Preparing for National Housing Week of Action
Speakers

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Agenda

- Overview
- Budget
- Messaging
- Election Engagement
- 2019 Highlights
- Resources
- Event Criteria
- Connect with NLIHC!
CAMPAIGN OVERVIEW
Campaign Overview

• Federal investments in affordable homes matter!

• Local events nationwide

• May 2-12, 2020

Building 100 affordable rental homes generates:

- $11.7 million in local income
- 161 local jobs in the first year alone
- $2.2 million in taxes and other revenue for local governments
PROTECT & EXPAND HOUSING INVESTMENTS
Federal Budget: Fiscal Year 2020

$12 billion over President Trump’s budget request

Highlights

• Renews all existing contracts
• Includes targeted funding
  • Mobility Demonstration program ($25 M)
  • Reducing health hazards in public housing ($45 million)
  • Addressing youth homelessness ($80 million)
• Increases investments
  • New construction funding for Section 202 and Section 811
President Trump’s Budget Request:

- Slashes federal investments
- Increases rents
- Imposes work requirements
- Decrease HUD funding by $8.6 billion, or 15%, below 2020 enacted levels
Key Messaging

- Congress must hear from advocates again!

- Ways to act:
  - Annual funding process
  - Prioritizing housing in special spending packages
  - New legislation focusing on programs or policies that preserve, expand, or protect affordable homes and low-income renters.
Key Messaging: Specific Asks

Budget

• Increased funding for affordable housing and community development programs in fiscal year 2021

Infrastructure Package

• New resources for affordable housing and community development programs

Federally Assisted housing

• Expand resources to preserve existing federally assisted homes

Tenant protections & supports

• Ensure tenants have strong protections and additional resources needed to stay in their homes
ELECTION ENGAGEMENT
Voter Registration

• Affordable homes are built with ballots!
  • We must make our voices and our votes heard.

• Please include voter registration in your 2020 events

• PHAs and other developers or managers of federally subsidized homes are uniquely situated to help in these efforts because voters register using their residential address

• More resources: https://www.ourhomes-ourvoices.org/voter-registration
Candidate Forums and Town Hall Meetings

Candidate forums and town hall meetings are public events that allow candidates to have open discussion of topics and issues.

- Forums tend to be more moderator-led discussion while town halls allow for larger audience participation.
Candidate Forums – Key Considerations

- Be sure to invite all candidates and give equal effort to getting all to attend
  - It is okay to set criteria regarding invitations but be sure that it’s based on an impartial facts such as funds raised by a certain date, polling with voters at a certain percent, etc.

- Ensure the moderator is able to be nonpartisan in both tone and facilitation

- Set time limits for responses and give all candidates a chance to respond

- All candidate materials (signs, stickers, etc.) should be kept outside of the space where the event is taking place
Candidate Forums and Town Halls – Key Considerations

• If possible, screen audience questions ahead of time in order to get a diversity of viewpoints.
• Moderator questions can be controversial but should not in give any suggestion of a preferred response.
• Set rules for the audience at the start of the event
  • No applause, no partisan materials (buttons, stickers)
• Invite media
• Write up a recap of the event and share widely
People Want Housing Solutions!

83% of the public agrees that elected officials are not paying enough attention to the cost of housing and the need for more affordable housing.

76% say they are more likely to vote for a candidate that has a detailed plan for making housing more affordable.

Source: Public Opinion Poll
Feb 25-Mar 4, 2019 Hart Research Associates
Voting Event Idea: Know Your Rights

Gather voters in your community to be sure they know how to vote and how to confront voter suppression.

Key pieces of a “Know Your Rights at the Polls” event:

1. What to bring with to the polls
2. Polling locations & times
   a) Early voting and absentee ballot considerations
3. Sample ballots
   a) How to use voting machines
4. Voter protection attorney hotline
   a) 866-OUR VOTE
2019 Highlights

120 events across 34 states, Puerto Rico, and Washington, D.C.

- Rallies
- Public forums
- Letter writing events
- Film screenings
- Press conferences
Homes RI Rally for Fair & Affordable Housing
Rhode Island State House
Homes RI Rally for Fair & Affordable Housing Rhode Island State House

Speakers from left to right:
• Kasim Yarn, Director of Veterans Affairs, State of Rhode Island
• Kettia Dorce, Signs of Providence, Resident Advocate
• Song Braddock, Foster Forward

Photos by Elana Rivkin
Nevada HAND Tour with Senator Cortez Masto
Connections for the Homeless
Postcard Writing at Farmers Market
RESOURCES
Website: www.ourhomes-ourvoices.org

**OUR HOMES, OUR VOICES**

Save the Date! 2020 *Our Homes, Our Voices* Week of Action will be May 2 - 12!

**LIFT YOUR VOICE TO PROTECT**

**OUR HOMES AND COMMUNITIES**

This year's 2020 *Our Homes, Our Voices* National Housing Week of Action will be May 2 - May 12.
THE ISSUE

Far too many families are struggling to keep a roof over their heads. Nationwide, more people are renting their homes than ever before, but the federal government’s investments in accessible, affordable homes have not kept pace with demand. Nearly 11 million families spend more than half of their income on rent, and the number of people experiencing homelessness has increased nationally over the past few years. Rents are increasing, while housing infrastructure is deteriorating. The need for more affordable housing is felt in every state and congressional district, but despite the growing need, only one in four people who qualify for housing assistance actually receives it.

Mobilizing to Protect and Expand Housing Investments

Lawmakers should protect and expand federal housing resources to end homelessness and housing poverty in the U.S. Advocates can encourage Congress to act through the annual funding process, prioritization of housing in special spending packages, or new legislation focusing on particular programs or policies that preserve, expand, or protect.
Resources: Merchandise
Criteria for Local Events

1. Includes federal budget and federal advocacy
2. Open for the public to participate
3. Open for media to attend
   ➡️ Please send press advisories!
4. Materials & online promotions include *Our Homes, Our Voices* branding & hashtag: #OurHomesOurVoices
Connect with NLIHC for Planning Events

- Materials can be altered to fit your unique needs.
- NLIHC staff might be available to present at or attend your events.
- Small grants can be available to assist with maximizing your Week of Action events.
- NLIHC can help promote your event through social media.
Questions?

OUR HOMES, OUR VOICES

TOGETHER, WE WILL LIFT OUR VOICES TO PROTECT OUR HOMES & COMMUNITIES

SAVE THE DATE
NATIONAL HOUSING WEEK OF ACTION
May 2-12, 2020

JOIN THE MOVEMENT: WWW.OURHOMES-OURVOICES.ORG/

#OURHOMESOURVOICES
It’s never been easy. Our commitment is unwavering. Join us and amplify the voices of the poorest families in need.

OUR MEMBERS ARE OUR STRENGTH.

JOIN TODAY
WWW.NLIHCO.ORG/MEMBERSHIP
Stay in Touch!

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