



## **Campaign for Housing and Community Development Funding**

*Working to ensure maximum federal resources for housing and community development*

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# Spending Caps, Budget Negotiations, and the Impact on Housing and Community Development in Your Community

October 19, 2015

# Speakers

- Linda Couch, Sr. VP for Policy, National Low Income Housing Coalition
- Douglas Rice, Senior Policy Analyst, Center on Budget and Policy Priorities
- Robert Friant, Director of Communications, Corporation for Supportive Housing
- Sarah Mickelson, Senior Analyst, Project Manager, Enterprise Community Partners





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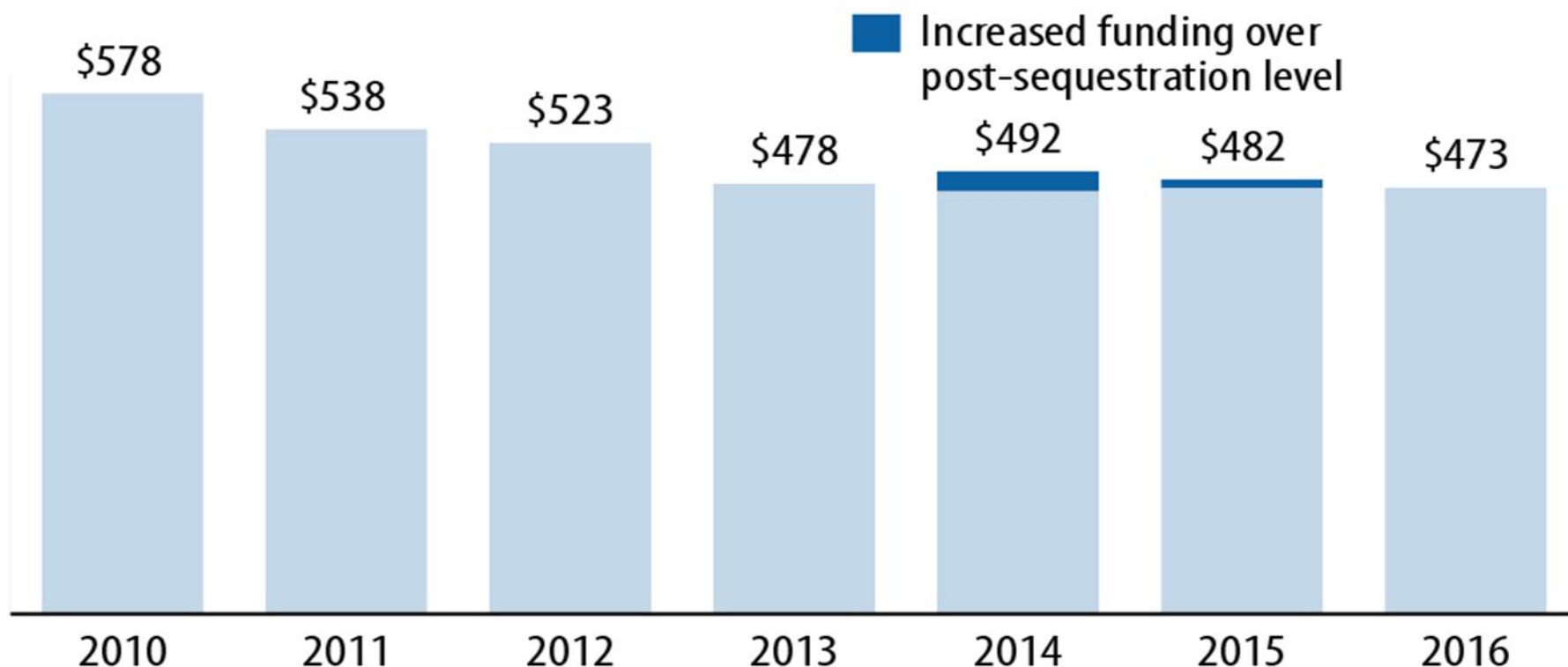
# Impact of Spending Caps on HUD Programs

Doug Rice, CBPP, Senior Policy Analyst,  
[rice@cbpp.org](mailto:rice@cbpp.org)



# Murray-Ryan Deal Provides Only Temporary Respite from Non-Defense Discretionary Cuts

Non-defense discretionary funding in 2014 dollars (billions)



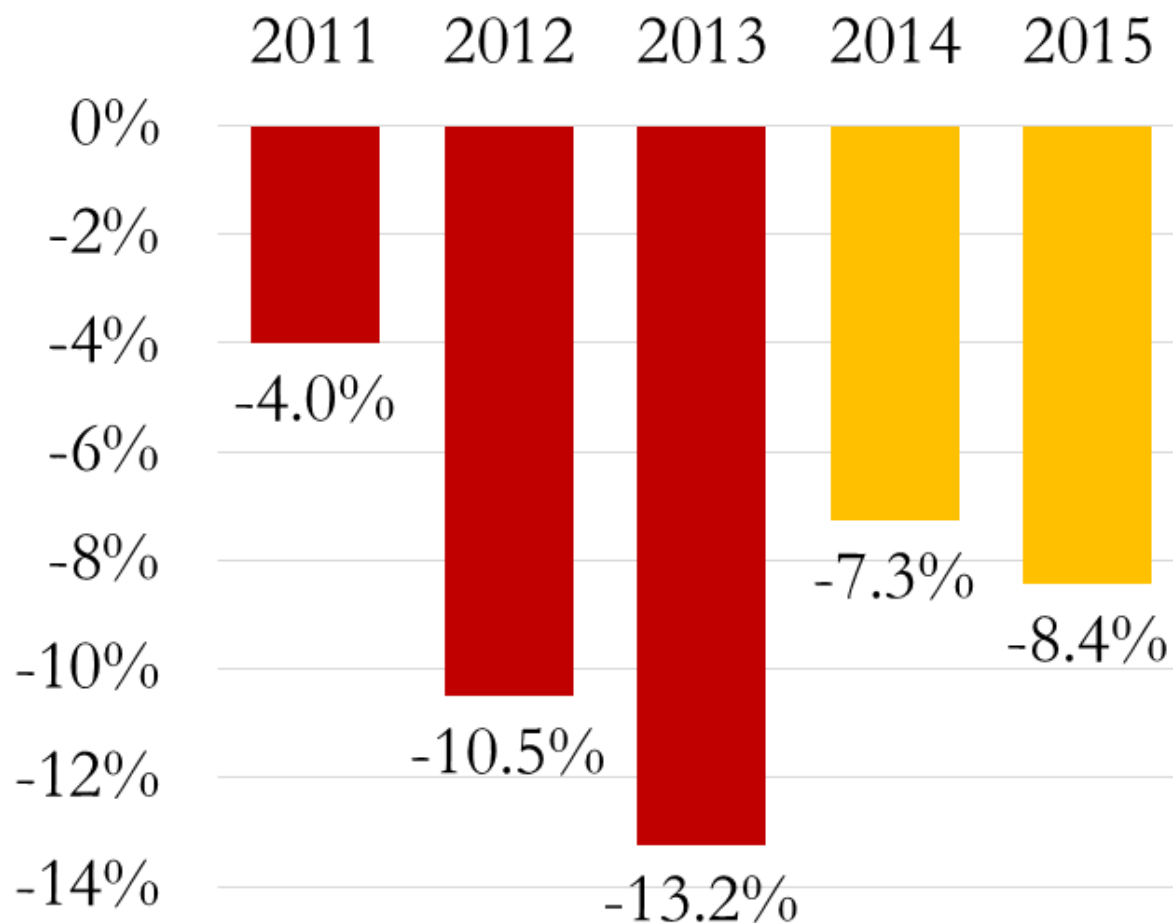
Notes: 2013 figure represents Congressional Budget Office (CBO) estimate of actual funding after sequestration. All amounts exclude funding for disasters, emergencies, program integrity, and Overseas Contingency Operations.

Source: Congressional Budget Office



# Three Waves of Cuts in Federal Housing Programs

Change in discretionary budget authority for HUD & USDA housing assistance programs relative to 2010, adjusted for inflation

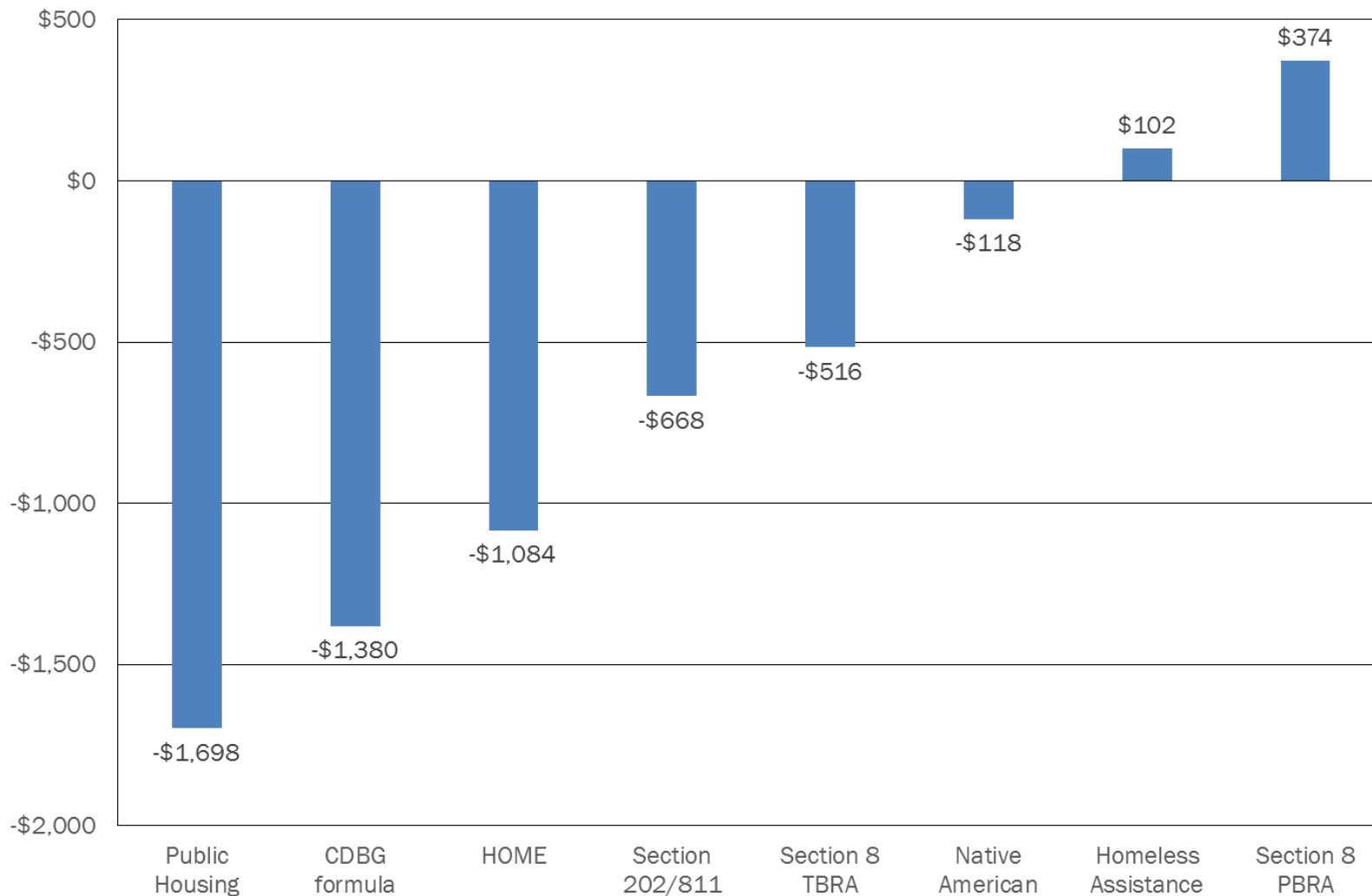


Source: CBPP analysis of OMB data.



# Deepest HUD Funding Cuts in Public Housing, Block Grants

Change in funding in 2015, in millions, relative to 2010 adjusted for inflation

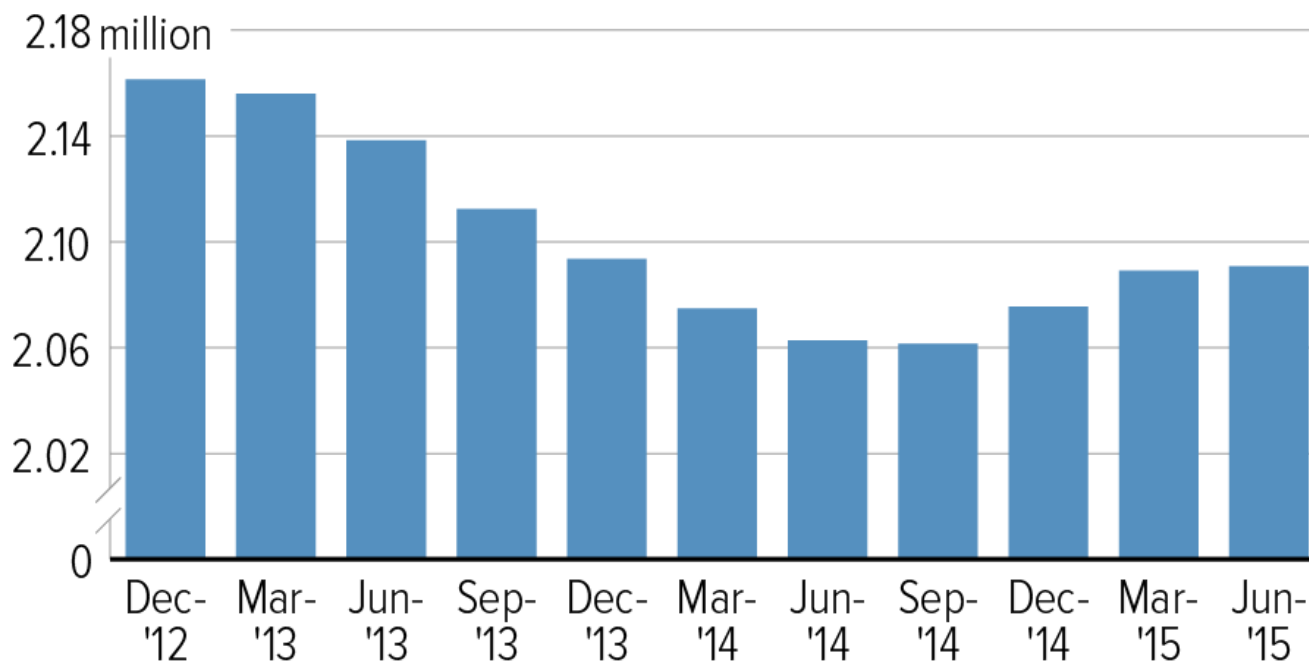


Source: CBPP analysis of OMB data.



## Housing Agencies Have Restored One-Third of the 100,000 Vouchers Cut by Sequestration

Number of families using housing vouchers, December 2012 to June 2015



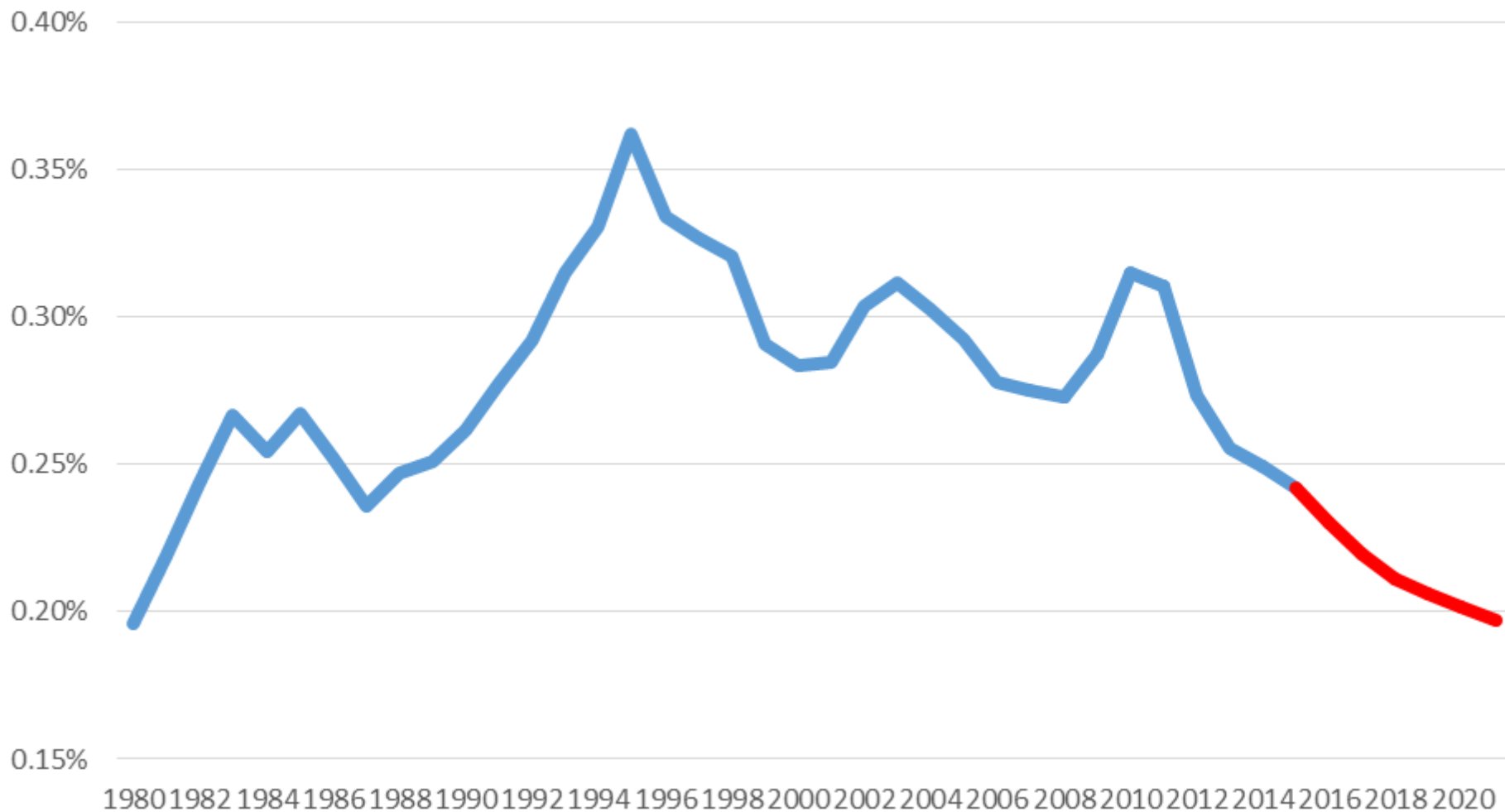
Note: Figures do not include an estimated 44,000 new "tenant protection" (TPV) and 26,000 veterans' supportive housing (VASH) vouchers issued to families since December 2012. TPVs replace assisted housing that has been demolished or otherwise eliminated, so they do not represent a net gain in families assisted; Congress excluded VASH from sequestration.

Source: CBPP analysis of Department of Housing and Urban Development data



# Housing Cuts Will Likely Deepen If Congress Fails to Raise Caps

Discretionary housing assistance outlays, relative to GDP



Source: CBPP analysis of OMB data. Projections assume housing assistance share of total NDD outlays is constant, 2016 – 2021.





# What Happens in 2016 If Congress Fails to Raise the Caps?

- Total NDD funding will be ~1% lower in 2016 than 2015 (nominal)
- HUD FHA receipts falling by \$1.1 billion in 2016 relative to 2015
- House and Senate appropriations committees appear committed to renewing Section 8 and other rental assistance for current families — but doing so will require ~\$1.7 billion increase
- Congress will be able to renew current rental assistance while avoiding cuts in other areas of the HUD budget, e.g., HOME, only by making deeper cuts in other areas



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# Think Storytelling In Crowded & Digital World

Robert Friant, CSH, Communications Director

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# Takeaways

- Storytelling vital to conveying need – Keep it real
- Local needs/progress/pain, not national bureaucracy, is focus (No HUD, DHHS, WH, long names of Acts)
- Explain benefits or pain, don't draw out explanations of programs/processes
- Focus on Local Media, Op-eds, LTEs – Stop thinking NYTimes
- Surveys (Caps Hurt, Illinois)
- Stories need to be on social media too
- Blogs



# Effective Storytelling

- Audience? What drives them?
- People don't really remember bullet points, wonkish stuff
- Feelings, not analytical thinking, drive actions
- Use data sparingly
- Flow – Once Upon A Time & They Lived Happily (or not) Ever After
- Call for specific, quick action



# Have Collection System

- Start thinking like a reporter
- Focus on people – It's not a program, it's people
- Collect all story ideas - Nothing on local level too small
- Use your smart phone, tablet, GoPro, flip camera to record first-hand accounts
- Form a Storytelling Committee in org – Sounding board
- Save your stories & ideas in a virtual Story Bank
- Use Dropbox or Google Drive

# Channels

- Website – HOME BASE
- Blogs
- Email (direct, newsletters)
- Publications
- Social media
- Public speaking, community education
- User-generated – encourage your online community to share their stories





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# Engaging Your Members of Congress

Sarah Mickelson, ECP, Senior Analyst, Project  
Manager

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If you do not speak on behalf of your communities,  
who will?



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# Share a simple, unified message

## **Tell Your Members of Congress:**

*“It’s time to pass a housing budget that works for our communities. Please raise the sequester caps and fully fund housing programs.”*

Capitol Switchboard (877) 210-5351

Ideally, you can make 3 calls—one to each of your Senators and one to your Representative.



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# Connect the Dots...

- **Put a human face on the work you do and explain how federal housing programs support this work.**
- **Tell them how the spending caps/full-year CR will impact you or your organization—**
  - Who in your community will be impacted the most?
  - What types of projects will not be built?
  - How will the spending caps impact the work you do?

# Listen and Follow Up

- **Remember to listen.**
- **Follow up with them, if they ask for additional information.**
- **Let us know about any feedback.**



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# Questions?

# Contact Information

Caps Hurt Communities:  
<http://www.capshurtcommunities.org>

- Linda Couch: [linda@nlihc.org](mailto:linda@nlihc.org)
- Douglas Rice: [rice@cbpp.org](mailto:rice@cbpp.org)
- Robert Friant: [robert.friant@csh.org](mailto:robert.friant@csh.org)
- Sarah Mickelson: [smickelson@enterprisecommunity.org](mailto:smickelson@enterprisecommunity.org)

#CapsHurt