

October 26th, 2020

Matt Mahood
Silicon Valley Organization
101 W. Santa Clara
San Jose, CA 95113

Neil Collins
Santa Clara County Association of Realtors
SVO PAC Chair
1651 N. First
San Jose, CA 95112

Joshua Howard
California Apartment Association, Tri-County Division
1530 The Alameda, #100
San Jose, CA 95126

Dear Matt, Neil, and Joshua,

The community leaders below are writing to express our collective disgust at California Apartment Association, California Association of Realtors, and the Silicon Valley Organization Political Action Committee's recent political mailer in San Jose regarding gentle density housing. Your blatantly deceptive mailer fans the flames of anti-density rhetoric, fear of lower income families, and hinders our collective ability to advance sensible, much-needed housing and climate solutions.

This letter is not intended to be a comprehensive description of why the SVO/CAA/CAR mailer is unacceptable. Instead, we ask that the organizations that funded this mailer, their boards, leadership, and those affiliated, retract this mailer, issue a public apology, and make a public statement acknowledging the history of housing policy, zoning, and racism.

Using your positional power to perpetuate fear of poor people only serves to further systemic and structural racism. It is shameful and dismissive of the fundamental issues of our community. And we are confident you already know this.

We are choosing not to take the time to educate you on the multitude of reasons why this mailer perpetuates dangerous mythology on racism and classism. Instead, we refer you to the CEO of SVO, Matt Mahood's, LinkedIn post from three weeks ago recommending *The Color of Law* by Richard Rothstein as well as a June 2020 interview published by [Palo Alto Online](#) where Rothstein cites zoning as a modern day segregation policy.

This mailer clearly demonstrates that you are not the leaders for this time and further diminishes any credibility your organizations have in the housing policy arena. The publication of this mailer shows that you do not deserve a seat at any table that determines the future of Silicon Valley, a valley that embraces solutions for the future for all who live here.

Sincerely,

Andre Chapman, Unity Care
Andrea Urton, Home First
Anjee Helstrup-Alvarez, MACLA
Camille Llanes-Fontanilla, SOMOS Mayfair
Cayce Hill
Chris Wilder, Valley Medical Center Foundation
Darcie Green
Derecka Mehrens, Working Partnerships
Dolores Alvarado, Community Health Partnership
Dorsey Moore
Erin O'Brien, Community Solutions
Eva Terrazas
Heather Cleary, Peninsula Family Service
Jen Loving, Destination: Home
Joel John Roberts
Josh Selo, West Valley Community Services
Kathy Cordova
Kevin Zwick
Leif Erickson
Louis Chicoine, Abode Services
Maritza Maldonado, Amigos de Guadalupe
Michele Mashburn, San Jose Peace and Justice Center
Milan Balinton, African American Community Services Agency
Mindy Berkowitz, Jewish Family Services of Silicon Valley
Naomi Nakano-Matsumoto
Pete Settlemyer, City Year
Poncho Guevara, Sacred Heart Community Service
Quency Phillips
Ray Montgomery, People Acting in Community Together
Rev. Jeff Moore, President, SJ/SV NAACP
Reymundo Espinoza, Gardner Family Services
Rhonda Berry, Our City Forest
Richard Konda, Asian Law Alliance
Salvador Bustamante, Latinos United for a New America
Shelley Swan, Carry the Vision
Sheri Burns, Silicon Valley Independent Living Center
Shiloh Ballard, Silicon Valley Bicycle Coalition

Sparky Harlan, Bill Wilson Center
Tamara Alvarado
Walter Wilson
William Armaline, PhD, San Jose State University
Yvonne Maxwell, Ujima

cc: SVO PAC board members/SVO board of directors