Purpose and Mission Statement
Alliance for a Just, Sustainable and Equitable Recovery

In the wake of the firestorm, approximately 6,500 structures, including more than 4,000 homes in Sonoma County alone were either destroyed or damaged. While many of us are working to ensure our members and our community has what they need in the immediate crisis, we know that others are already seeking to capitalize on this moment to lower or eviscerate labor and environmental standards and to dismantle business regulation and the planning and permit process.

We seek to bring together labor, environmental, faith and community organizations that represent working people in the region to develop policy and to advocate and organize for an equitable, just, and sustainable recovery and rebuilding.

Across race, income, immigration status and geography the Tubbs fire revealed inequities and injustices that existed long before for the fire began and must be addressed by the state, the County of Sonoma, and the City of Santa Rosa.

Our Mission:

To ensure that the structural issues of inequality, the climate crisis, and racial and environmental justice are central to the recovery and rebuilding process.

Our Vision:

1) Develop a common agenda and independent progressive alliance of labor, faith, environmental, community organizations for an immediate and long-term, equitable, just, and sustainable recovery;

2) Present a common agenda focused on five major areas: Good Jobs, Affordable Housing, Sustainable Energy and Green Construction, and Community Engagement/democratic planning;

3) Utilize a strategy that includes working with state and local government and participating in larger coalitions while simultaneously organizing and mobilizing the working class and moderate income communities for a just recovery and rebuilding;

Our Guiding Principles:

• A true just, sustainable and equitable recovery addresses root causes;

• The most impacted community must have a meaningful voice at the table of all decisions made;
• All recovery and rebuilding processes should be transparent, inclusive, and create economic opportunity for low-income communities and eliminate environmental disparities across communities;

• A strong coalition combines our strengths as independent organizations, groups, places of worship, and labor unions to touch on the major areas of recovery and rebuilding.

For more information contact us at northbaywj@gmail.com