

The Leading Voice for Housing in California  
**NOW** is the time to join CBIA



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# CBIA BOARD OF DIRECTORS

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**wnc**



California is in the middle of a painful lesson: you can't add people and jobs in large numbers, and then limit the amount of housing that is built without consequences. According to the McKinsey Global Institute, California added 544,000 households between the end of the Great Recession in 2009 and 2014, but have not been adding enough housing to keep pace. California is supposed to be building 180,000

units per year to meet demand, but we have not been able to do that since 2005. This means we have been building at a deficit for more than a decade and have now compiled a deficit of roughly 1.2 million units. It is clear this approach is not sustainable nor affordable for anyone.

There are multiple reasons for the shortage, but the high cost of building remains a significant factor. According to UC Berkeley's Terner Center on Housing Innovation, land prices in the US significantly increased between 2000 and 2016, especially in California coastal communities; material and labor costs continue to be high; development and impact fees in California in 2017 were nearly three times the national average; and regulatory requirements – whether at the state or local level – continue to contribute to long permitting and development timelines.

This is why it is critical for members of the homebuilding industry – the people that possess the 'boots on the ground' perspective of moving projects forward and getting homes built – to get involved with the California Building Industry Association. Many of these factors can be influenced or mitigated by policymakers at the state and local level – and the CBIA are extremely well-positioned to continue to advocate for policies that make housing more affordable and accessible.

In the past year, CBIA launched a successful pilot program to clearly analyze and then label proposed legislation as either a Housing Killer or a Housing Creator. The program was highly effective in deterring or outright defeating proposed legislation that posed a significant threat to housing affordability; and it also functioned as a 'stamp of approval' for proposals that could help expand housing accessibility. Additionally, for the first time ever, we held a comprehensive public briefing on 'pro formas' and fiscal analysis in homebuilding projects to demonstrate what costs vary and what costs are fixed so that policymakers and the media understood how and why a project may either stall or be completed.

Going forward into 2019, it will be critical to continue to raise our voices and clearly communicate why it is imperative to mitigate some of the factors that contribute to the high cost of building in California. With a new gubernatorial administration and incoming legislators, we have a valuable opportunity to promote policies that help rectify the chronic housing shortage so that the opportunity of owning a home can remain in reach for all California families. I look forward to what the new year has in store.

Sincerely,

Dave Sanson, CBIA Chair  
DeNova Homes



California's homebuilding industry is at a critical juncture: the state's chronic housing shortage isn't abating anytime soon and Governor Gavin Newsom, newly elected in 2018, has made bold claims about significantly spurring homebuilding to help ease the crisis.

We at the California Building Industry Association (CBIA) enter 2019 with great optimism that the state's new administration understands the ambitious steps that must be taken to address the severe supply and demand imbalance, and we stand ready and willing to help Governor Newsom achieve his stated goal of 3.5 million housing units by 2025. It is this type of bold, aspirational thinking that is going to help policymakers at multiple levels of government embrace constructive solutions to expedite building the housing needed to address this shortage.

In this effort, one of the critical paths we undertook in 2018 was to help educate members in the legislature and the media about the roadblocks that exist to putting shovels in the ground and the extraordinarily high cost of building both single family and multi-family unit projects in California. Last August, three of our members provided an in-depth briefing at the State Assembly Select Committee on Housing Affordability for Middle and Working Class Families to illustrate how fixed costs and variable costs could either stop a project cold or push the price point out of reach for middle-class home buyers. Their briefing was well received, and a number of legislative members applauded our decision to participate and show how hard and costly it can be to build in California.

As you are aware, California's housing market is a foundational pillar of the state's economic health and the ability to afford a home is often the cornerstone of many households' fiscal security. I am proud of our industry's continued efforts to work towards making homes more affordable and more accessible for as many Californians as possible. In the coming year, the CBIA board and its executive team will harness its expansive and collective expertise to fight to protect the American Dream of homeownership and support targeted efforts to ease the housing crisis. I am excited to be in this leadership role at CBIA at this critical moment in time and am hopeful for what we will achieve together in the coming year for all Californians.

Sincerely,

Dan Dunmoyer  
CBIA President/CEO

LETTER FROM THE CBIA PRESIDENT/CEO **DAN DUNMOYER**





## CBIA PARTNER BENEFITS

The California Building Industry Association (CBIA) is dedicated to providing strong leadership through advocacy, education and information. As the premier advocate for California's homebuilding industry, we remain focused on our number one priority: successfully promoting the homebuilding industry's interests in the State Capitol and in the Governor's Office, as well as before numerous state regulatory agencies.

Through your investment as a CBIA Partner you will gain valuable insight and help influence how the homebuilding industry engages policy makers in Sacramento, build new relationships to expand your network and stay current on critical news affecting your business.

Other benefits include access to:

- Expert regulatory staff
- Technical staff about code-related issues
- Legal experts that can serve as a resource in matters of land use, construction defect, prevailing wage law, risk management and environmental law
- The PCBC Homebuilding Tradeshow
- Exclusive CBIA networking events

**“Put bluntly, CBIA delivers. In the past few years, CBIA has decreased potential residential energy standards compliance costs by 70%, helped defeat onerous inclusionary housing requirements, and enforced sensible limits on CEQA analysis on building projects. These are huge wins for our industry and we have CBIA to thank for them.”**

**-Ray Panek, Senior Vice President, KB Home Bay Area**



## STRONG LEADERSHIP ON LEGISLATIVE ADVOCACY AND REGULATORY REFORM

The environment in the State Capitol is fast-paced and dynamic. From the churn of voter-imposed term limits that usher in new legislators on a regular basis, to thousands of legislative proposals being considered every year, to the explosion of advanced technologies that guide the way information is assembled and conveyed to policy makers, government action in Sacramento requires constant vigilance and engagement.

CBIA's Government Affairs team is experienced and possesses exceptional insight on how to guide the homebuilding and new construction industry through hundreds of legislative and regulatory issues annually. In light of the unprecedented housing crisis, CBIA has been specifically focused on either supporting proposals that will speed the addition of new housing units and working to block proposals that will exacerbate the crisis by either increasing costs or constraining supply. Below are some of the key policy opportunities and threats CBIA has worked on in the past year:

### **DEFEATING UNREASONABLE HOUSING LEGISLATION**

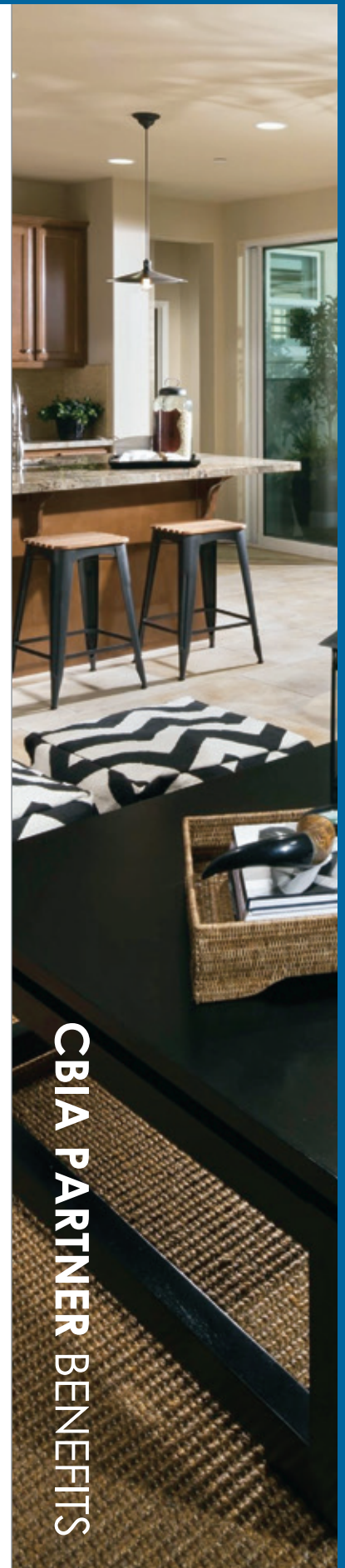
The housing industry must constantly be vigilant to beat back harmful legislative proposals that will do nothing more than push housing out of reach for many Californians. In the past two years, the following threats were defeated:

- Proposal to mandate prevailing wages on private residential housing construction
- Proposal to front-load the CEQA process on pro-housing local land use incentives
- Proposal to define 'de minimis' for purposes of public work projects, which could have sharply increased costs of some projects
- Proposal to require Vehicle Miles Traveled in Regional Transportation Plans
- Proposal that intended to create a statewide rooftop solar mandate without regard to cost-effectiveness

### **SUPPORTING HOUSING REFORMS THAT CAN INCREASE SUPPLY**

There are specific reform proposals that can be effective to help increase supply that CBIA has and will continue to actively support. These include:

- Doubled the expiration period of all building permits (AB 2913)
- CEQA reform (SB 1340 and SB 1341)
- Prohibiting penalties and liquidated damages against builders (AB 1565)
- Enhancing and strengthening the Housing Accountability Act (AB 3194)
- Addressing inadequacies with the Regional Housing Needs Assessment process to ensure local governments are building the market rate units they need (SB 828)
- Reducing impact fees (AB 3147)
- Creating a new form of local government financing for affordable housing





### **CBIA BUILDING PRODUCTS EFFICIENCY COUNCIL**

The CBIA Building Products Efficiency Council informs and educates CBIA Partners and CBIA Board Members on upcoming and potential changes to the California mandatory building standards. This is a very valuable resource given the multi-faceted and ever-evolving regulatory landscape.

Council meetings facilitate dialogue and an exchange of ideas that help CBIA Partners and CBIA Board Members stay informed on code-related issues and associated preparations that could have a serious impact on future development.

### **PCBC CONFERENCE AND TRADE SHOW**

For over 50 years, CBIA's annual tradeshow PCBC® has been the industry's epicenter for trends and innovation. Home to The Leader-to-Leader Forum, Gold Nugget Awards, CHF Hall of Fame, and a host of world-class educational forums and special events, no other event gathers the leading builders like PCBC.

**“The staff at CBIA knows exactly what is needed to keep our industry moving forward. Knowing that over regulation and ill-conceived public policy can wreak havoc on the housing market’s recovery; this team never takes their eyes off the ball and fights hard to keep housing affordable in California.”**

Layne Marceau, President Northern California Division, Shea Homes



### **CBIA PROFESSIONAL WOMEN IN BUILDING (PWB)**

The California Building Industry Association's Professional Women in Building (PWB) council is a strong and diverse network supporting industry members statewide. The CBIA PWB council strives to make a difference in the building industry through legislative awareness, encouraging personal and professional growth, promoting educational programs and opportunities, and fostering long-term relationships.

### **CALIFORNIA HOMEBUILDING FOUNDATION (CHF)**

The California Homebuilding Foundation (CHF) is a 501(c)3 non-profit organization supporting new building in California. Our mission is to ensure the continued success of the homebuilding industry through the development of its current and future workforce, funding pertinent research, and honoring exemplary industry leaders.

**PLEASE JOIN US** at all three 2019 CBIA Governance Meetings. As a CBIA Partner you will receive recognition and participate in key meetings that engage in CBIA policy objectives.

### **CBIA WINTER GOVERNANCE MEETINGS**

*February 26-27, 2019 – Sawyer Hotel, Sacramento*

CBIA's Winter Governance Meetings will serve as a forum to advance the organization's legislative policy, legal and political objectives for 2019.

The event includes committee meetings for Government Affairs, Legal Action, CBIA-PAC, California Homebuilding Foundation Trustees, DRE Council, Building Products Efficiency Council, General Counsel Roundtable and Board of Directors Meetings.

The Winter Governance Meeting will also include the **CBIA Policy Summit**, where featured speakers – including key elected officials and policy experts – will directly address the significant issues facing our industry.

Finally, the Winter Governance meeting also includes the **CBIA Legislative Advocacy Reception**, which honors elected state legislative representatives from all over California. Your attendance provides an opportunity to hear from our state's most dynamic political leaders and the leadership of our association.

### **CBIA SUMMER GOVERNANCE MEETINGS**

*May 30, 2019 – During PCBC, San Francisco*

In addition to Government Affairs Committee, CBIA Board of Directors, CBIA-PAC and Building Products Efficiency Council meetings, CBIA Board of Directors and CBIA Partners will enjoy access to the Annual Leadership Reception during the 2019 Summer Governance Meetings. Enjoy great appetizers, wine, beer, dessert and conversation with CBIA Board of Directors, CBIA Partners and CBIA Staff while attending PCBC.

### **CBIA FALL GOVERNANCE MEETINGS**

*October 15-17, 2019 – Location TBD*

The CBIA Fall Governance Meetings will focus on the conclusion of the 2019 legislative session as well as serving as a forum to set policy, legal and political objectives for 2020. The event includes Government Affairs Committee, Legal Action Committee, CBIA-PAC, Building Products Efficiency Council, General Counsel Roundtable, CHF Board of Trustees and CBIA Board of Directors meetings. These meetings will include special guests, such as key elected officials and policy insiders.





CBIA's Government Affairs team works daily to improve opportunities for all Californians to access safe, secure homes and enjoy the many benefits of homeownership.

The team enjoys collaborative relationships with members of the Legislature and key government agencies and focuses on ensuring policymakers understand the vital economic and social benefits of the homebuilding industry.

Another major component of our government affairs program is the efforts of the CBIA Political Action Committee (CBIA-PAC), which supports and helps elect pro-housing candidates to the California State Legislature and statewide offices.

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## GOVERNMENT AND REGULATORY AFFAIRS



**NICK CAMMAROTA** serves as Senior Vice President and General Counsel and oversees the Government and Regulatory Affairs of CBIA. Nick became General Counsel in 1999. His duties include conducting strategic litigation to benefit the industry and providing legal support for CBIA's legislative advocates. Nick is licensed to practice law in all California courts and the U.S. Supreme Court.

## LEGISLATIVE AFFAIRS



**MICHAEL GUNNING** is the Senior Vice President of Legislative Affairs. In his role as lead advocate for CBIA, Mr. Gunning represents the membership before the California State Legislature, the Governor's Office, and other state agencies to advocate for intelligent and constructive policies that bolster the homebuilding industry and increase homeownership opportunities. Mr. Gunning is a veteran of housing finance, insurance and community development policy in California. He has over two decades of experience working with the Legislature and currently serves as a gubernatorial appointee to the California Housing Financing Agency.

## POLITICAL AFFAIRS AND COMMUNICATIONS



**JOAQUIN PONS** is the Vice President of Political Affairs and Communications. Joaquin brings over a decade of policy and political experience in a variety of capacities. In this role, he is responsible for developing and leading CBIA's political strategy and external communications programs. Joaquin's political acumen and professional experience enables him to effectively connect with a variety of groups and organizations.



**MELANIE FIGUEROA** is the Political Affairs Manager, assisting in the direction of CBIA'S political objectives and the industry's political giving. Ms. Figueroa also executes the association's event and communications efforts. Her background as Legislative Director in the California State Assembly provides her with a great understanding and insight of the political and legislative process.

## CODE AND REGULATORY ISSUES



**ROBERT RAYMER** serves as Senior Engineer/Technical Director. One of the industry's foremost experts, Bob has been on board with CBIA since 1981. He represents California homebuilders at the local, state and national level on code-related issues such as energy efficiency, green building design, disabled accessibility, fire safety and indoor air quality. Bob is both a legislative and regulatory advocate.



**ANDREW KOSYDAR, PHD** serves as CBIA's Scientist and Legislative Advocate. Andrew's career spans academia, public policy, and the co-founding of Poli-Sight, a company that provides data-driven legislative analyses and insights. At CBIA, Andrew works on both legislation and regulations related to the environment, greenhouse gases, and the building code. He has previously served as a legislative consultant and as a Science Fellow in the California State Assembly with a focus on housing policy.

## MEETINGS AND CONVENTIONS



**LINDA BAYSARI** serves as Senior Vice President of Meetings and Conventions and oversees CBIA's annual tradeshow. PCBC delivers product trends, quality education and signature events like Leader-to-Leader Forum, National Buyers Circle and Gold Nugget Awards – all in an environment with unequalled opportunity for professional contact and new business development. Linda provides strategic leadership, financial accountability and oversees the marketing, programming and planning for the show.

## MEMBERSHIP AND BUSINESS DEVELOPMENT



**RICHARD HELTON** serves as CBIA's Director of Business Development and manages membership as well as the CBIA Partner Program; which under his leadership has significantly expanded to more than 80 CBIA Partner Members. With a wide breadth of experience in business development, Richard also brings a keen eye to sponsorship and advertising opportunities for CBIA, and ably serves as the state membership liaison to NAHB and all CBIA Local Affiliates.



**We are very pleased to share that NAHB honored the CBIA Partner Program with their “Association Excellence Award” as the “Best Membership Program” in the country!**

The CBIA Partner program was developed to address the needs of our members desiring a more proactive involvement on a state level. Each member company listed here has invested as a CBIA Partner and receives valuable state level benefits and recognition for their support.

**Richard Helton**, *CBIA Director of Business Development*

## CBIA PARTNERS



“No one knows the building code or the regulatory environment better than CBIA. They consistently work with regulators, draw a line in the sand when needed, and are constantly advocating for our interests. There’s no one else we would trust to represent our industry with the State of California.”

John Norman, Vice President, Brookfield Residential

## CBIA PARTNERS



**CBIA LAW FIRM PARTNERS** also hold a seat on the CBIA Legal Action Committee



“As a voice in the homebuilding industry, the CBIA is extremely diligent in being a strong advocate for making homeownership an affordable reality. Members work closely and effectively to create practical solutions to complicated issues with a goal of continuing to support economic growth in California.”

Jeff Roos, Regional President, Lennar Homes

# CBIA PARTNER BENEFITS

Your support as a CBIA Partner is an effective way to strengthen your business, build new relationships, influence California's legislative and regulatory environment and stay on top of critical news. In addition, you will enjoy the following State level benefits for your support – **(Valued at over \$6,000!)**

## CBIA BUILDING PRODUCTS EFFICIENCY COUNCIL

- **NAHB "Association Excellence Award" as "Best Council Development Program" in the Country!**
- The Council educates CBIA Partners and Board of Directors on upcoming and potential changes to the California mandatory building standards
- Council meetings facilitate dialogue and an exchange of ideas that help CBIA Partners and Board of Directors stay informed on code-related issues and associated preparations for the future

## MARKETING

- Recognition in all CBIA Partner marketing materials and banner signage at all CBIA Governance Meeting
- CBIA Partners are highlighted in the CBIA Report Newsletter that goes to all CBIA members statewide!

## BUSINESS DEVELOPMENT

- Invitations to attend CBIA networking and private events with elected officials and policy makers
- Invitations to attend CBIA Governance and committee meetings held three times a year

## CBIA PARTNER DIRECTORY (FULL YEAR LISTING)

- **NAHB "Association Excellence Award" as "Best Publication" in the Country!**
- Full Page in the CBIA Partner Directory (**Value \$2,400**)
- Listing on all related Industry Category pages (**Value \$1,200**)
- Great advertising and marketing tool for your company
- Includes everything from contact information, company description, video, logo and social media links
- Outstanding resource for all CBIA website visitors



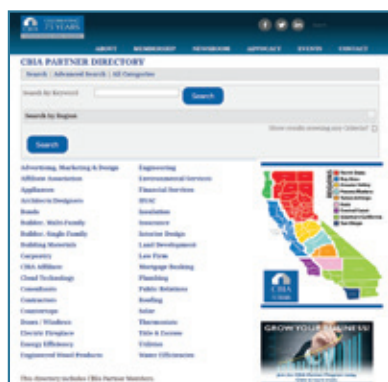
## INFORMATION

- Priority access to CBIA staff expertise in legislative and regulatory issues
- Priority access to CBIA Weekly Reports, News Summary, Industry Alerts, legislative updates and member-only content on-line

## CIRB PERMIT STATISTICS REPORT

- One CIRB\* Annual Building Permit Summary (**Value up to \$300**)

\* Construction Industry Research Board



# CBIA PARTNER BENEFITS



## CREDIBILITY

- Increase your industry credibility by using CBIA Partner Logo on your website and marketing along with those of your local building industry association.

## LAW FIRMS ONLY

- Seat on the CBIA Legal Action Committee
- One conference registration at the annual Select Conference on Industry Litigation (SCIL) includes all conference materials and continental breakfast *(Value \$475)*

## PROFESSIONAL WOMEN IN BUILDING (PWB)

- One Free Ticket to the Annual CBIA PWB Brunch on at PCBC, featuring keynote speaker, Cara Brookins *(Value \$45)*
- Logo recognition on the CBIA PWB webpage (located at [www.cbia.org](http://www.cbia.org))

## PCBC HOMEBUILDING TRADESHOW

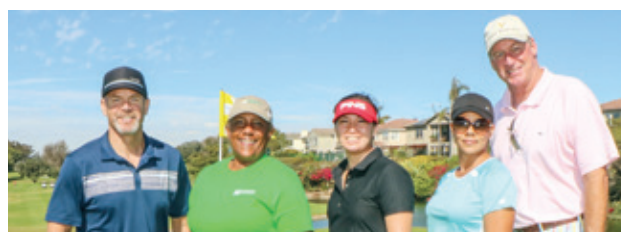
- One PCBC Passport including access to PCBC educational programs, PCBC exhibits floor and general session keynotes. *(Value \$895)*
- One PCBC exhibits floor pass, including two-day access to the exhibit hall and general session keynotes *(Value \$95)*

## INFLUENCE

- Eligible to serve on the CBIA Government Affairs Committee
- Eligible to be one of (5) Partners to serve on the CBIA Board of Directors

## NETWORKING

- One ticket to the California Homebuilding Foundation (CHF) annual Hall of Fame Gala *(Value \$350)*
- One play spot at the annual California Homebuilding Foundation (CHF) Golf Tournament *(Value up to \$250. Available on first come, first serve basis.)*



## CONTACT US

For more information on the California Building Industry Association Partner Program, please contact Richard Helton at (916) 340-3313, or [rhelton@CBIA.org](mailto:rhelton@CBIA.org) or visit [www.cbia.org](http://www.cbia.org).

## NAHB ASSOCIATION EXCELLENCE AWARDS

These CBIA Partner related programs have received national recognition as best in the country.

- “Best Membership Program” ..... CBIA Partner Program
- “Best Council” ..... CBIA Building Products Efficiency Council
- “Best Publication” ..... CBIA Partner Directory

We are honored that these CBIA Partner Programs are so highly recognized, but more importantly, that they are benefiting our CBIA Partner Members!

# THE LEADING VOICE FOR HOUSING IN CALIFORNIA



# CBIA

CALIFORNIA BUILDING INDUSTRY ASSOCIATION



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