Welcome to today’s webinar!

• Due to the large number of registrations, everyone will be muted today.
• You can ask questions via the live chat or Q&A options. Ask questions throughout or save them for the end.
• If you have problems with the platform, we will try to help. Use the live chat to share any tech issues.
Today’s goal

Our main goal for today’s webinar is to help position housing advocates and city staff to successfully pass one of the state’s local affordable housing options. All the options discussed today will be city based options.
Today’s agenda

• HB 1406 and Qualifying Local Taxes
• Advancing ballot measures and lessons from recent victories
• Spotlight on Olympia’s campaign
• Spotlight on Vancouver’s campaign
• Successful messaging
• Check list for your next steps
• Q & A
"Qualifying local taxes" under HB 1406

- The affordable housing levy authorized under RCW 84.52.105;
- The levy authorized under RCW 84.55.050 if used solely for affordable housing;
- The sales and use tax for housing and related services authorized under RCW 82.14.530 if the city has imposed the tax at a minimum or least half of the authorized rate;
- Only in Pierce County: The sales tax for chemical dependency and mental health treatment services or therapeutic courts authorized under RCW 82.14.460.
Cities with “Qualifying local taxes” under HB 1406

• Seattle (Housing Levy)
• Bellingham (Housing Levy)
• Vancouver (Housing Levy)
• Ellensburg (1/10 of 1% sales tax for affordable housing)
• Olympia (1/10 of 1% sales tax for affordable housing)
• Tacoma (Mental health and chemical dependency sales tax)
Deadlines for cities to pass a “Qualifying local taxes” in order to leverage full funds from HB 1406

- Resolution of Intent to use HB 1406 must be adopted by January 28, 2020 and an ordinance to use HB 1406 must be passed by a simple majority vote of the local elected body by July 27\textsuperscript{th}, 2020.

- Adopting a qualifying local tax by July 27, 2020 allows a city to take the county portion and protects a city if your county doesn’t implement HB 1406.

- Department of Revenue requires 75-days-notice of adoption of sales tax increases. You must have the notification to them no later than July 28\textsuperscript{th}, 2020 in order for it to count under HB 1406!
Advancing Housing Revenue Measures at the Ballot: Lessons from Recent Victories

Local Affordable Housing Option webinar
July 22, 2019
We work with state and local initiatives to create, expand & protect housing trust funds.
Victories at the Ballot
Elements of winning campaigns

- Unified coalition
- Build from existing framework
- Clear on use of funds
- Strategic campaign team
- Campaign manager
- Sufficient budget
- Disciplined messaging strategy
Case Study: Bellingham’s winning *Home Fund* campaign

- Build a coalition
- Develop the message
- Lay the ground work
- Bellingham Housing Levy
- Recruit the campaign team
- Execute winning strategy
- Implement the promise
Campaign timeline from Bellingham in 2012

Lay ground work

- First levy planning meeting
- Message training CCC
- Coalition building event
- City Council testimony
- City Council vote

Develop message

- First weekly campaign team meeting
- Seattle fundraiser
- Campaign kickoff fundraiser

Recruit campaign team

Build coalition

- Opposition gets organized
- First live debate
- ELECTION DAY

Execute winning strategy
Big Night at the Ballot Box: Nov 6, 2012

9 Communities Pass Local Housing Trust Fund Initiatives
- 65% of voters approved San Francisco CA Proposition C
- 56% of voters in Bellingham WA approved Proposition 1
- 7 Massachusetts Communities Adopt Community Preservation Act: Beverly (53%), Canton (56%), Fall River (58%), Great Barrington (62%), Salem (58%), Somerville (76%), and Somerset (52%)

Houston, TX, and Rhode Island Pass Housing Bonds
November 8, 2016 Ballot Wins

32 of 39 housing trust fund and housing revenue measures passed, with 25 of those receiving 60% or more of the vote.
Olympia Home Fund
Jessica Bateman, Olympia City Council
SAFE & SECURE HOUSING FOR ALL OLYMPIANS

RCW 82.14.530 sales tax of 0.1% to construct affordable housing and supportive housing and housing related services including mental and behavioral health-related facilities.

- $2,300,000 per year
- No sunset
- Passed in February 2018
- Began collecting revenue July 1, 2018
- Permanent supportive housing
- 350 homes over first 10 years
2018 Point-In-Time Count Results

Each January, Thurston County conducts a “point-in-time count” to capture the number and characteristics of people living without a home.

- **1.2%** Unaccompanied youth & young adults
- **23%** Chronically homeless
- **45%** Female
- **25%** Victims of domestic violence
- **7%** Veterans
- **29%** People of color*

835 Homeless persons counted

38% Households with children

How long have people been homeless?

- Less than one year: 38%
- More than one year: 62%

*However, people of color make up only 18% of the Thurston County population.
Perennial Issue

- Impacts to public health, safety, & economic development
- Chronic homelessness
- Lack of adequate resources

Supportive housing is cheaper than chronic homelessness

https://theconversation.com/supportive-housing-is-cheaper-than-chronic-homelessness-67539
HOME FUND TIMELINE

Jan. 2017
Launched campaign

Feb. 2017
Council Ad Hoc Comm.

Summer 2017 Elway poll

Nov. 2017 HF placed on ballot

Feb. 2018
HF passes w/63%
HF SPENDING BREAK DOWN

- Capital: 65%
- Operations: 20%
- Admin: 8%
- Shelter: 7%

Source: Olympia Home Fund Administrative Plan
AFFORDABLE HOUSING CAMPAIGN ESSENTIALS

• Relevant topic with public interest
• Champion on council (or other governing body)
• Leadership team & campaign plan
• Know your allies
• Consult your Coordinated Entry Providers & SMEs
• Data driven solution
• Consistent, concise, and message tested
CAMPAIGN PLAN

Winter 2018 Ballot Measure
• Asset based approach
• Increase public support
• Communications strategy
• Fundraising & endorsements
• Field plan
An affordable housing measure for our most vulnerable community members

The Home Fund will build or rehab at least 350 affordable homes over 10 years.

This will create a one-tenth of 1% sales tax increase which equals one penny for every $10 spent.

100% of the homes built will serve only Olympia’s most vulnerable households.

EVERYONE DESERVES A SAFE PLACE TO CALL HOME

OLYHOMEFUND.ORG

CONGRESSMAN DENNY HECK
REPRESENTATIVES LAURIE DOLAN
& BETH DOGLIO
ALL OLYMPIA CITY COUNCIL MEMBERS
OPPORTUNITIES & CHALLENGES
MARTIN WAY – FIRST HF PROJECT

- Reduces homelessness & increases housing for low income households
- Increases shelter construction and capacity
- Leverages funds that can be matched for state/federal/private construction $
INTERFAITH WORKS/LIHI
SHELTER & SUPPORTIVE HOUSING
MITIGATION SITE
PLUM STREET VILLAGE
➤ House 40+ individuals onsite
➤ Individuals and couples without children
➤ Equipped with a hygiene trailer
➤ Services/case management for specific needs of the residents
Developing A Long Term Response to Homelessness

Our Purpose: To identify how to effectively respond to homelessness and its impacts on Olympia.

Jan 2019
Community Work Group established
Community Members visit our webpage and sign up for homelessness e-news at olympiawa.gov/subscribe so they can stay informed and engaged

Feb 2019
* Community Work Group starts meeting
Community and Partners learn about Homeless Response Plan process and actions underway

Mar 2019
Community Work Group shares what’s been heard and learned; identifies any additional need information
Community online engagement

Apr 2019
Community Work Group hosts a community conversation. Listen and learn from community members, resource partners, and implementation partners

May 2019
Community Work Group identifies and shares draft strategies

Jun 2019
* Community Work Group hosts a community conversation to further discuss draft strategies

Jul 2019
Community Work Group identifies how to measure progress and final strategies

Aug 2019
* Community Work Group identifies actions with resource partners and implementation partners

Sep 2019

Oct 2019

Nov 2019
Call to Action
olympiawa.gov/homelessness
Olympia’s Response Plan
olympiawa.gov/homelessness

➤ Cultivate regional partnerships
➤ Engage whole community in the response
➤ Build resiliency
QUESTIONS?
The Vancouver Housing Levy Story

As told from the advocacy point of view
The crisis...

Courtyard Village displacement: Scrambling for solutions
Advocates seek ways to help apartment complex residents forced to vacate by landlord
The process...

Vancouver steps in direction of tenant protections
Councilors direct staff to look at what other cities in state are doing
Timeline

12/2014  Courtyard Village notices begin
5/2015  Affordable Housing Taskforce begins
7/2015  Tenant protections recommended
9/2015  Tenant protections adopted
1/16    Taskforce final report released
2/16    Staff directed to work on levy details
5/16    Workshops, public forums, etc.
June 20, 2016  Unanimous vote!!!!!!!!!!!!!
Campaign kickoff June 23rd

Our community supports Bring VANCOUVER Home!
Cross-sector partnerships

BRING VANCOUVER HOME
Organizational Endorsements
Community Education

PROP 1
Community Forum

BRING VANCOUVER HOME
Over 15,500 doors!
About $110,000 raised and spent

Hi, I’m Lethene. I have a home now, but I worry that one day I might get priced out like the 1,800 seniors in Vancouver who are paying over half their income in rent or the 2,200 kids in our local schools who have no home at all.

That’s why I’m supporting Proposition 1, a 7 year levy that helps nearly 10,000 families and seniors avoid getting priced out. Together, we can bring Vancouver home!

Yes! Prop 1
BringVancouverHome.com

Endorsed by:

The Columbian
ENDORSED

Lethene
Vancouver, WA

VOTE
GOTV! Over 10,000 calls
57.64% Yes!!!!!
Impact-New construction

• 394 apartments in the development pipeline!
  – 325 of which are restricted to 50% AMI or below
Impact-Acquisition and Rehab

• 37 affordable apartments acquired
  – 13 of which are restricted to 50% AMI or below

• 179 affordable apartments improved
  – All of which are restricted to 50% AMI or below

• 126 emergency shelter beds improved
Impact-Rental Assistance

- 276 households assisted in the first year!
Framing Home
Winning Messaging Strategies for Local Revenue Measures

Local Affordable Housing Option webinar
July 22, 2019
Make the campaign about PEOPLE
What We Know

opportunity
fairness
home
security
stability
responsibility to care
for the most vulnerable
reward for work

Value frames that work for housing
Children deserve a chance to succeed in school and in life, which all begins with their families being able to afford a decent place to live.

It should be possible for working people* to afford a home and still have enough money for the basics like groceries, gas and child care.

Everyone should have the opportunity to live in a safe, healthy, affordable home.

Children deserve a chance to succeed in school and in life, which all begins with their families being able to afford a decent place to live.

It’s better for society, the environment and families if people can afford to live close to where they work.

* Can insert US military veterans, senior citizens, people with disabilities, and families
2012 Bellingham Levy details

**Funding Source:** 7-Year Property Tax Levy

**Cost:** $6.89/month to average homeowner

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>INVESTMENT</th>
<th>DESCRIPTION</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production &amp; preservation of housing</td>
<td>$17,000,000</td>
<td>Funds construction or preservation of affordable homes for Bellingham’s most vulnerable residents. Most of the funding serves seniors on fixed incomes, people with disabilities, formerly homeless families and people working minimum wage.</td>
<td>Creates or preserves housing for over 400 homes that will benefit 8,500 families.</td>
</tr>
<tr>
<td>Rental assistance &amp; support services</td>
<td>$2,000,000</td>
<td>Supportive services keeps disabled vets and chronically homeless in their homes &amp; reduces costly ER visits and emergency care.</td>
<td>800 homes</td>
</tr>
<tr>
<td>Low-income home-buyer assistance</td>
<td>$1,000,000</td>
<td>Helps working families buy a home.</td>
<td>50 homes</td>
</tr>
<tr>
<td>Acquisition &amp; opportunity loans</td>
<td>$1,000,000</td>
<td>Short term loans for strategic purchases of properties for affordable homes.</td>
<td>50 homes</td>
</tr>
</tbody>
</table>
Delivering the message

“After finally having an affordable place, Ivan was able to move back home with me. Then we got to start building a life together again.”
— Happy Valley resident, formerly homeless single mother with son, Ivan

“They had nothing but a change of clothes and eight dollars in my pocket. Now, I’m attending college, working part-time and volunteering. All it took was the security of knowing I could go home to a quiet place to sleep and study.”
— Formerly homeless Veteran, Ed, York neighborhood resident

“After three years of doubling up with other families, we now have our own place. A safe, stable home of our own means we can provide a good atmosphere to raise our son so that he’s prepared for school.”
— Meridian neighborhood residents, Edgar, Alondra and Evo

Affordable homes for Bellingham’s most vulnerable populations — especially working families, seniors on fixed incomes, people with disabilities, and veterans.

The results: families with good homes close to where they work, live, and learn; much-needed construction jobs for local contractors, and a stronger, more vital community for everyone.

www.bellinghamhomefund.org

Paid for by Citizens for Bellingham Home Fund
PO Box 249, Bellingham WA 98227
Delivering the message

LOCAL NEEDS

A combination of **fewer vacancies**, **skyrocketing rent**, and **stagnant wages** put the squeeze on local renters.

A LOCAL SOLUTION

Affordable homes for Bellingham’s most vulnerable populations — especially **families with children**, **seniors on fixed incomes**, **people with disabilities**, and **veterans**.

The results: families with good homes close to where they work, live, and learn; much-needed construction jobs for local contractors, and a stronger, more vital community for everyone.

ENDORSEMENTS

Northwest
Washington Central Labor Council
Washington Conservation Voters
Housing Authority of the City of Bellingham
First Congregational Church of Bellingham
Opportunity Council
SeaMar Community Health Center
Bellingham Food Bank
Catholic Community Services
Bellingham/Whatcom Project Homeless Connect

Whatcom County Coalition to End Homelessness
Mercy Housing Northwest Community Housing Services
Community to Community Development
Whatcom Re-entry Coalition
Kulshan CLT
Paul Schissler Associates
Cornerstone Strategies

vote yes for Prop 1
BELLINGHAM HOME FUND

Paid for by Citizens for Bellingham Home Fund | bellinghamhomefund.org
P.O. Box 249 | Bellingham, WA 98227
Report and Repeat!
Initial steps for advancing a local option campaign

• Develop consensus of need priorities among key partners and allies
• Identify best option to meet community need
• Develop proposal for uses of funds
• Build coalition
• Assemble campaign team
• Develop and implement messaging strategy
• Get on to ballot
Questions about local Housing Trust Funds?

Go to:  www.housingtrustfundproject.org

Or email Michael Anderson
manderson@communitychange.org
Running a Successful Campaign to Pass a Local Affordable Housing Option!

Questions?
Running a Successful Campaign to Pass a Local Affordable Housing Option!

Michael Anderson, Center for Community Change
manderson@communitychange.org

Jessica Bateman, Olympia Mayor Pro Tem
jbateman@ci.olympia.wa.us

Andy Silver, Housing Initiatives LLC
andysilver@housinginitiative.net

Michele Thomas, Washington Low Income Housing Alliance
MicheleT@wliha.org