National Launch of NLIHC’s HoUSed Campaign for Long-Term Housing Solutions

March 23, 2021
Agenda

Welcome & Introduction to the HoUSed Campaign for Universal, Stable, & Affordable Housing
• Diane Yentel, NLIHC

Special Guests
• HFSC Chair Maxine Waters (D-CA)
• Mindy Woods, Resident Action Project

The HoUSed Policy Agenda
• Universal Rental Assistance
  • Will Fischer, CBPP
• Preserve & Increase the Supply of Rental Homes
  • Seth Embry, PHADA
  • Donald Whitehead, National Coalition for the Homeless
• Permanent Emergency Rental Assistance
  • Nan Roman, NAEH

• Special Guests
  • Representative Ritchie Torres (D-NY)

The HoUSed Policy Agenda
• Strengthened & Enforced Renter Protections
  • Dianne Enriquez, CPD

Mobilizing in Key States
• David Zisser, Housing California
• Bambie Hayes-Brown, Georgia ACT
• Lauren Frederick, WV Coalition to End Homelessness

Immediate Legislative Opportunities to Advance the Campaign’s Policy Priorities
• Sarah Saadian, NLIHC

Communication Strategies to Amplify the Campaign
• Jen Butler, NLIHC

What’s Next: Campaign for Long-Term Solutions
Welcome & Introduction to the HoUSEd Campaign for Universal, Stable, & Affordable Housing

Diane Yentel
President & CEO
National Low Income Housing Coalition

dyentel@nlihc.org
Special Guests

Representative Maxine Waters
43rd District of California
Chair, House Financial Services Committee
US House of Representatives
Special Guests

Mindy Woods
Steering committee member, Resident Action Project and board member, NLIHC
The HoUSed Policy Agenda: Universal Rental Assistance

Will Fischer
Senior Director for Housing Policy & Research
Interim Program Area Lead, Housing Center for Budget and Policy Priorities
fischer@cbpp.org
The HoUSed Policy Agenda: Preserve & Increase the Supply of Rental Homes

Seth Embry
Policy Analyst
Public Housing Authorities Directors Association
sembry@phada.org
The HoUSed Policy Agenda: Preserve & Increase the Supply of Rental Homes

Donald Whitehead
Executive Director
National Coalition for the Homeless

dwhitehead@nationalhomeless.org
The HoUSed Policy Agenda: Permanent Emergency Rental Assistance

Nan Roman
President & CEO
National Alliance to End Homelessness

nroman@naeh.org
Special Guests

Representative Ritchie Torres
15th District of New York
US House of Representatives
The HoUSed Policy Agenda: Strengthened & Enforced Renter Protections

Dianne Enriquez
Opportunity Campaign Director
Center for Popular Democracy

denriquez@populardemocracy.org
Mobilizing in Key States

David Zisser
Associate Director
Housing California
dzisser@housingca.org
Advancing hoUSed + California’s Roadmap Home

Housing California is one of the state’s largest non-profit housing and homelessness advocacy organizations – dedicated to improving life within our golden state.

Housing CA opens minds and organizes people most impacted by housing injustice and their allies to effectively advance equitable solutions grounded in social and economic policy research.
Vision

The Roadmap Home demonstrates how, over the next 10 years, we can create a California with homes, health, and prosperity for all in thriving, sustainable communities.
Goals

1. CREATE AFFORDABLE HOMES
   Create 1.2 million new affordable homes for low-income Californians, including for those experiencing homelessness.

2. PROTECT LOW-INCOME RENTERS
   Protect 1 million low-income renter households from losing their homes, including more than 300,000 who face eviction each year.

3. END HOMELESSNESS
   End homelessness for more than 150,000 Californians who are unhoused every night and over 400,000 who are unhoused throughout the year.

4. ENSURE RACIAL EQUITY
   Close racial equity gaps in housing and homelessness that have been the result of decades of racist housing policies.
How we get there

California needs a framework to embrace systems reform and structural change for equitable solutions.

INVEST IN OUR VALUES: Scale resources for those most in need.

PROMOTE FAIRNESS: Restructure tax and finance systems to promote equity and meet the scale of the need.

REIMAGINE GROWTH: Make it easier and cheaper to develop affordable homes in all communities.

PROTECT PEOPLE: Ensure that renters have equitable access to housing and can stay in their homes.

CREATE EFFICIENCY AND ACCOUNTABILITY: Ensure that taxpayer dollars are spent wisely and equitably.

roadmaphome2030.org
Help nearly 50,000 low- and moderate-income Californians purchase homes.

Protect approximately 145,000 affordable homes from entering the speculative market.

Create more than 500,000 market-rate homes.

Help 8 million Californians each year access and stay in affordable homes.

Generate $48 billion in wages and business income and $14 billion in state and local taxes, and support 613,000 jobs annually.
Policy Advisory Committee

Alan Greenlee | Southern California Association of Nonprofit Housing
Amie Fishman | Nonprofit Housing Association of Northern California
Anya Lawler | Western Center on Law and Poverty
Ben Metcalf | Terner Center for Housing Innovation (UC Berkeley)
Bill Pickel | Brilliant Corners
Brian Augusta | California Rural Legal Aid Foundation
Carolyn Coleman | League of California Cities
Chris Hoene | California Budget & Policy Center
Chris Ko | United Way of Greater LA
Christina Livingston | ACCE
Cynthia Nagendra | UCSF Benioff Homelessness and Housing Initiative
Doug Shoemaker | Mercy Housing California
Francisco Duenas | Housing NOW!
Janice Jensen | Habitat for Humanity
Jen Loving | Destination Home
Jennifer Martinez | PICO California

Justine Marcus | Enterprise Community Partners
Karthick Ramakrishnan | Center for Social Innovation (UC Riverside)
Maria Wiant | California Housing Consortium
Meghan Rose | Leading Age California
Micah Weinberg | California Forward
Monique King-Viehland | Urban Institute
Nan Roman | National Alliance to End Homelessness
Navneet Grewal | Disability Rights California (DRC)
Pablo Bravo | Dignity Health
Rob Wiener | California Coalition for Rural Housing
Sam Tepperman-Gelfant | Public Advocates
Sharon Rapport | Corporation for Supportive Housing (CSH)
Steve Russell | San Diego Housing Federation
Tom Collishaw | Self-Help Enterprises
Tomiquia Moss | All Home
Verna Ekpeduma | Residents United Network (RUN)
Willie Stevens | Residents United Network (RUN)
Zella Knight | Residents United Network (RUN)

Race Forward provided critical assistance in training and facilitation of a Racial Equity Task Force that included several members of the Policy Advisory Committee and staff members of the lead organizations.
Federal Sidebar: Make HCVs an entitlement
Federal Sidebar: Expand LIHTC and HUD programs
Goal: Create 1.2 million affordable homes
Goal: Protect 1 million low-income renter households
Framework Area + Policy Solutions: Protect People, rent cap, etc.
Federal Sidebar: Emergency rental assistance

• Universal rental assistance
• Increased affordable housing supply
• Expanded renter protections
• Emergency rental assistance
Strategies

Change the narrative
● Race-class social science framing and narrative to make the case
● Owned and earned media – Roadmap + Housing CA

Build Power
● Build Roadmap + Housing CA lists to grow our base
● Strengthen power, infrastructure, and impact of RUN to center people with lived expertise
● Cultivate, connect, and activate multi-sector and multi-level partnerships
● Explore federal priorities at Housing CA’s 2021 conference on June 22-24

Change Policy
● Partner with allies statewide to build ongoing relationships with key congressional offices and engage in advocacy to federal elected officials
● Sign on to and recruit key state partners to join comment letters
Thank you.
Mobilizing in Key States

Bambie Hayes-Brown
CEO
Georgia ACT

bhayesbrown@georgiaact.org
Mobilizing in Key States

Lauren Frederick
Policy Development Officer
West Virginia Coalition to End Homelessness
laurenfrederick@wvceh.org
FEDERAL ADVOCACY EFFORTS

Advance advocacy efforts to push policy reform that promotes equity and inclusion and increases funding allocations:

• Bolster the development of infrastructure in rural communities
• Provide funding for universal housing vouchers
• Support coordination of federal agencies
• Align advocacy efforts with NLIHC and other national advocacy organizations
STATEWIDE/LOCAL IMPLEMENTATION

The impact of federal policy and how it trickles down to the state level:

• Push for state and local implementation and coordination of federal resources
• Enhance partnerships with WV Public Housing Authorities to reduce barriers
• Strengthen collaboration with the WV Housing Development fund to strengthen rental assistance programs
• Educate local magistrates on federal and state tenant rights and fair housing laws
• Renters’ access to counsel
• Zoning reform and land-use regulations
WV COALITION TO END HOMELESSNESS

Statewide advocacy body for preventing and ending homelessness in WV

Collaborative Applicant/Lead Agency for the WV Balance of State Continuum of Care:

- HMIS Lead
- Coordinated Entry Lead
- SSI/SSDI Outreach, Access and Recovery State Lead
- Administrative oversight of DHHR Homelessness Assistance Funding for the contract shelters (statewide)

Direct service provider:

- Rapid Rehousing
- Permanent Supportive Housing
- Street Outreach
- Prevention
- HOPWA
- Family and Youth programs
- State Opioid Response: Mobile recovery services
QUESTIONS?

Lauren Frederick
Policy Development Officer
laurenfrederick@wvceh.org

WVCEH Public Tableau: https://public.tableau.com/profile/wvceh#!/
Immediate Legislative Opportunities to Advance the Campaign’s Policy Priorities

Sarah Saadian
Vice President of Public Policy
National Low Income Housing Coalition
ssaadian@nlihc.org
Communication Strategies to Amplify the Campaign

Jen Butler
Director of Media Relations & Communications
National Low Income Housing Coalition
jbutler@nlihc.org
Advancing anti-racist policies and achieving large-scale, sustained investments to ensure that renters with the lowest incomes have an affordable place to call home.

#Housing4UsAll

**AMPLIFYING THROUGH CONTENT CREATION, MEDIA OUTREACH AND MESSAGING**

- **Content Creation:** Building assets to support the goals, actions and achievements of the campaign.

- **Integrated Media Outreach:** Utilizing all social media platforms and local/national media outlets.

- **Digital Media Engagement:** Driving traffic to NLIHC's website/centralized hub for the campaign.

- **External/Partnership Communications:** Creating messaging across our networks to establish a share of voice for the campaign and its impact - through multiple lenses.

#HoUSed
For questions, please contact:

Jen Butler  
*Director of Media Relations and Communications*  
jbutler@nlihc.org
What’s Next

Diane Yentel
President & CEO
National Low Income Housing Coalition

dyentel@nlihc.org
Resources

Responding to Coronavirus

Coronavirus and Housing/ Homelessness