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PRESS RELEASE

FOR IMMEDIATE RELEASE

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DATE: April 5, 2022

SAN FERNANDO TO CO-SPONSOR THE HOUSING CRISIS AWARENESS CAMPAIGN

SAN FERNANDO, CA – The City of San Fernando approved a partnership with the Valley Economic Alliance (VEA) to co-sponsor Housing Crisis Awareness Campaign and inform the community of the benefits of having affordable housing in the San Fernando Valley.

The City will support the campaign by sharing social media messaging and installing street banners along major transportation corridors to strengthen the reach of the campaign in San Fernando, and demonstrate the City's leadership in addressing the need for housing. The VEA's committee for Livable and Sustainable Communities organized and launched a "Housing Crisis Awareness Campaign" in 2021. The purpose of the campaign is to raise awareness of housing shortage and the needs for more affordable housing in San Fernando Valley area. The campaign promotes the following seven reasons to support more housing:

1. Housing Creates Healthier Communities.
2. Housing Can Increase Property Values.
3. Housing Creates a Better Start for Kids.
4. Housing Creates Jobs.
5. Housing Reduces Traffic Congestion and Creates a Cleaner Environment.
6. Housing Creates More Equitable Neighborhoods.
7. Housing Keeps Teachers and Public Safety Officers Close to Our Neighborhoods.

This campaign supports one of the goals of the State Department of Housing and Community Development (HCD), and the City's Housing Element for promoting awareness on the need for more affordable housing units in the City. The San Fernando City Council approved co-sponsorship for this campaign during the March 21, 2022 City Council meeting.

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PRESS RELEASE

San Fernando to Co-Sponsor the Housing Crisis Awareness Campaign

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The VEA is a non-profit, strategic private-public organization consisting of businesses, government, education, and community organizations in the San Fernando Valley. Since its establishment in 1995, the VEA has worked to advance its mission through four initiative areas: Economic Development, Education and Workforce Development, Livable and Sustainable Communities, and Marketing the Valley. The City of San Fernando is one of five member cities (Burbank, Calabasas, Glendale, Los Angeles, and San Fernando) of the VEA.

Visit the VEA's website for more information related to this campaign:
<https://thevalley.net/Housing/>

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