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
National Low Income Housing Coalition
pkealey@nlihc.org
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

Noëlle Porter

Director of Government Affairs
National Housing Law Project

nporter@nhlp.org
“American Jobs Plan” Update & Next Steps

Kim Johnson
Policy Analyst
National Low Income Housing Coalition

kjohnson@nlihc.org
New Study on Tenant Screening Practices

Tim Thompson
Senior Attorney
Housing Justice Center
tthompson@hjcmn.org
Field Updates

Shakti Robbins-Cubas
Housing Policy Analyst
New York Housing Conference

shakti.robbins-cubas@thenyhc.org
Field Updates

Stephen Piasecki

Upstate Coordinator

Supportive Housing Network of New York

spiasecki@shnny.org
Field Updates

Eli Barrish
Policy Analyst
Texas Housers
eli@texashousing.org
Update from Capitol Hill

Kim Johnson
Policy Analyst
National Low Income Housing Coalition
kjohnson@nlihc.org
Organizing & Advocating with Legislators to Advance the HoUSEd Campaign

Joey Lindstrom
Director for Field Organizing
National Low Income Housing Coalition
jlindstrom@nlihc.org
The Importance of Advocacy Targeting Friendly Legislators
Targets on a Spectrum

- Staunch Opponent
- Opponent
- Neutral
- Supporter
- Staunch Supporter
“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

Joey Lindstrom
jlindstrom@nlihc.org

W: nlihc.org/housed
Next Steps

Paul Kealey
Chief Operating Officer
National Low Income Housing Coalition
pkealey@nlihc.org
Resources
