel Romero Management & Consulting Group
- East Bay Asian Local Development Corporation (former)
- City of Richmond (former)
- Council of Infill Builders
- City of Oakland (former)
- SERA Architects
- Planning and Conservation League
- Meta (former)
- NorCal Carpenters Union
- Turner Center
- SPUR
- Housing affordability advocates from Sacramento, Sonoma County, and elsewhere

## Media Contact

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## Resources

As Build It Green develops resources, [like a virtual event on September 27, 2023](#), we will share them here.

