

# Rose Hill Coalition

## Rose Paper: YIMBY

### Opposition to Nomination CPN22-LE-001

Proponents of YIMBY (Yes In My Back Yard) have been vocal supporters of the Rose Hill Plaza nomination. They have showed up at all civic association, community engagement, and planning commission meetings. At each successive level they strategically make their presence known and portray themselves as local residents. The only difference are their costumes: humble resident with "the facts", advocate with a handmade sign, or polished speaker on video.

Takeaway #1: YIMBY stands for "Yes In My Back Yard." It's a clever twist on NIMBY or "Not In My Back Yard." NIMBYs have a controversial reputation for fighting new development in their communities. YIMBYs try to capitalize on that by using a moniker that sounds inclusive and appealing. Don't be fooled.

Takeaway #2: In California, in 2017, YIMBYs started getting tons of press coverage. The Guardian described them as "angry millennials" who were fed up with the housing affordability crisis. But, they were solely concerned about themselves and their predicament — not lower-income people. Always remember that.

Source: Housing Is A Human Right, <https://www.housingisahumanright.org/what-is-a-yimby-hint-its-not-good/>

Gunnell Estates HOA expresses concern of YIMBY (Yes In My Back Yard) and requests the BOS to review feedback from all residents of the Franconia District.

This is to share with you concerns, from residents of the Gunnell Estates community, that paid outside groups who do not reside, work, or otherwise have a stake in the Franconia District, are masquerading as residents and trying to influence the Board of Supervisors' decision (as "residents") on Item CPN22-LE-01: Redevelopment of the Rose Hill Shopping Center.

In particular, Gunnell Estates residents have expressed alarm over the activities of YIMBY (Yes In My Back Yard). YIMBY, from what can be learned from available sources, is a national organization that lobbies local governments in return for funding from developers.

YIMBY's modus operandi appears to be to parachute into community meetings, pose as residents of the community, and express support and viewpoints that are advantageous to developers. Their supporting statements are sometimes inane and poorly connected to facts. But residents fear that this tactic's purpose is to create a false impression of stronger support for the developers by residents of the community.

Gunnell Estates residents are not uniformly for or against Item CPN22-LE-01. Some support aspects of the proposal, while others do not. That said, all residents, regardless of their stance on the proposal, oppose a potential corruption of the process by paid, outside groups like YIMBY.

We strongly urge the Board of Supervisors to accept the feedback and will of the residents of the Franconia District first and foremost. These residents are earnestly engaging in the County's process in good faith.

If the County accepts feedback from members of paid, outside groups like YIMBY, we request for it to be categorized as exactly that: paid advocacy on behalf of the developer. It should not be confused for feedback from Franconia District residents.

Thank you very much for your attention to this matter.

Source: Gunnell Estates Homeowners Association, 3/23/2023, Email to Planning Commission, Dept of Planning and Development, Franconia District Supervisor (Fwd to Rose Hill Coalition)