



NLIHC's HoUSed Campaign for
Long-Term Housing Solutions

April 5, 2021

Agenda



Welcome

- Paul Kealey, NLIHC

Update on Extension & Enforcement of CDC Eviction Moratorium

- Cara Petersen & Gabe O'Malley, Consumer Financial Protection Bureau
- Noëlle Porter, NHLP

"American Jobs Plan" Update & Next Steps

- Kim Johnson, NLIHC

New Study on Tenant Screening Practices

- Tim Thompson, Housing Justice Center

Field Updates

- Shakti Robbins-Cubas, New York Housing Conference
- Stephen Piasecki, Supportive Housing Network of NY
- Eli Barrish, Texas Housers

Update from Capitol Hill

- Kim Johnson, NLIHC

Organizing & Advocating with Legislators to Advance the HoUsed Campaign

- Joey Lindstrom, NLIHC

Next Steps

Welcome

Paul Kealey

Chief Operating Officer

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Update on Extension & Enforcement of CDC Eviction Moratorium

Cara Petersen

Assistant Director, Office of Enforcement

Consumer Financial Protection Bureau

Gabe O'Malley

*Deputy Enforcement Director for Strategy, Office
of Enforcement*

Consumer Financial Protection Bureau

Update on Extension & Enforcement of CDC Eviction Moratorium

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"American Jobs Plan" Update & Next Steps

Kim Johnson

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New Study on Tenant Screening Practices

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Field Updates

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Field Updates

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Field Updates

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Update from Capitol Hill

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Organizing & Advocating with Legislators to Advance the HoUSed Campaign

Joey Lindstrom

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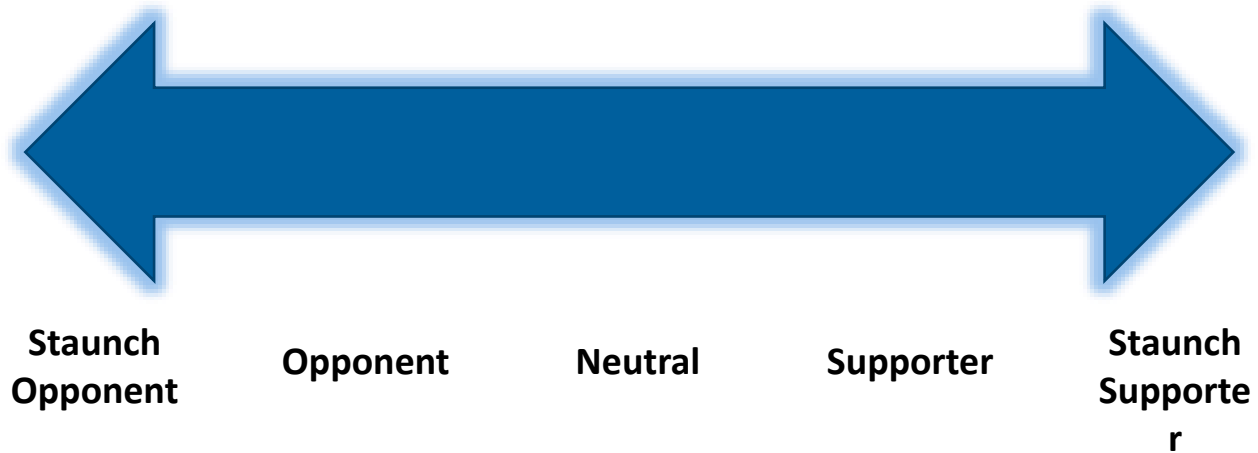
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The Importance of Advocacy Targeting Friendly Legislators



Targets on a Spectrum



“I agree with you. I want to do it. Now
make me do it.”

President Franklin Delano Roosevelt

Context of Current Advocacy

Budget

Reconciliation

- Largely a single party process controlled by democrats
- Indications that not many bills will move through the Senate at the more achievable 50-vote threshold

Urgency

- Funding levels in the infrastructure bill are being negotiated currently
- A strong starting point for housing priorities is essential! Bills are unlikely to improve much from initial proposals

Scale

- Lots of resources will be available to address housing needs
- Even key housing champions have several competing priorities

Tips on Friendly Target Advocacy

Open with gratitude

- Acknowledge past leadership and support
- Be specific, whenever possible

You've got their backs!

- Remind legislators of strong constituent support for specific solutions
- Prevents them from softening support or focusing on other issues
- Emboldens supporters

This is our moment!

- Not many chances like this large infrastructure bill in a moment of national crisis
- Years of advocacy have created a receptive Congress and Administration for bold, long-term solutions.

These Conversations Are Different

Dive into details

- Staff in friendly offices are more likely to know the issue better
- Always feel comfortable replying with additional information in follow-up
- Bring in experts

These solutions work!

- Discuss effectiveness of programs
- Proven models, and not new ideas
- Scale is the key!

Beware these arguments

- “We can’t do much. It all falls on leadership.”
- “Worried about spending too much. Don’t want sticker shock.”
- “Just trust us on this. It’ll be a good bill on your issues.”



Thank you



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W: nlihc.org/housed

Next Steps

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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