

Winning a Public Vote for a State or Local Housing Trust Fund or Bond

Case Studies:

Los Angeles: Winning a Housing Trust Fund
(Housing LA)

**Ohio: Housing Campaign Wins Dedicated Funds
for Ohio's Housing Trust Funds**
(Coalition on Homelessness and Housing in Ohio [COHIO])

**Seattle-King County: Consortium
Tackles Housing Needs**
(Housing Development Consortium)

**California – Proposition 46:
“Keep Your Eye on the Prize”**
*(Non-Profit Housing Association
of Northern California [NPH])*

LOS ANGELES: Winning a Housing Trust Fund

Housing LA

CASE STUDY IN BRIEF

- Launched in 1998, the \$375,000 Housing LA campaign set out to win a housing trust fund for the city. In 2002, the newly elected mayor proposed such a fund, with \$100 million per year in dedicated revenue.
- The campaign was successful, in part, because of its long-range planning and ability to sustain itself during the entire process.
- Seizing the opportunity presented by the upcoming elections, and anticipated turnover of the mayor's office and most of the city council seats, allowed the campaign to focus its message on candidates for these offices.
- Not focusing on where funds would come from allowed the campaign to bring in many more allies, since it avoided disagreements about what resources would be tapped for the funding.
- Offering tours of slums and of well-built and -managed affordable housing developments was an effective tool in winning support from candidates.

After a four year campaign, affordable housing advocates in Los Angeles won a huge victory in January 2002, when Mayor James Hahn announced a proposal for a housing trust fund. To be funded with \$100 million of public funds each year, the fund would be one of the largest in the nation. The mayor credited the campaign run by Housing LA for bringing the issue to the fore and making officials take action on providing a funding stream to produce affordable housing.

The campaign began in 1998, with research on trust funds and the development of a broad-based coalition. The breadth of Housing LA's membership, explained Executive Director Jan Breidenbach, was critical to generating support from city leaders. The steering committee was chaired by the Cardinal of the Los Angeles Archdiocese, and the head of the Los Angeles labor movement. The committee included representatives from tenants' groups, environmental organizations, and the business community, among others.

The most important decision for the campaign, said Breidenbach, was one of timing. Because of term limits, the mayor and half of the city council would be turning over in the 2001 elections, and a decision was made to target candidates leading up to the election, and then aim to have a trust fund in place by six months after the new officials took office.

"We decided we would create a buzz during the election cycle," she said. "We felt that with new people coming in, candidates are much more accessible than incumbents." This strategy also allowed the campaign to be very focused, and only concentrate on council districts where elections were being held.

Also decided upon early was the goal of winning \$100 million for the fund annually. "You can make a campaign like this about a dollar amount, or about a source of funds, or about a number of units you want to produce, but you can't make it about all of them," said Breidenbach. Focusing on the dollar amount provided less opportunity for divisiveness among potential supporters, decided campaign leaders, since the issue of where funds would come from was not at the fore of the discussion. "We figured we'd be dead in the water if we focused

on sources, because we'd just engender opposition." That strategy proved successful, said Breidenbach, as evidenced by the fact that the campaign had no opposition. The campaign did include a list of sources that would generate the revenue, but did not make these the core issue.

"We made these decisions up front, and then calculated our message to meet our strategic goals and timeline," said Breidenbach.

The message was about the presence of a housing crisis, and wasn't unique in and of itself, she said. The campaign took the message directly to 42 candidates for council and mayor, asking each of the candidates to fill out

Winning a Public Vote for a State or Local Housing Trust Fund or Bond

a survey and compiling a voters' guide concerning their responses on housing issues. "The City of Los Angeles plays a critical role in affordable housing," read the introduction to the guide. "Since the City plays such a large role in housing, voters need to know where the candidates for mayor stand on key housing issues." The guide listed candidates' positions on issues ranging from funding for the housing trust fund to the prosecution of slumlords, and was distributed to about 10,000 members of the coalition's organizations.

Every candidate took the campaign up on its offer of a 'housing tour,' that included visits to neighborhood slums, as well as to affordable housing units. "Visiting the slums impacted them more than the affordable housing," said Breidenbach. "They had to walk through hallways where they would see rats and that would stink of urine. If you're at all a caring person, that does something to you." The message following the tours was "a trust fund is a solution. Provide the funds, and we can fix this. Nobody's in favor of slum housing, so emphasizing it was the right strategy."

The campaign also held candidate forums, and participated in other organizations' forums, asking housing questions. By the end of the campaign, every candidate for council and mayor had gone on record in support of the housing trust fund proposal. When Mayor Hahn took office, he mentioned only three issues in his 11-minute inaugural address – one of them was the housing trust fund.

Following the election, the campaign organized weekly lobby visits of five to ten individuals from different constituencies, such as tenants, labor or religious groups. These people would visit council members' offices and remind them to support the trust fund.

While Mayor Hahn had expressed support for the trust fund during his campaign and in his inaugural address, that support didn't immediately translate into action. Hahn's administration was indeed working on a plan for a trust fund, but was not including advocates in the process. In order to pressure him to do so, Housing LA held a press conference with key supporters, including some council members, and organized a march and rally at city hall. When one organization took a group to sing Christmas carols outside Mayor Hahn's home, Hahn finally invited campaign leaders to his office to discuss the plan he had been developing, and assured them they would be kept in the loop and solicited for input. After the mayor's proposal was released, Housing LA leaders were invited to participate in the process of crafting the fund.

Press coverage of the campaign was positive, said Breidenbach, with a handful of articles about Housing LA's efforts in the city's major newspapers. When a new publisher came to the LA Times in the middle of the campaign, he agreed to go on a housing tour, and a very supportive editorial that mentioned Housing LA by name followed. Some local papers published op-ed pieces in support of the campaign, and a few local talk shows invited leaders to be on the shows. The campaign had no media budget though, and didn't focus on getting coverage since the targets were so specific.

Housing LA's \$375,000 budget was raised from local foundations and a bank, and went almost entirely for staff time to run the campaign.

•••

For more information, contact:

Housing LA / Southern California Association of Non-Profit Housing
3345 Wilshire Blvd, Suite 1005
Los Angeles, CA 90010-1810
213-480-1249
<http://www.scanph.org>

OHIO: Housing Campaign Wins Dedicated Funds for Ohio's Housing Trust Fund

Coalition on Homelessness and Housing in Ohio (COHHIO)

CASE STUDY IN BRIEF

- COHHIO and its allies set out in 2001 to win a dedicated funding stream for Ohio's housing trust fund. The two-year, \$125,000 campaign used grassroots organizing and free media to win an annual \$50 million funding stream in 2003.
- By demonstrating how effectively affordable housing subsidies can be leveraged, and how many people can benefit from such resources, COHHIO was able to win influential allies – such as banks and business groups.
- Grassroots organizing efforts to garner endorsements from more than 900 organizations and nonprofits helped demonstrate the breadth of the campaign's support.

Ohio's Housing Trust Fund (OHTF) can now count on at least \$50 million in dedicated funding annually, thanks to efforts led by the Coalition on Homelessness and Housing in Ohio (COHHIO). By building a broad coalition and demonstrating how well the OHTF had served the state since its inception, the group was able to convince the legislature to allocate the funds to support affordable housing.

Though it was established in 1992, the OHTF was subject to budget appropriations every two years, and funding levels had ranged from \$5 million to \$20 million. As in many states, budget shortfalls have made Ohio's fiscal situation difficult, and there were no guarantees that the OHTF would receive any appropriations at all. COHHIO's campaign was to persuade the legislature to create a dedicated source of funds for the Fund.

COHHIO is a coalition of organizations and individuals committed to ending homelessness and to promoting decent, safe, fair, affordable housing for all, with a focus on assisting low-income people and those with special needs. The group was formed in 1994 with the merger of two organizations dedicated to affordable housing. A nonprofit organization with 15 full-time staff members and many volunteers, COHHIO conducts education and advocacy to improve housing and address homelessness throughout Ohio.

"We realized we needed to neutralize the opposition," said Bill Faith, executive director of COHHIO. "We knew we needed to demonstrate the 'bang for the buck' if we were to bring them on board."

In 2001 COHHIO began joining forces with about 900 state and local businesses and with groups whose agendas included housing and homelessness to lobby for dedicated funding for the housing trust fund. But the idea faced strong opposition from some county officials and smaller lenders, such as mortgage bankers.

With a \$125,000 campaign budget, the coalition hired a media consultant and grassroots organizing coordinator. The media consultant, Jenny Camper, had experience working with Republican clients through a public relations firm she had previously worked for, and so was able to help craft messages that would be especially convincing to likely opponents.

To quantify the benefits of the OHTF, the campaign compiled statistics demonstrating the value of the

Winning a Public Vote for a State or Local Housing Trust Fund or Bond

investments it had made. “We wanted to show how much private investment had been leveraged, who and how many people benefited as a result of housing assistance, and we needed to show that the benefits extended to both urban and rural communities,” said Faith. A Web site and brochure were produced, providing background about the successes of the OHTF, and legislators were given tours to give them a first-hand look at how successful the OHTF was at helping to provide solid affordable housing opportunities.

Armed with this information and talking points, the coalition held a press briefing at the statehouse to offer background on the issue and explain the need. “We didn’t initially tell reporters the solution we had in mind,” said Faith. “We sort of teased them to try to get their interest to cover the bill as it moved forward in the legislature.”

Campaign leaders and local endorsers met with newspaper editorial boards to enlist support, and they prepared op-ed articles on behalf of local business people, which ran in newspapers in key districts. The coalition also pitched stories to illustrate the human benefits of the affordable housing projects that had already been funded. No paid media was used during the campaign.

Faith says it was a challenge to hold the attention of the statehouse media. “We weren’t able to keep them focused on the legislation all of the way through the process,” he said. The campaign did win over some large banks and business groups, like the Ohio Association of Realtors, who along with hundreds of local officials, service organizations, labor groups and civic leaders, endorsed the legislation.

The campaign also targeted business leaders, local political leaders, and developers in key legislative districts, seeking their endorsement for the legislation and giving them endorsement forms. Local organizations and nonprofits were also lobbied. The effort netted more than 900 endorsements.

In June 2003, the legislation passed, increasing county recording fees. The first \$50 million a year in this new revenue provides a permanent, dedicated source of money for the Ohio Housing Trust Fund. The law took effect on August 1, one year after COHHIO and its partners launched their campaign.

Faith added that 15 years ago the trust fund wouldn’t even have been permitted under the state’s constitution – which had an amendment prohibiting the state from lending or borrowing money for housing production – but that an advocacy campaign in 1989 succeeded in winning a ballot measure declaring housing a “proper and good public purpose.” At that time, he said, nonprofits and the state had no record of producing affordable housing, so the campaign couldn’t be based on a message of building upon successes. Instead, advocates focused on demonstrating the wide range of people who needed housing assistance, such as seniors and families with children, and stayed away from negative buzzwords like ‘affordable’ or ‘low-income.’

That campaign had a very limited budget, said Faith, but did manage to produce a low-cost television spot that ran in a few markets around the state. With limited opposition – the state’s major newspapers endorsed the initiative, as did both candidates for governor and the outgoing governor – advocates were able to persuade voters to see that the amendment was “good public policy,” said Faith. Literature mailings and presentations to groups around the state helped get the message out.

Thanks to the success of that campaign, Ohio has issued close to a billion dollars in multifamily housing bonds since then, and was able to pass the housing trust fund as well.

Winning a Public Vote for a State or Local Housing Trust Fund or Bond

•••

For more information, contact:

Bill Faith, Executive Director
COHHIO
35 East Gay Street, Suite 210
Columbus, Ohio 43215
(614) 280-1984 Voice
(614) 463-1060 Fax
billfaith@cohhio.org
www.cohhio.org

SEATTLE-KING COUNTY: Seattle-King County Consortium Tackles Housing Needs

Housing Development Consortium

CASE STUDY IN BRIEF

- The first campaign is the hardest, because subsequent ones can build on a theme of “renewing an existing success.”
- Focusing campaigns on specific themes – housing for a particular group, for instance – can generate more support than a more broadly targeted effort.
- Television commercials were an effective way of partnering with nontraditional allies who were highly regarded in the community and a way of leveraging the message that affordable housing affects quality of life for everyone in a community.
- Commercials aimed at raising awareness about affordable housing as an issue, rather than garnering support for a specific ballot initiative, proved effective at doing both.
- Including stories of “real people” and their housing challenges can make messages more effective.

Since 1981, Seattle voters have approved four property tax measures to develop affordable housing in the city, most recently in 2002. “Like so many other parts of the country, we’re faced with dwindling state and federal funds for housing, said Carla Okigwe, executive director of the Housing Development Consortium (HDC). “We are fortunate to have strong local public support for affordable housing. Our current strategy builds upon this good will.”

HDC is a nonprofit trade association formed in 1988 by 10 nonprofit developers who recognized a need to improve the environment for developing low- and moderate-income housing in Seattle-King County, Washington. The group now has more than 70 members, including the region’s most innovative nonprofit housing developers, financial lenders, architects, contractors, property management companies, attorneys, development consultants, and local housing authorities and government housing offices.

The four successful ballot campaigns to raise significant public funds demonstrated HDC’s proven track record of convincing voters of the value of supporting affordable housing. The campaigns have gotten easier, in some ways, said Joyce Halldorson, director of communications for HDC, because they are able to capitalize on a theme of “renewal of a success story.” Leading up to the ballot measures, HDC worked hard to place stories in local media about nonprofit housing organizations’ key role in the area’s economic vitality and quality of life.

Each of the four ballot measures has had a different focus – first senior housing, then homelessness, then working families with children and, in 2002, \$86 million primarily to house families earning below 30% of area median income. A research study conducted prior to the 2002 election concluded that focusing on the needs of extremely low-income households would resonate best with voters.

In 2001 to lay the groundwork for the upcoming voter initiative, HDC launched an ambitious public relations effort, which sought more media coverage of the housing problem and solutions. By building individual relationships with reporters, pitching stories about affordable housing and partnering with the Master Builders Association of King and Snohomish

Winning a Public Vote for a State or Local Housing Trust Fund or Bond

Counties and the Seattle-King County Association of Realtors, HDC succeeded in getting most of the area's major media outlets to give coverage to affordable housing issues. "We recognized that we needed to raise awareness about what affordable housing looks like, who lives there, and why we need it," said Halldorson.

An important part of the strategy was building partnerships with nontraditional allies. In 2002, the consortium partnered with the Master Builders of King and Snohomish Counties and the Seattle-King County Association of Realtors to produce television spots. The groups paid about \$30,000 for production and airtime on KOMO, the local ABC-affiliate. Those commercials ran in June and September, leading up to the vote for the property tax levy. This successful partnership led to another round of television commercials in 2003 with the addition of new partner – the Washington State Housing Finance Commission, a housing lender.

The television ads were not political in nature and did not mention the 2002 ballot initiative, but were aimed at educating viewers about affordable housing needs in the area. "We're trying to get people to think of housing as a good investment for donations of money, land and resources," said Halldorson. "We want to tap into new, nontraditional sources of funding. Currently, most funding for affordable housing comes from the government, and we don't expect those resources to expand in the future."

In 2003, Halldorson collaborated with HDC's partner organizations to write the script for the commercials, with the theme "Housing Our Community – Working Together to Build a Better Quality of Life." KIRO, a local CBS-affiliate, provided production services as part of a package to air the 30-second spots, which ran during the morning and evening news over two three-week periods in fall 2003 and winter 2004. As part of the package, KIRO created a web campaign for the group on KIRO-TV's website. The four groups each contributed \$10,000 for a production and airtime package, with KIRO creating an additional web campaign that ran from September 2003 through March 2004.

"We filmed the television commercial at one of our nonprofit member's affordable housing complexes. We wanted to show real people served by low-income housing and that affordable housing is indistinguishable from other housing in the neighborhood," said Halldorson.

KIRO produced four versions of the commercial. All carried the same core message, but each had a 12-second "donut" that was customized to spotlight one of the four groups behind the campaign and its role in affordable housing.

As part of the marketing campaign, KIRO included a "Housing Our Community" splash page link on the station's Web site that linked to the HDC Web site, where one could learn about the campaign and view the television commercial. The web campaign ran from September 2003 to March 2004 and, according to KIRO, had an advertising value worth \$102,661.

To support these marketing efforts, the consortium produced a brochure, "What Does Affordable Housing Look Like?" which it distributes to local government officials, community leaders, and at community meetings. The brochure shows photos of affordable housing and describes what affordable housing is, who needs it, who develops it, and why it is so important.

Because of this solid groundwork, HDC is expanding its efforts to reach out to nontraditional allies in hopes of building a strong network of support and attracting new funding and resources to develop affordable apartments and homes. HDC hired a branding and marketing firm, Phinney/Bischoff Design House, to develop a clear and recognizable identity, message, and strategy for promoting nonprofit affordable housing. The

Winning a Public Vote for a State or Local Housing Trust Fund or Bond

firm will also research perceptions among key targeted audiences and recommend strategies for communicating the group's message, said Halldorson. The consortium has budgeted \$50,000 for this phase of the program. The next phase will involve implementing the strategy, an expanded public awareness and education campaign and additional research to measure the impact.

•••

For more information, contact:

Joyce Halldorson, Communications Director
Housing Development Consortium
811 First Avenue, Suite 408
Seattle, WA 98104-1457
206-682-9541
fax: 206-623-4669
joyce@hdc-kingcounty.org
www.hdc-kingcounty.org

Without enough affordable housing, the entire community suffers.

Businesses can't find enough employees who can afford to live near their workplace. It is difficult to recruit and retain employees when there is a shortage of affordable housing.

Children are forced into unstable and uncertain lives. With a stable home, a child is able to focus on learning without worrying about moving during the school year.

Seniors and persons with special needs on fixed incomes may have to sacrifice their basic needs in order to afford rent. Imagine choosing between food and a roof over your head.

Having a job does not guarantee a place to live at an affordable cost. The gap between what people can afford to pay for housing and the cost of housing is widening—and is a major cause of homelessness, especially here in King County.

The affordable housing crisis affects all of us.

You simply can't identify affordable housing by the way it looks!

Every photo represents an affordable apartment, condominium or home serving low- and modest-income households in King County. Many of these affordable housing projects have won design awards. Others have helped reduce crime and revitalize communities. Some have attracted shops and services to their neighborhoods.

All share one thing in common—they have been built, developed or preserved by a nonprofit member of the Housing Development Consortium, an innovative trade association of nonprofit developers, lenders, architects, contractors and others involved in creating affordable housing.

Affordable housing doesn't look any different than its "market-rate" counterparts. The difference is what you pay, which is based upon your income.

Affordable housing can be an historic brick building with apartments above shops, a modern townhouse built around a courtyard or a single-family house that blends right into the neighborhood.

Only 1% of apartments in King County are affordable to persons earning less than 30% of median income.

Winning a Public Vote for a State or Local Housing Trust Fund or Bond

Did you know?

- Only 1% of apartments in King County are affordable to households below 30% of area median income*.
- Only 14% of King County's housing stock is affordable to households below 50% of area median income.
- Only 20% of King County's housing stock is affordable to households below 80% of area median income.
- Only 18% of single-family homes are affordable to households at 80% of area median income who want to become homeowners.
- King County is the 12th largest county in the United States with a population of 1.7 million. Seattle's population makes up about one-third of that total.

*2003 King County median income for a family of four is \$71,900

How to get involved:

- If you need affordable rental housing and earn less than 60% of area median income, visit www.hdc-kingcounty.org for rental information available from HDC nonprofits.
- To prepare for first-time homeownership, visit www.hdc-kingcounty.org for homebuyer education opportunities.
- If you're interested in developing affordable housing, call HDC at 206.682-9541.
- If you would like to contribute funds, land, or anything else to affordable housing, call 206.682-9541 or visit www.hdc-kingcounty.org.

Affordable housing... transforms neighborhoods and lives...improves quality of life...preserves historic buildings...stimulates economic growth



What does affordable look like?



It looks like any other housing. Every picture shows an affordable housing project developed by a nonprofit member of HDC.



HOUSING DEVELOPMENT CONSORTIUM OF SEATTLE-KING COUNTY

"Nonprofits providing affordable housing solutions"

Who needs it?

- **Low-income workers & families**
- **Senior citizens**
- **Persons with special needs**
- **Persons with disabilities**
- **Victims of domestic abuse**

Having a job does not guarantee a family a place to live at an affordable cost.

Minimum-wage workers simply do not earn enough. Many seniors and persons with disabilities live on limited incomes. These incomes often aren't adequate to afford the high market-rate rents that are found throughout King County.



Many of these are people you see every day—your child's teacher or childcare worker, the clerk employed at the local store, a woman in the wheelchair or the elderly man on the bus, a police officer, janitor, office worker or waiter. People who resemble you and me.

When people spend too much on housing, they have no money left to cover other basic needs, such as food and health care, or to cope with emergencies.

Affordable housing provides attractive, low-cost housing for people who simply do not earn enough to pay for "market-rate" apartments. It gives people with low and modest incomes safe places to live in our communities.

What is affordable?



In a high-cost area such as King County, many people pay more than they can afford for housing. Over three-quarters of all King County renters pay too much—more than 30 percent of their income for rent.

The federal government defines "affordable" as housing plus utilities that cost no more than 30 percent of household income. In King County, most affordable housing serves renters who earn less than 60 percent of median income and first-time homeowners who earn less than 80 percent of median income.

According to a recent study, a person needs to earn at least \$17.29 per hour to be able to afford a typical two-bedroom "market-rate" apartment in King County.

Yet, minimum wage is only \$7.01. That means a minimum wage earner would need to work 100 hours a week in order to afford that apartment. Even two people working at minimum-wage jobs wouldn't earn enough to make that apartment affordable to them.



Everyone deserves a place to live—

Winning a Public Vote for a State or Local Housing Trust Fund or Bond

Who develops it?

Most affordable housing in King County is developed by nonprofit housing developers, the majority of whom belong to the Housing Development Consortium of Seattle-King County.

A great deal of community involvement goes into creating affordable housing. Community meetings are held so that citizens understand that affordable housing actually raises standards and brings economic stability, diversity and a vibrancy to neighborhoods.

Community members often serve on the boards and advisory committees of the nonprofit organizations that develop and manage these apartments.



Much affordable housing is developed through partnerships with local government, other nonprofit developers, housing authorities, private financial institutions, and occasionally private developers. But it takes people like you to get involved and invest in housing our community—affordably!



a home that's affordable



Nonprofits Working to House Our Community:

- AIDS Housing of Washington
- Archdiocesan Housing Authority
- Capitol Hill Housing Improvement Program
- Central Area Development Association
- Common Ground
- Community Psychiatric Clinic
- Delridge Neighborhoods Development Association
- Downtown Action to Save Housing
- Downtown Emergency Service Center
- Habitat for Humanity of Seattle-South King County
- Historic Seattle Preservation & Development Authority
- Homestead Community Land Trust
- HomeSight
- Housing Resources Group
- Intercommunity Housing
- Inter⁴Im
- Low Income Housing Institute
- Lutheran Alliance to Create Housing
- Mount Baker Housing Association
- Multi-Service Center
- Parkview Services
- Pioneer Human Services
- Plymouth Housing Group
- St. Andrew's Housing Group
- Seattle Chinatown/International District Preservation & Development Authority
- Seattle Emergency Housing Service
- SouthEast Effective Development
- YWCA of Seattle-King County-Snohomish County



811 First Avenue, Suite 408 • Seattle, WA 98104
206.682.9541 • hdc@hdc-kingcounty.org
www.hdc-kingcounty.org

CALIFORNIA'S PROPOSITION 46: "Keep Your Eye on the Prize and Be in It for the Long Term"

Non-Profit Housing Association of Northern California (NPH)

CASE STUDY IN BRIEF

- The coalition brought together to support Proposition 46 had the benefit of the support of a powerful public officials and representatives from a broad range of industries and sectors.
- With a \$2.4 million budget, the campaign was able to reach voters throughout the state through targeted television commercials, direct mail and newspaper editorials.
- Professional consultants that conducted focus groups and polls were able to craft messages and public information campaigns that were successful in bringing supporters to the polls.

In November 2002 California voters approved Proposition 46, a \$2.1 billion general obligation bond issue to support affordable housing construction. While the topic had been discussed for close to five years, the campaign to get out the vote in support of the bond issue had only a few months to raise public awareness of the issue and get voters to the poll in support of the measure.

The legislature approved placing the bond issue on the November ballot, and on April 22 then-Governor Gray Davis signed the measure in a public ceremony, giving a well-publicized jump start to the campaign. A steering committee to coordinate the campaign in support of the initiative was quickly assembled by the primary author of the measure, State Senator John Burton, President Pro Tem of the Ca Senate. The steering committee included members of the labor and business communities, as well as for-profit and nonprofit housing industry representatives. The campaign was known as Yes on Prop 46! Californians for Housing and Emergency Shelter.

"There was a real expectation that you needed to be able to deliver dollars and donors in addition to mobilizing your constituency group," said Dianne Spaulding, executive director of the Non-Profit Housing Association of Northern California and Housing California's representative on the steering committee. The

California Building Industry Association and the Silicon Valley Manufacturing Group were asked to co-chair the committee, with a commitment for giving or raising \$250,000 each for the campaign. "We needed the big guns out there in front, for the money and the visibility they could deliver" Spaulding said.

While there was no staff for the campaign, Housing California's legislative advocate, Julie Snyder, coordinated much of the nuts and bolts of the effort on a volunteer basis. The campaign hired two political consulting firms; Porter Novelli, a marketing-based public relations firm; and a sole proprietor named Steven Glazer, who had a close extensive experience on running campaigns in support of other tax or revenue enhancement measures and an almost perfect track record in winning such efforts. Glasier coordinated the campaign, and Donna Lucas from Porter Novelli did all of the media work and solicited endorsements from key groups around the state. While the two had never worked officially together before, "it was a nice division of labor and a good appealing bi-partisan approach," said Spaulding.

Winning a Public Vote for a State or Local Housing Trust Fund or Bond

The total campaign budget was \$2.4 million, raised primarily from groups represented on the steering committee and from two Political Action Committees (PACs) formed to focus on California affordable housing issues. Senator Burton helped raised significant funds from labor unions, and State Treasurer Phil Angelides worked with the investment community to raise additional funds as well.

The biggest expense for the campaign was purchasing television air time – over one million dollars was spent running a commercial in six targeted media markets in the state. Three commercials were produced by a professional production company, but due to a shortage of funds for the campaign only one aired.

Mass mailings were also a major expense, and were done very scientifically, said Spaulding. Mailings were targeted to lists of people such as those with the highest propensity to vote, she said. Supportive organizations did mailings of their own as well, such as a 25,000 piece mailing sent by SEIU to their own mailing list and members in the East Bay of Northern California.

The message of the television ads and the published materials that the campaign distributed focused on the benefits the bond issue would have on housing for seniors, the homeless, those at risk of homelessness and shelters for battered women. That emphasis wasn't truly representative of the breakdown of how the funds were earmarked in the legislation, said Spaulding, but focus groups and polls conducted by professional firms showed that this message would bring the greatest number of supporters to the polls. While that proved successful, "seniors had a lot of expectation that more senior housing was going to get built," even though that wasn't necessarily the case, she said. "A lot of people were disappointed, and that was a political lesson for us."

The campaign met with the editorial board of every major newspaper in the state and earned positive editorials in every paper except the Orange County Register. On Election Day Orange County was also the only county out of 58 in the state to not support the bond issue with over a 50% affirmative vote.

An extensive, professionally designed website was also a key part of the campaign's communications effort. It was updated frequently with profiles of individuals and families who were representative of the types of people who would be helped by the funds raised by the bond issue. Also available online was a PowerPoint presentation created by the state's housing department, showing a breakdown of how the funds would be spent.

Also a plus for the campaign was Proposition 47, an almost \$13 billion general obligation bond issue to support public schools, which was on the same ballot. While there were no formal connections between the two, there was a great deal of overlap among supporters and so efforts to get out the vote complemented each other well.

While the campaign was most intense for the few months between the Governor's signature and the general election, Spaulding said that it was the five years of working with the legislature to get the measure even placed on the ballot that really made it happen. "You have to keep your eye on the prize and be in it for the long term," she said.

Having a really strong champion, as this campaign had in Senator Burton, is also critical, she added. Bringing together such a broad coalition of stakeholders was also a key factor in the success, she said, and the breadth of the coalition is visible in how the money raised by the bonds is being spent. "We couldn't have won with the Realtors or home builders against us, and if you look at the measure \$450

Winning a Public Vote for a State or Local Housing Trust Fund or Bond

million is going to homeownership programs.”

•••

For more information, contact:

Dianne Spaulding, Executive Director
Non-Profit Housing of Northern California
dianne@nonprofithousing.org
<http://www.nonprofithousing.org/>
369 Pine Street, Suite 350
San Francisco, CA 94104
tel 415.989.8160
fax 415.989.8166

(While the website for the campaign is no longer active, it has been archived at
http://web.archive.org/web/*/www.prop46yes.org)

On Nov 5th, vote **SI** en



Prop. 46

El bono para la vivienda
costeable de \$2.1 Billones

**La vivienda y refugio seguro están
fuera de alcance...**

El costo promedio de un apartamento para familia pequeña cuesta más de \$1,000 por mes. Una familia debe ganar sobre \$70,000 por año para comprar una casa.

Mujeres y niños víctimas del abuso están descalificados de refugios sobresaturados.

Sí a la Prop. 46
mejoraría la vivienda para:
mujeres y niños víctimas del abuso
familias que trabajan
personas incapacitadas de California



La Prop. 46 crearía:
131,000 unidades de viviendas costeables
276,000 trabajos de tiempo completo

La Prop. 46 NO aumentará sus impuestos.

On Nov 5th, vote **YES**



Prop. 46

\$2.1 Billion Affordable Housing Bond

Housing and safe shelter are out of reach...

the average 2 BD apartment costs over \$1000/month a family must earn over \$70,000/year to buy a house abused women & children are being turned away from over-crowded shelters

YES on Prop. 46
will improve housing for:
Working Families,
Disabled Californians
Women & Children in Need



Prop. 46 will create:
131,000 units of low-income housing
276,000 full-time jobs

Prop. 46 will not raise your taxes.

On November 5th, Californians will vote for a...

\$2.1 BILLION *affordable housing bond*

Prop 46 - Housing & Emergency Shelter Trust Fund Act of 2002

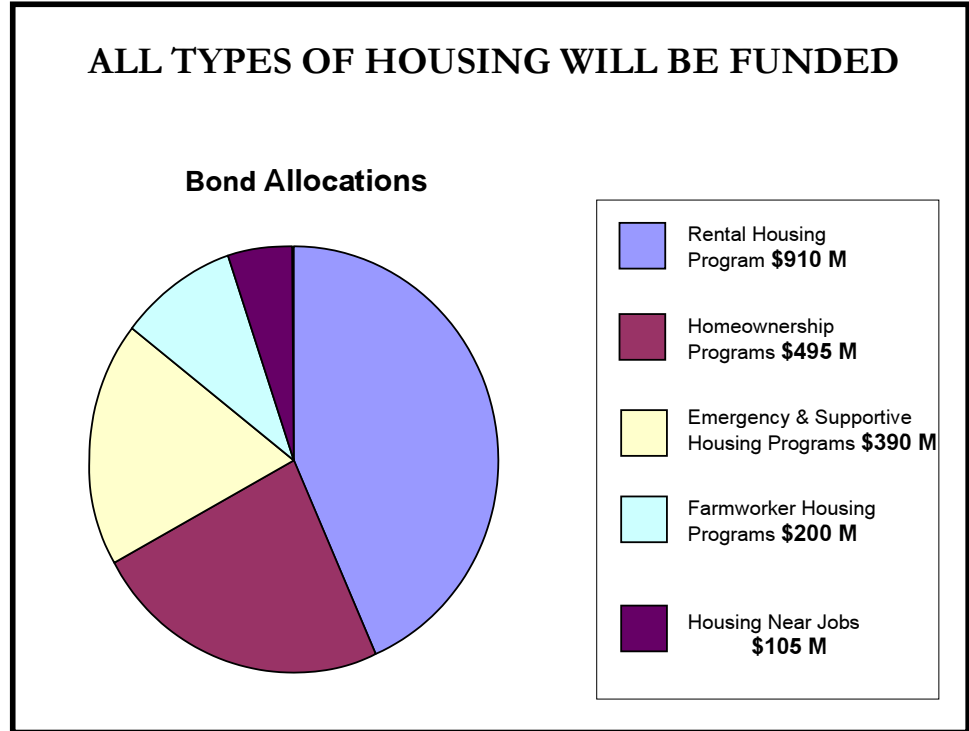
The Problem:

- California has 9 of the 10 least affordable housing markets in the nation.
- The state ranks last in homeownership. Only 56% of Californians own their homes, compared to 67% nationwide.
- More than half of the state's renters, and 91% of low-income renters, pay more than 30% of their income on rent.
- On any given day, there are 361,000 homeless persons in California.

How the bond will help:

- 131,000 units of affordable housing will be produced or preserved.
- 65,000 families will be able to purchase their own home.
- Housing assistance will be provided for 12,000 farmworkers and their families.
- 20 million shelter bed days for the homeless population will be created.

"From homeless individuals struggling to find shelter, to families being priced out of neighborhoods, helping people find safe, affordable housing is one of the key challenges facing California..."
-John Burton, CA State Senate



Help pass the bond on November 5th.
To pledge your support, get involved, or for more information, contact Tom Scott at (619) 239-6693 or sdhfexec@housingsandiego.org

THE BOND WILL RESULT IN:

- **131,000 units of affordable housing**
- **\$14 Billion in economic leverage**
- **276,002 full-time jobs**
- **\$42 Billion in consumer spending**

San Diego Housing Federation

450 B Street, Suite 1010
San Diego, CA 92101
(619)239-6693
www.housingsandiego.org

**Supporters of the Housing and Emergency Shelter Trust Fund Act of 2002
as of July 9, 2002**

Business Organizations

California Apartment Association
California Association of Realtors
California Building Industry Association
California Council for Environmental and
Economic Balance
California State Chamber of Commerce
Silicon Valley Manufacturing Group
Wine Institute
San Diego Regional Chamber of Commerce
San Diego Regional Economic Development
Corporation

Labor Unions

AFSCME
California Conference of Carpenters
California State Council of Laborers
California Teachers Association
State Building and Construction Trades
Council

Senior Organizations

Congress of California Seniors
Gray Panthers

Local Governments

California Redevelopment Association
City of LA
City of Long Beach
City of Morgan Hill
City of Oakland
City of Sacramento
City of Santa Rosa
Contra Costa County
County of Orange
League of California Cities
Santa Clara County
Santa Cruz County

Nonprofit Housing Organizations

Affordable Housing Collaborative
California Coalition for Rural Housing
California Rural Legal Assistance Foundation
Community Housing of North County
Ecumenical Association for Housing
Friends of the Homeless
Housing for Independent People
Housing California
Local Initiatives Support Corporation
Marin Continuum of Housing Services
National Housing Development Corporation
Non-Profit Housing Association of Northern California
Pacific Housing
San Diego Housing Federation
Southern California Association of Nonprofit Housing
The Marin Housing Council
Western Center on Law and Poverty

Other Organizations

Asian Law Alliance
Board of Trustees of the CA State University
California Church IMPACT
California Coalition for Youth
California Mental Health Planning Council
Catholic Charities
Homeward Bound of Marin County
Jericho
Santa Barbara County KIDS NETWORK

To add your Organization to this List contact:

Tom Scott
San Diego Housing Federation
450 B Street, Suite 1010
San Diego, CA 92101
(619) 239-6693
email: sdhfexec@housingsandiego.org
www: www.housingsandiego.org

Housing and Emergency Shelter Trust Fund Act of 2002

Fact Sheet

To meet a portion of the state's housing needs, a coalition of business groups, senior organizations, nonprofit housing developers, homeless advocates, and labor organizations are sponsoring the Housing and Emergency Shelter Trust Fund Act on the November 2002 ballot.

What does the Trust Fund Act do?

Finances \$2.1 billion in affordable housing construction through a state bond:

- \$910 million for rental housing for low income seniors, disabled persons, and families with children.
- \$495 million for homeownership programs, including sweat equity housing and downpayment assistance for low and moderate-income families.
- \$390 million for emergency shelters and permanent housing with services for homeless seniors, battered women, mentally ill people, and veterans.
- \$200 million for farmworker housing (rental and homeownership).
- \$100 million for incentives for local governments to approve affordable housing developments.
- \$5 million for local code enforcement to revitalize neighborhoods.

Why is it needed?

In 2001, the state's chief economist cited a lack of affordable housing as the second biggest threat to the state's economic prosperity, ranking behind only the energy crisis. Few areas of the state are unaffected by California's growing housing crisis. To address the crisis, housing construction must increase significantly to meet the needs of a growing population. Key indicators of the need include:

Only 29% of Californians can afford the median priced home in the state, compared to 55% nationally.

One-third of all renters, 1/2 of all low-income renters, and 3/4 of all very low income renters spend more than 50% of their income for housing. (30% is considered "affordable.")

Over 360,000 Californians are homeless, according to the Department of Housing and Community Development. The most rapidly increasing segments of the homeless population are seniors and families with children.

How will passage of the bond address the housing crisis?

By creating up to 22,000 permanently-affordable rental units

By enabling more than 65,000 California families to purchase their own house

By providing housing assistance for 12,000 to 24,000 farmworker families

By creating 20 million shelter bed days for homeless people

What other benefits will it generate for California?

- **New Investment:** At least \$6 billion in private investment and federal funds
- **Jobs:** Approximately 276,002 full time jobs and \$9.38 billion in wages
- **Spending:** \$42 billion in spending for home-related goods and services

Supporters of the Housing and Emergency Shelter Trust Fund Act of 2002 as of June 20, 2002

Business Organizations

California Apartment Association
California Association of Realtors
California Building Industry Association
California Council for Environmental and
Economic Balance
Silicon Valley Manufacturing Group
Wine Institute
San Diego Regional Chamber of Commerce
San Diego Regional Economic Development
Corporation

Labor Unions

AFSCME
California Conference of Carpenters
California State Council of Laborers
California Teachers Association
State Building and Construction Trades
Council

Senior Organizations

Congress of California Seniors
Gray Panthers

Local Governments

California Redevelopment Association
City of LA
City of Long Beach
City of Morgan Hill
City of Oakland
City of Sacramento
City of Santa Rosa
Contra Costa County
County of Orange
League of California Cities
Santa Clara County
Santa Cruz County

Nonprofit Housing Organizations

Affordable Housing Collaborative
California Coalition for Rural Housing
California Rural Legal Assistance Foundation
Ecumenical Association for Housing
Friends of the Homeless
Housing for Independent People
Housing California
Marin Continuum of Housing Services
National Housing Development Corporation
Non-Profit Housing Association of Northern
California
Pacific Housing
San Diego Housing Federation
Southern California Association of Nonprofit
Housing
The Marin Housing Council
Western Center on Law and Poverty

Other Organizations

Asian Law Alliance
Board of Trustees of the CA State University
California Coalition for Youth
California Mental Health Planning Council
Catholic Charities
Homeward Bound of Marin County
Jericho
Santa Barbara County KIDS NETWORK

•