

FIVE WAYS TO ADVOCATE FOR HOUSING AFFORDABILITY IN YOUR COMMUNITY

1

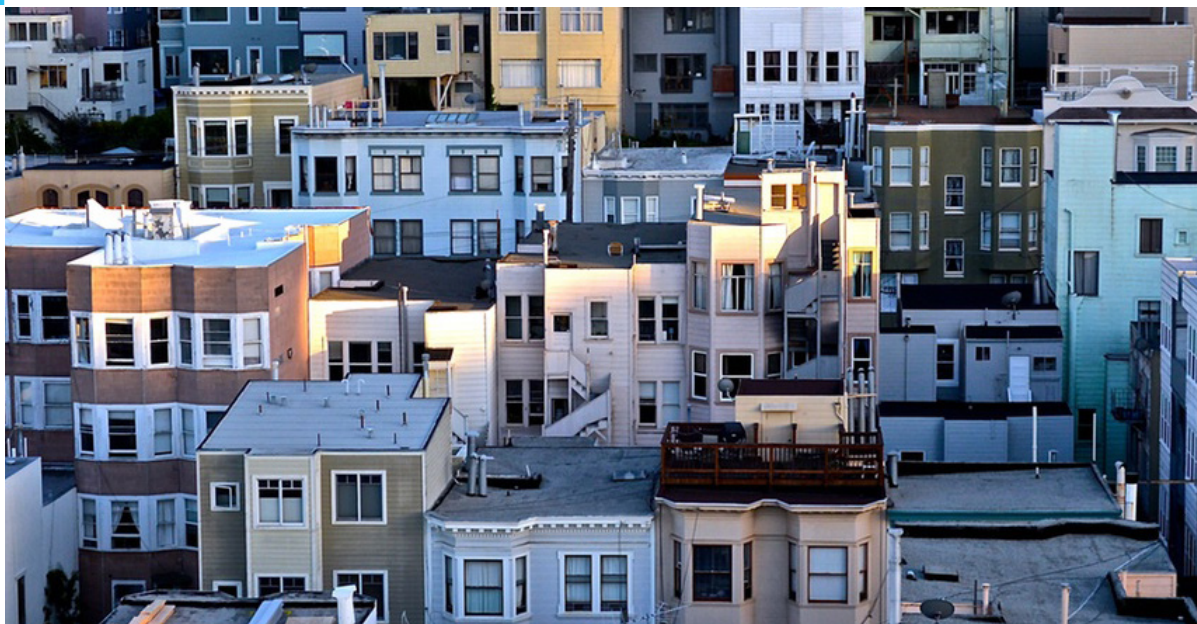
Evaluate your community's performance on affordable housing.

- Has your community met its affordable housing goals? See how well your community performed in meeting its housing goals between 2007 and 2014: https://www.abag.ca.gov/files/RHNAPProgress2007_2014_082815.pdf
- Research local affordable housing controversies from the past five years. What housing programs or policies were proposed? Which were adopted vs. defeated, and why?
- Check local media stories to assess potential roadblocks and opponents to housing development. Identify concerns/arguments most commonly voiced by opponents. (Common objections include increased traffic, school crowding and parking issues.) What is the opposition narrative in your community, and how influential have these opponents been?

2

Assess your local decision-makers' attitudes and actions around affordable housing

- Key decision-makers for housing include city council members, county board of supervisors, city/county planning commissions, city/county housing authorities, housing advisory councils and city staff from planning or economic development departments. Study each elected officials' interests based on your local city council's/board of supervisor's web portal.
- Identify which department(s) in your local government promote, fund, build and/or administer affordable housing.



3

Help push for local “inclusionary housing” ordinances.

Inclusionary ordinances require a certain percentage of affordable housing (up to 15%) in new housing. Does your city or county have an existing inclusionary zoning ordinance? If so, does it need to be more robust? If not, whom (among the decision-makers and community allies identified through your research) can you collaborate with to advocate for the adoption of a strong ordinance?

4

Learn about state policy efforts you can support to make a difference. For example:

- Prop 1: \$4 billion bond measure to support affordable housing and veterans’ home loans.
- Prop 2: No Place Like Home: Allocates \$2 billion from the state’s Mental Health Services Act revenue (funded via a tax on high-income earners) for bonds to fund supportive housing for residents who need mental health support.
Props 1 & 2 joint campaign: <https://www.vetsandaffordablehousingact.org/>
- Prop 10: Repeals existing Costa-Hawkins law; and gives local communities more voice in shaping their locally adopted rent control measures.
Prop 10 campaign: <https://voteyesonprop10.org/>

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Get involved in these existing affordable housing advocacy groups:

- Non-Profit Housing Association of Northern California (NPH) (www.nonprofithousing.org)
- East Bay Housing Organizations (www.ebho.org)
- Housing Leadership Council of San Mateo County (<http://hlcsmc.org/>)
- SV@home (<https://siliconvalleyathome.org/>)
- SF Council of Community Housing Organizations (<http://www.sfccho.org/>)
- Pico California (<http://www.picocalifornia.org/>)
- Rise Together Bay Area (www.risetgetherbayarea.org)

