

*When housing and skilled labor work together, **California thrives.***

WHO WE ARE

Attainable housing cannot grow without the skilled tradespeople who build it.

We are working at the intersection of housing and skilled workforce development. We educate policymakers on a simple, evidence-based truth: **housing supply and the skilled trades that build it depend on one another.**



100K+

ADDITIONAL HOMES
NEEDED EACH YEAR ¹

SCARCITY OF BUILDING

California builds **fewer than 80,000** of the roughly 180,000 homes it needs each year.

1M+

homes short across the state, a deficit built up over decades. ²

LACK OF SKILLED LABOR

62% of California firms can't fill the skilled craft roles they need to build. ³



CAN'T HIRE



HOW WE BRIDGE THE GAP



Data & Policy

Evidence that helps policymakers make housing approvals faster, more predictable, and less costly.



Builder & Construction Voices

The people who build California's housing, brought into the conversation.



Workforce Pipeline

Partners and programs that recruit, train, and grow the skilled trades.

Sources: ¹ California Department of Housing & Community Development (homes needed and built). ² Public Policy Institute of California, 2026 (statewide shortage). ³ Associated General Contractors of California, 2025 Construction Outlook survey (craft hiring). ⁴ National Center for Construction Education & Research (U.S. construction workforce projected to 2031).

Contact us

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Learn more
SCAN TO CONNECT

