



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

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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*

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The HoUsed Policy Agenda: Preserve & Increase the Supply of Rental Homes

Seth Embry

Policy Analyst

Public Housing Authorities Directors
Association

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The HoUsed Policy Agenda: Preserve & Increase the Supply of Rental Homes

Donald Whitehead

Executive Director

National Coalition for the Homeless

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The HoUSed Policy Agenda: Permanent Emergency Rental Assistance

Nan Roman

President & CEO

National Alliance to End Homelessness

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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

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Mobilizing in Key States

David Zisser

Associate Director

Housing California

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HOUSING CALIFORNIA

Advancing hoUSed + California's Roadmap Home

National Launch of NLIHC's hoUSed campaign
3/23/21





HOUSING CALIFORNIA

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 HOMELESSNESSES

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.



Additional Impacts

- 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.



Who Are We?

Founders



In Partnership With



Funders



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-Viehlend | 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.

Strong alignment

hoUSed

- Universal rental assistance
- Increased affordable housing supply
- Expanded renter protections
- Emergency rental assistance

Roadmap

- 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

Strategies

Roadmap Home Launch: March 25th
www.roadmaphomeca.org/launch

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

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Mobilizing in Key States

Lauren Frederick

Policy Development Officer

West Virginia Coalition to End
Homelessness

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LONG-TERM HOUSING SOLUTIONS



WEST VIRGINIA

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
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WVCEH Public Tableau: <https://public.tableau.com/profile/wvceh#!/>



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Immediate Legislative Opportunities to Advance the Campaign's Policy Priorities

Sarah Saadian

Vice President of Public Policy

National Low Income Housing Coalition

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Communication Strategies to Amplify the Campaign

Jen Butler

*Director of Media Relations &
Communications*

National Low Income Housing Coalition

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Universal • Stable • Affordable

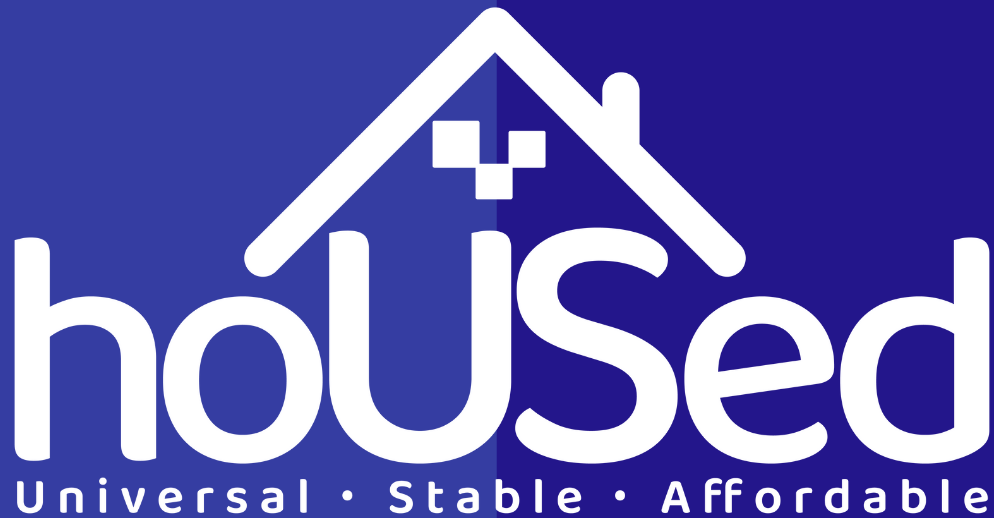
**Advancing anti-racist policies and
achieving large-scale, sustained
investments to ensure that renters
with the lowest incomes have an
affordable place to call home.**

#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:

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and Communications*
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#Housing4UsAll

What's Next

Diane Yentel

President & CEO

National Low Income Housing Coalition

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Resources

[Responding to Coronavirus
\(https://nlihc.org/responding-
coronavirus\)](https://nlihc.org/responding-coronavirus): Recommendations for
Congress

[Coronavirus and Housing/ Homelessness
\(https://nlihc.org/coronavirus-and-
housing-homelessness\)](https://nlihc.org/coronavirus-and-housing-homelessness): National and
Local Updates