

BENEFITS FOR WORKERS

Increased Free Time

When workers aren't spending hours in traffic each day, they gain time they can spend with family, friends and in pursuit of their personal goals and happiness outside of work.

Participation in Local Life

Marin is a great place to live, with vibrant community and beautiful open spaces. Our workers deserve to be a part of our local community.

Financial Savings

Commuting is expensive. Those bridge tolls and trips to the gas station add up, and take money out of the pockets of low and moderate income workers. When workers live where they work, they can use those savings to support local businesses, or to achieve their personal financial goals.



HOW YOU CAN HELP

Attend public meetings to share your stories.

Be informed and share with your family and community.

Visit the San Rafael Chamber's "Call Marin Home" Facebook page to learn more.

 facebook.com/CallMarinHomeSRLI

San Rafael Chamber of Commerce
San Rafael Leadership Institute

Call Marin Home is an educational project created by the San Rafael Leadership Institute Class of 2023, a program of the San Rafael Chamber of Commerce.

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Building stronger communities and economy in Marin through Workforce Housing Solutions



**SAN RAFAEL
CHAMBER**

WHAT IS WORKFORCE HOUSING?

Workforce housing is an economic development strategy with the goal of providing safe, decent and affordable housing options for workers who play an essential role in the local economy, such as teachers, police officers, firefighters, nurses and service workers.

Workers across a wide range of business sectors are being priced out of the Marin housing market. This creates an affordability gap, forcing much of our workforce to live elsewhere and commute for hours every day to reach their employer*.

Lack of workforce housing creates community-wide impact by making workforce gaps worse, increasing traffic congestion, adding greater greenhouse gas emissions, and contributing to growing inequities. These are costly to our people, our economy, and the things that keep us connected as our social fabric.

When our workers live locally, it improves their quality of life and benefits local industries, economy and community! Our community is stronger, safer, more vibrant, and more equitable when our local workforce can “Call Marin Home”.

BENEFITS FOR EMPLOYERS

Attracting and Retaining Workers

When there is an adequate supply of affordable housing for the workforce, it can help to attract and retain workers. This can be particularly important for industries that rely heavily on low to moderate income workers such as hospitality, healthcare and retail.

Future Investment in Workers

With Marin’s population aging and development being pushed outside the County, employers are worried about their future workforce and how the inflated cost of housing will impact their business. The development of workforce housing ensures that Marin is home to people in all stages of life and career, and who are invested in their place of employment.



BENEFITS FOR LOCAL ECONOMY AND COMMUNITY

Reduced Traffic and Emissions

Local workers drive shorter distances to work, or can walk, bike, or take public transportation. Fewer daily commuters reduces traffic congestion as well as fuel emissions and is better for our environment.

Support for Local Businesses

When workers live near their jobs they are more likely to shop and eat locally, which supports local businesses and stimulates economic growth.

Increased Tax Revenues

The development of ample workforce housing increases property tax revenues, and local workers spending their money in Marin increases sales tax revenues. These tax streams are used to fund local services and infrastructure projects, making our community stronger.

Improved Services

When we have sufficient local workers, the quality of life for all of us improves, with decreased wait times and increased access to essential services such as health care, child care and in-home services for seniors.