

# Social Housing:

*How Does it Differ from  
Affordable Housing, and  
What is its Relevance in California?*

## Panelists :

Richard Marcantonio, Public Advocates

Keith Brower Brown, Social Housing & Steering Committee, East Bay DSA;  
Geography Ph.D. Student, U.C. Berkeley

Joel Rubenzahl, Executive Director Emeritus, Community Economics, Inc.

Natalie Bonnewit, Principal, Bonnewit Development Services

Nick Williams, Assistant Asset Manager, San Francisco Community Land Trust



# Winning Social Housing in “Red” Vienna

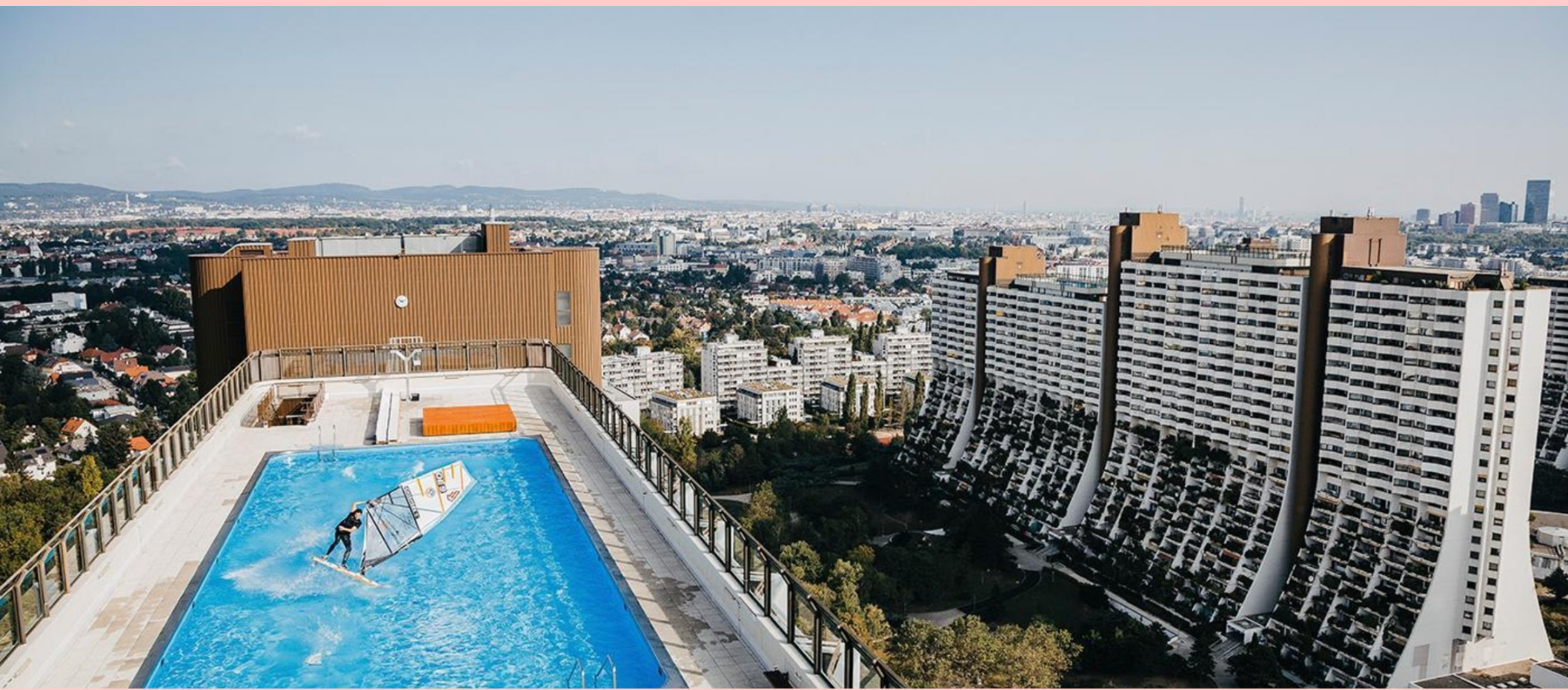
Keith Brower Brown

UC Berkeley, Geography Ph.D. Student  
East Bay DSA, Steering Committee &  
Social Housing Committee

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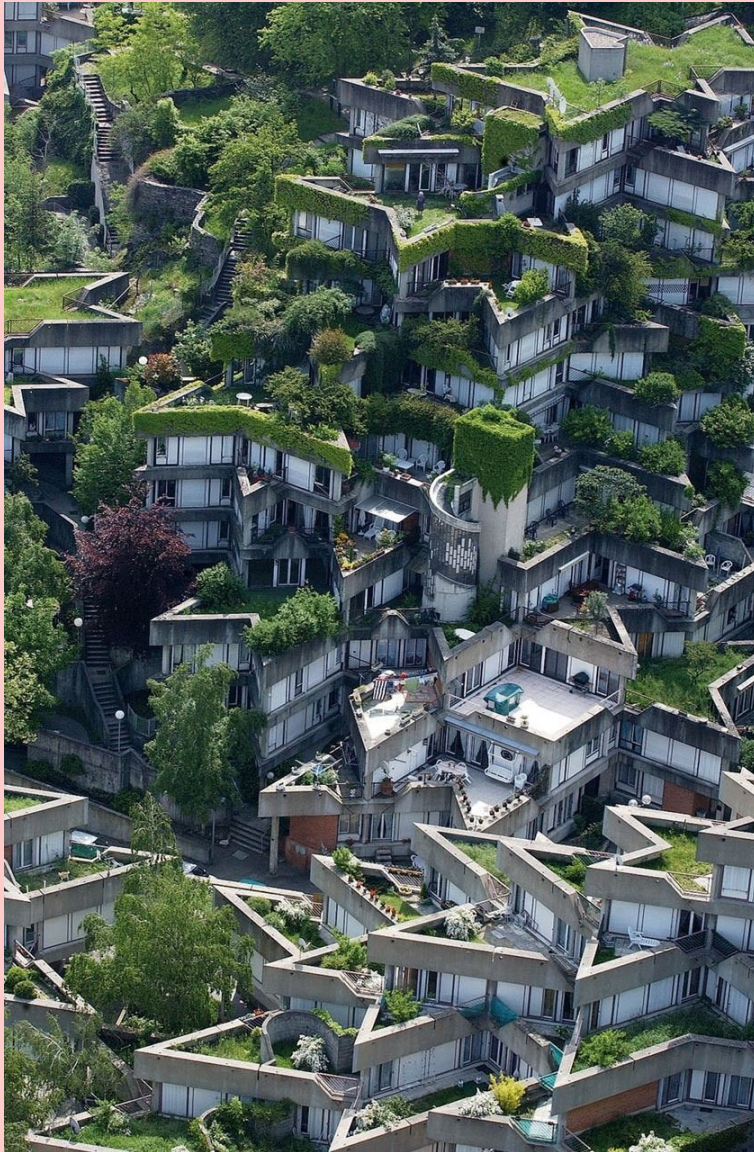


# *HONG KONG*





*CANADA*



*FRANCE*



*JAMAICA*



*CHILE*



# *BRAZIL*





*USA*





# *VIENNA, AUSTRIA*



**Karl-Marx-Hof, built 1930 (1,382 units)**

# *Vienna's Housing Crisis*



At end of WWI, tens of thousands of Viennese in outdoor camps.



# *The Movement That Won Red Vienna (1)*



As Vienna industrializes in late 1800s, workers organize.

## *The Movement That Won Red Vienna (2)*



Flag of the Czech/Austrian workers' solidarity group.



# *The Movement Wins Power!*



**Social-Democratic Party wins Vienna election and power to tax, 1919**

# *The Housing Red Vienna Built*

**From 1919-1934:**  
Over **80,000** units  
of public housing

**Red dots:**  
New public  
housing buildings

**Green dots:**  
Homeless camps  
legalized & supported









# *Luxury Taxes for the Public Good*

“Luxury taxes:  
That's why you vote  
Social-Democratic”  
- Campaign poster



# *The End of Red Vienna?*



Austrian fascists seize power in 1934.



# *The Legacy Lives!*

After the war, Vienna kept building public housing.

Today **60%** of Vienna lives in housing built, owned, or operated by the municipal government.

Also due to strong rent control, median rents are much lower than comparable EU cities.





# *Why Did Red Vienna Work?*



1. Working people built a mass organization over decades of sustained struggle, committed to universal public programs.
2. With mass action in workplaces, in neighborhoods, and in elections, they held leverage in the economy and won state power.
3. Once they had state power, the movement used it to build beautiful public housing open to all, based off taxing the wealthy.