



STRATEGIC FRAMEWORK FOR ACTION

Approved by BIA San Diego Board of Directors | Spring 2026

MISSION

The Building Industry Association of San Diego (BIA) advances policies and partnerships that expand the region's housing supply. Through disciplined advocacy, strategic collaboration, and political engagement, we strengthen the homebuilding industry's ability to deliver a full spectrum of housing options, sustaining economic vitality for today and future generations.

To successfully increase housing production, we must listen, welcome new ideas and lead with clarity and data. This summary outlines a Framework for Action organized around four interconnected cornerstones of housing production:

COALITION TO BUILD

Building public mandate through positioning and influence

NEED TO BUILD

Establish the economic case and own the data

RIGHT TO BUILD

Shape planning policy and secure entitlement certainty

COST TO BUILD

Protect project feasibility through fee discipline and process reform

These drivers work together: data builds credibility, policy expands legal capacity, cost discipline sustains feasibility, and political will turns strategy into results.

This Framework for Action establishes clear goals and priorities for the next 12–24 months. It positions BIA as the region's leading voice on housing and focuses our efforts on delivering measurable, durable increases in supply.

To support this work, the Board is developing proactive policy solutions and strengthening its governance structure for legislative matters by activating the Public Policy Committee.

Under this structure, all legislative committees — including Urban Council, County Council, North County Council, South County Council, and other ad hoc committees as needed — will bring forward policy recommendations for coordinated review and action.