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

WASHINGTON LOW INCOME Housing Alliance

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.

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

WASHINGTON LOW INCOME Housing Alliance

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.

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

WASHINGTON LOW INCOME Housing Alliance

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

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

WASHINGTON LOW INCOME Housing Alliance

"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.

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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)

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

WASHINGTON LOW INCOME Housing Alliance

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 27th, 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 28th, 2020 in order for it to count under HB 1406!

COMMUNITY CHANGE
Power from the ground up

Housing Trust Fund Project

Advancing Housing Revenue Measures at the Ballot:

Lessons from Recent Victories

Local Affordable Housing Option webinar

July 22, 2019

COMMUNITY CHANGE
Power from the ground up

Housing Trust Fund Project

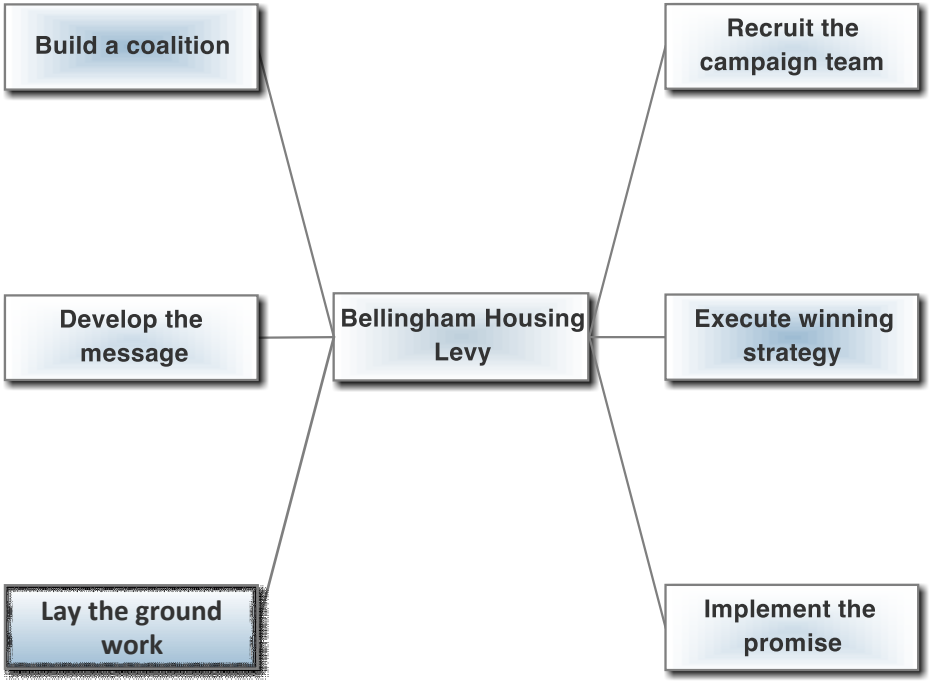
We work with state and local initiatives to create, expand & protect housing trust funds

Victories at the Ballot

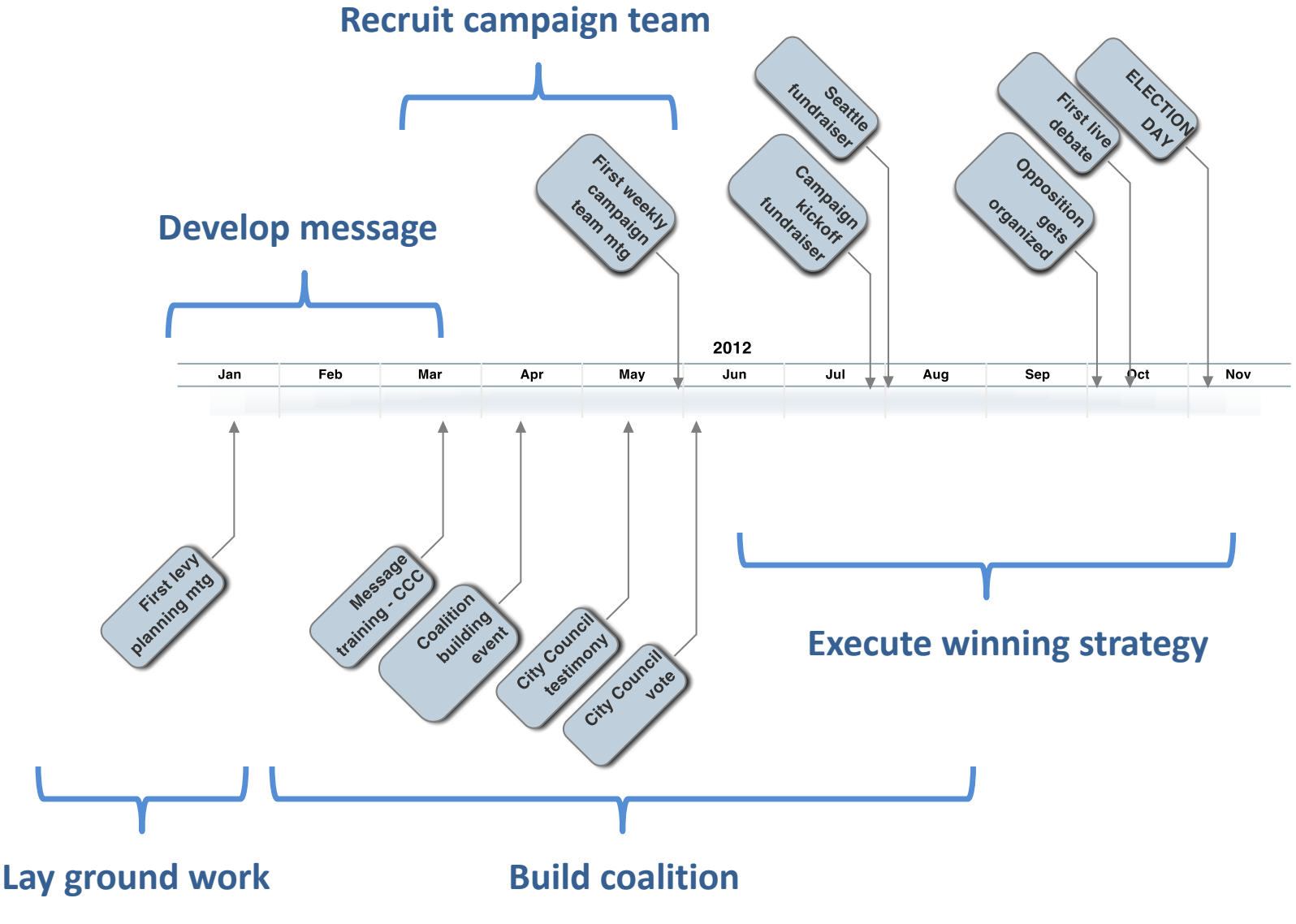
Elements of winning campaigns

- Unified coalition
- Build from existing frame work
- Clear on use of funds
- Strategic campaign team
- Campaign manager
- Sufficient budget
- Disciplined messaging strategy

Case Study: Bellingham's winning *Home Fund* campaign



Campaign timeline from Bellingham in 2012



Big Night at the Ballot Box: *Nov 6, 2012*

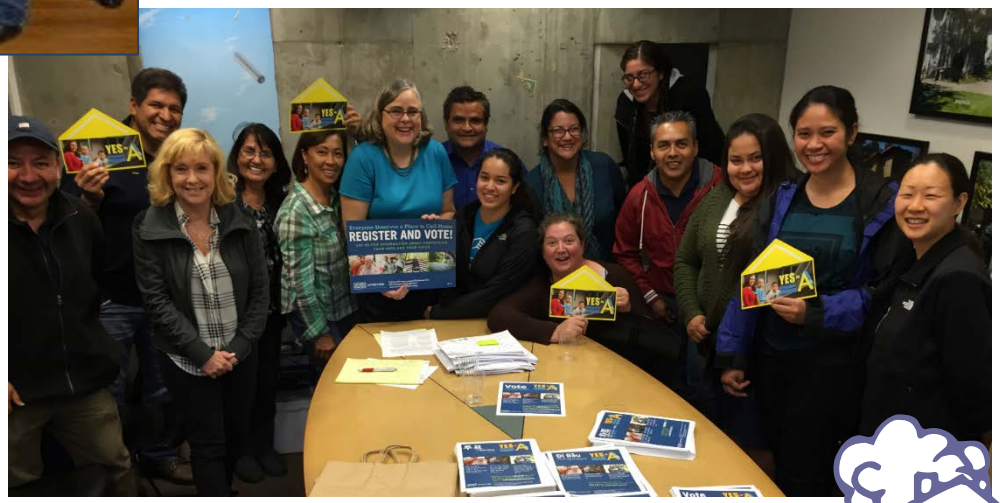
9 Communities Pass Local Housing Trust Fund Initiatives

- **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

HOME FUND

2018 THURSTON COUNTY POINT-IN-TIME HOMELESSNESS SNAPSHOT

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.

835
Homeless persons counted

1.2%
Unaccompanied youth & young adults

23%
Chronically homeless

38%
Households with children

45%
Female

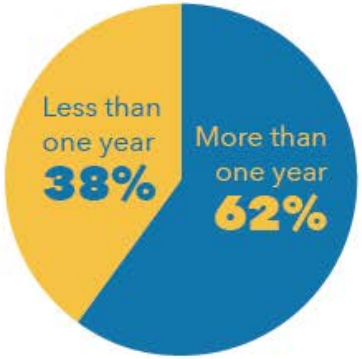
25%
Victims of domestic violence

7%
Veterans

29%
People of color*

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

How long have people been homeless?



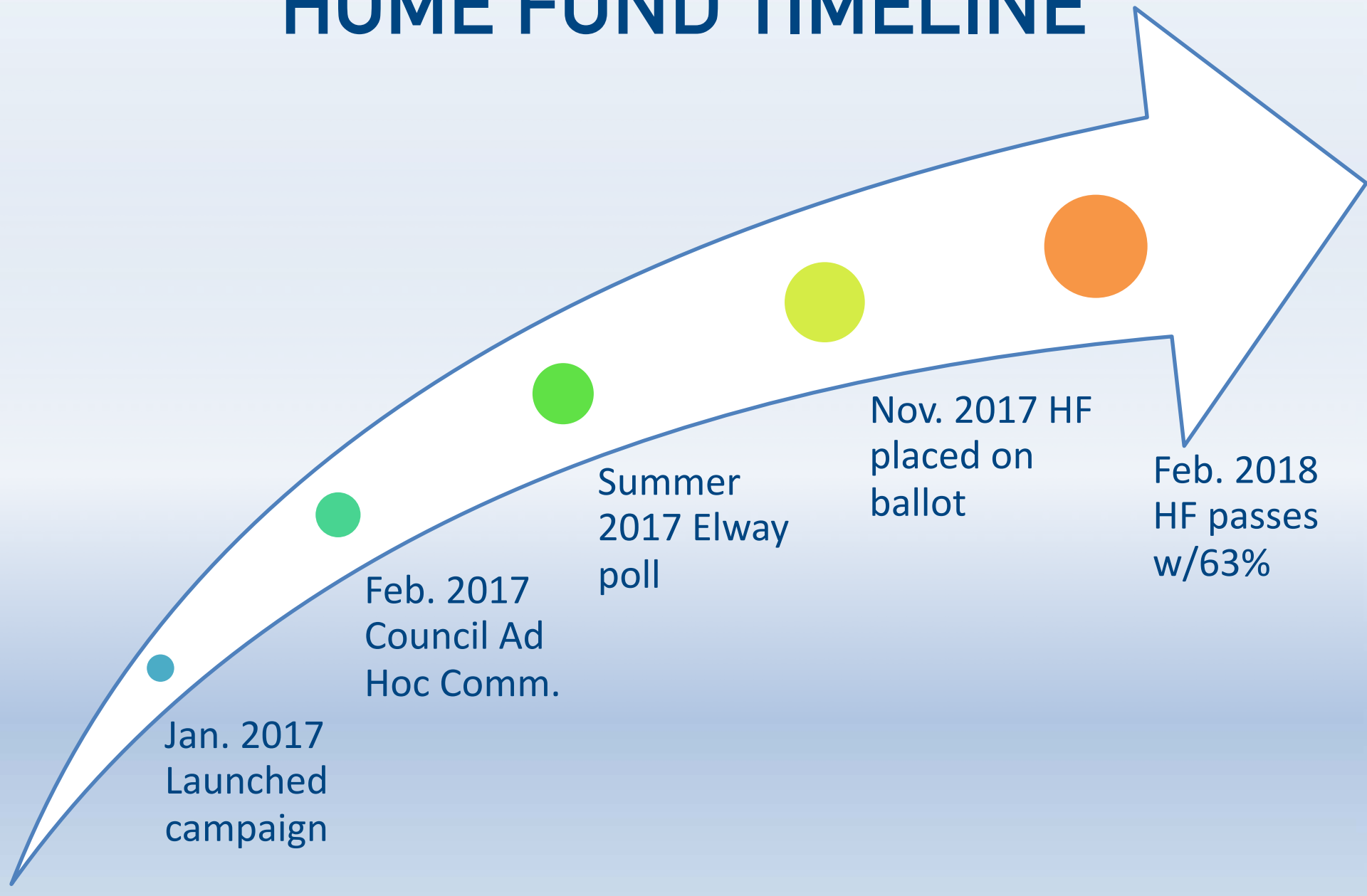
BACKGROUND

Perennial Issue

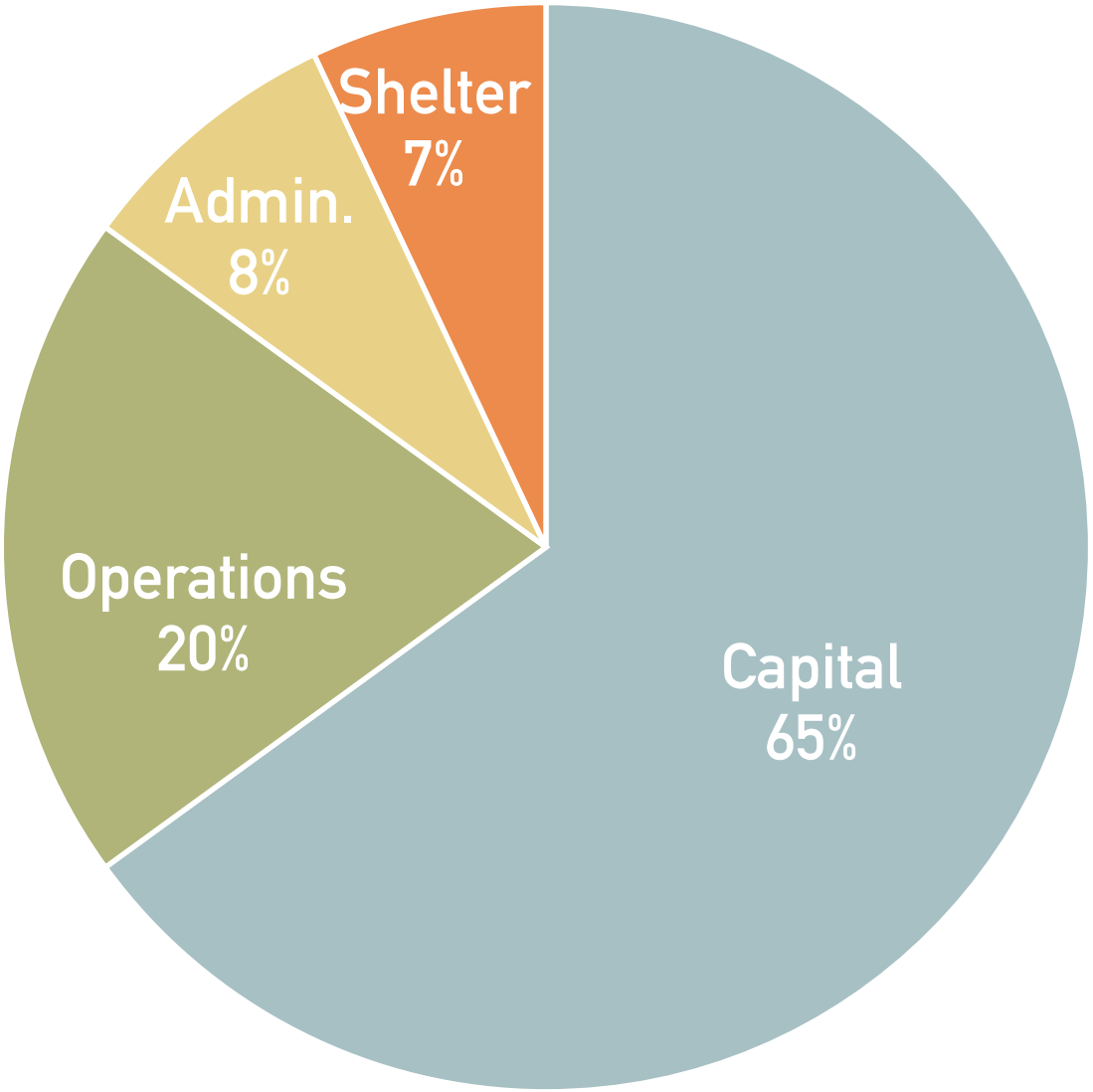
- Impacts to public health, safety, & economic development
- Chronic homelessness
- Lack of adequate resources

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

HOME FUND TIMELINE



HF SPENDING BREAK DOWN



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

Olympia

COMMUNITY & ORGANIZATIONAL SUPPORT

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.

HOME FUND IS ENDORSED BY

- Thurston County Democrats
- Olympia Police Guild
- Olympia Fire Fighters IAFF Local 468
- Family Support Center of South Sound
- Ydwa
- Low Income Housing Institute
- Community Youth Services — New Directions. Brighter Futures.
- SideWalk
- Thurston County Chamber
- Catholic Community Services of Western Washington
- NAMI
- Providence Health & Services
- YWCA — eliminating racism empowering women
- Council 2 Washington State Council of County and City Employees AFSCME AFL-CIO
- Thurston-Mason County Medical Society

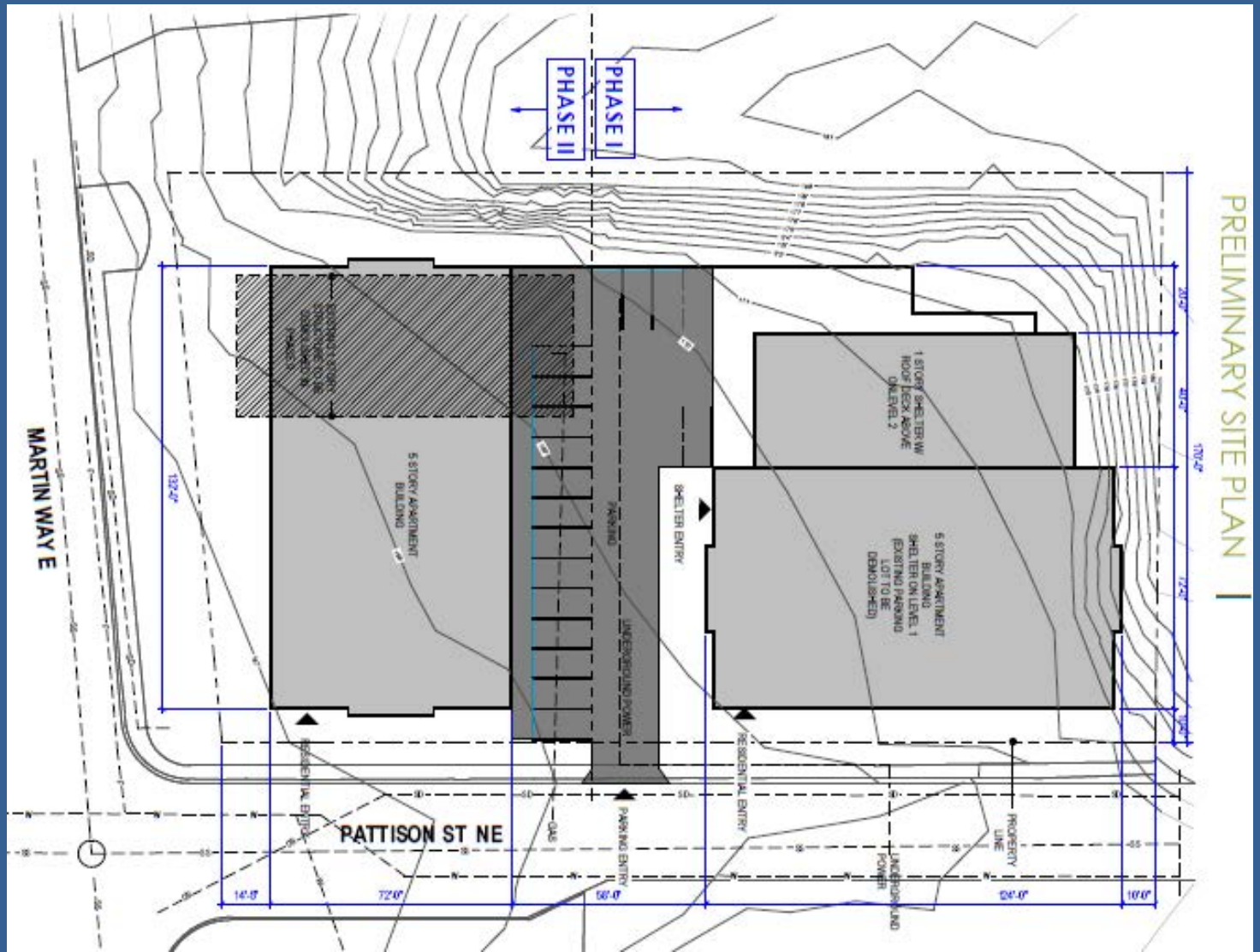
CONGRESSMAN DENNY HECK
REPRESENTATIVES LAURIE DOLAN
& BETH DOGLIO
ALL OLYMPIA CITY COUNCIL MEMBERS

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 $

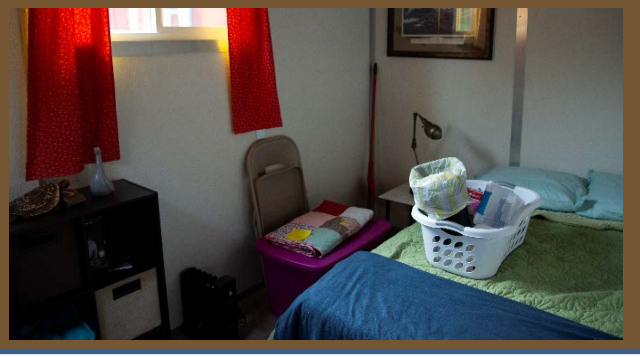
INTERFAITH WORKS/LIHI SHELTER & SUPPORTIVE HOUSING



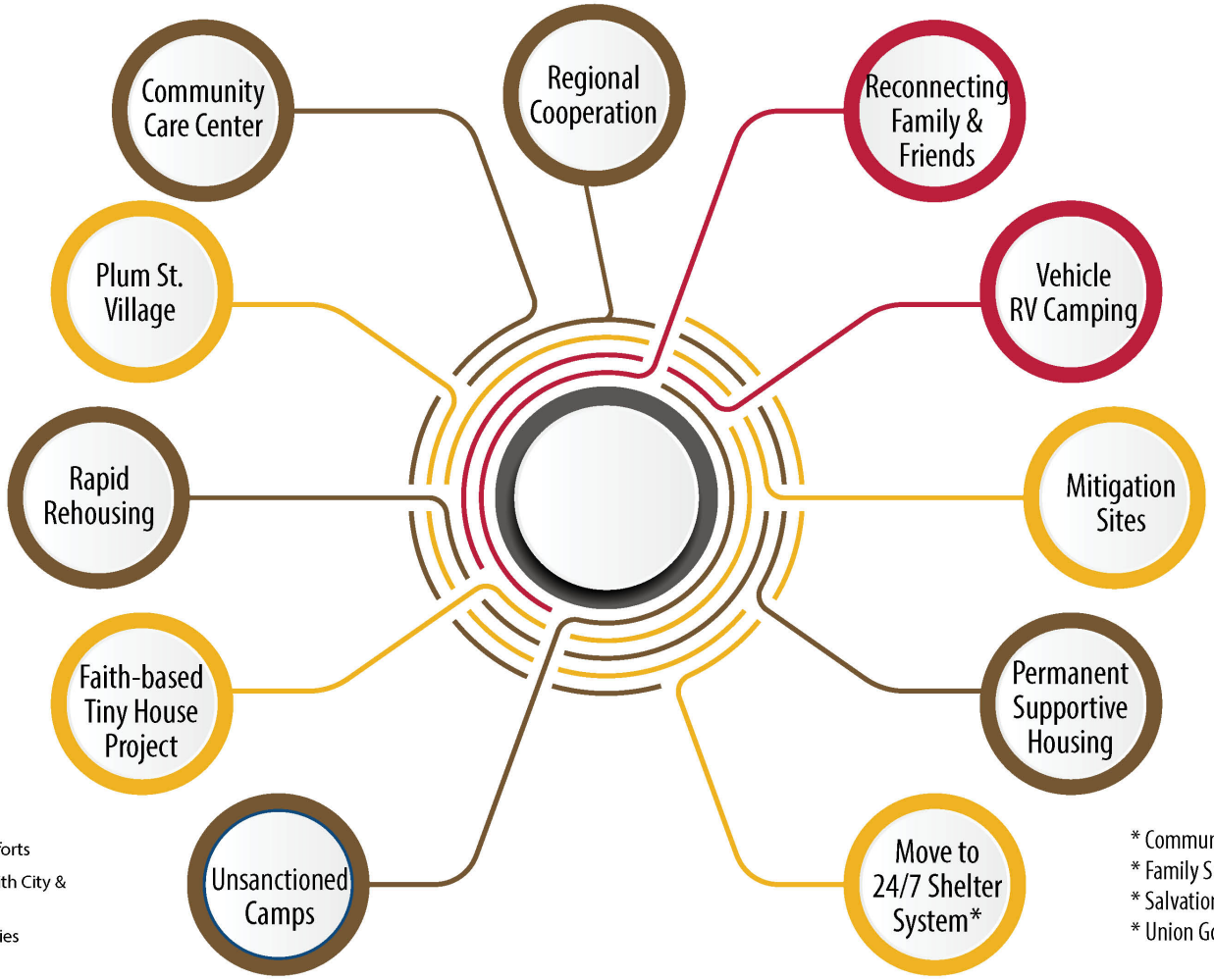
MITIGATION SITE

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



Continuum of Housing Interventions



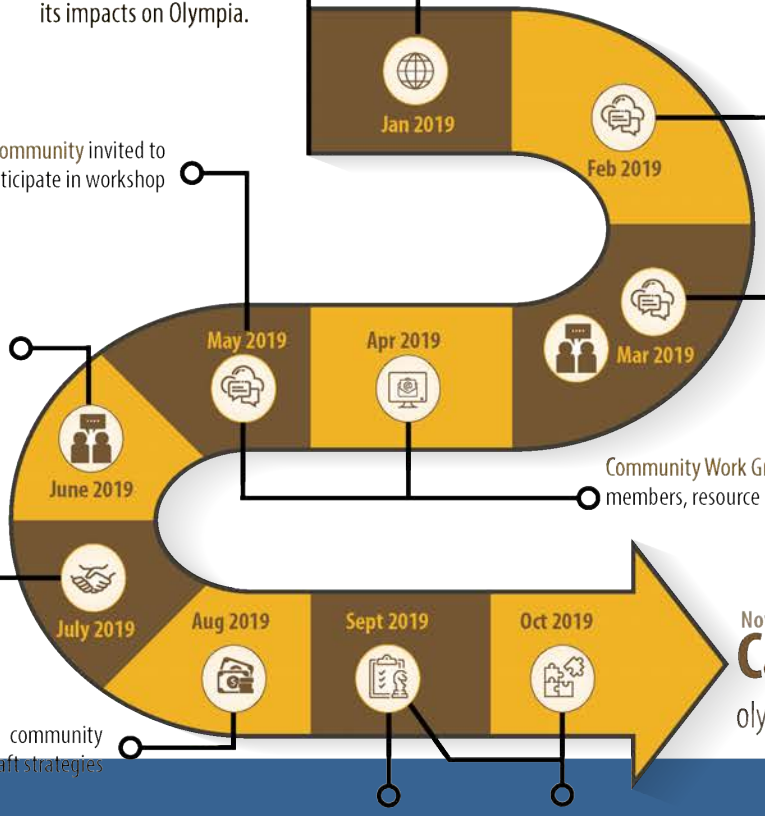
Legend

- Ongoing Regional Efforts
- New Interventions with City & Partner Support
- Unsanctioned Activities

* Community Youth Services
* Family Support Center
* Salvation Army
* Union Gospel Mission

Developing A Long Term Response to Homelessness

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



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

* Community Work Group starts meeting

Community and Partners learn about Homeless Response Plan process and actions underway

Community Work Group listen and learn from the Community

Community online engagement

Community invited to participate in workshop

* Community Work Group shares what's been heard and learned; identifies any additional need information

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

Community Work Group identifies and shares draft strategies

* Community Work Groups hosts a community conversation to further develop draft strategies

Nov 2019

Call to Action

olympiawa.gov/homelessness

Community Work Group identifies how to measure progress and final strategies.

*Community Work Group Identifies actions with resource partners and implementation partners

* Indicates a milestone in the process

Olympia

Olympia's Response Plan

olympiawa.gov/homelessness

- Cultivate regional partnerships
- Engage whole community in the response
- Build resiliency

QUESTIONS?

HOME FUND
VOTE YES!
A SAFE PLACE TO CALL HOME
HOME FUND
VOTE YES!
OLYHOMEFUND.ORG
A SAFE PLACE TO CALL HOME
HOME FUND
VOTE YES!
OLYHOMEFUND.ORG
A SAFE PLACE TO CALL HOME

Jessica Bateman
Mayor Pro Tem
City of Olympia
JBateman@Ci.Olympia.Wa.Us

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

Good news VANCOUVER... we are on the ballot!
BRING
VANCOUVER
HOME

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

Cross-sector partnerships

Community Education

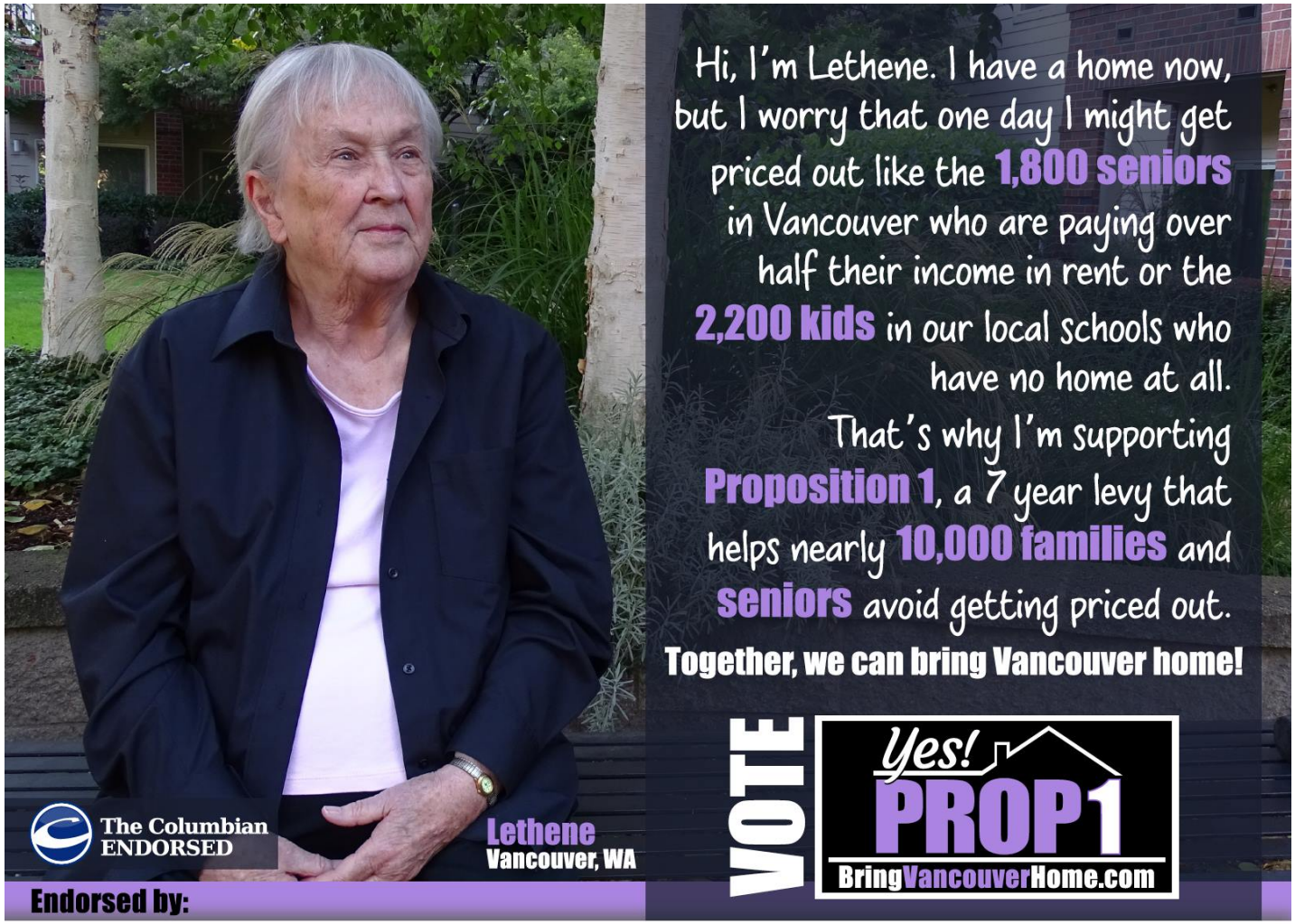
PROP 1

Community Forum

BRING VANCOUVER HOME

Over 15,500 doors!

About $110,000 raised and spent



GOTV! Over 10,000 calls

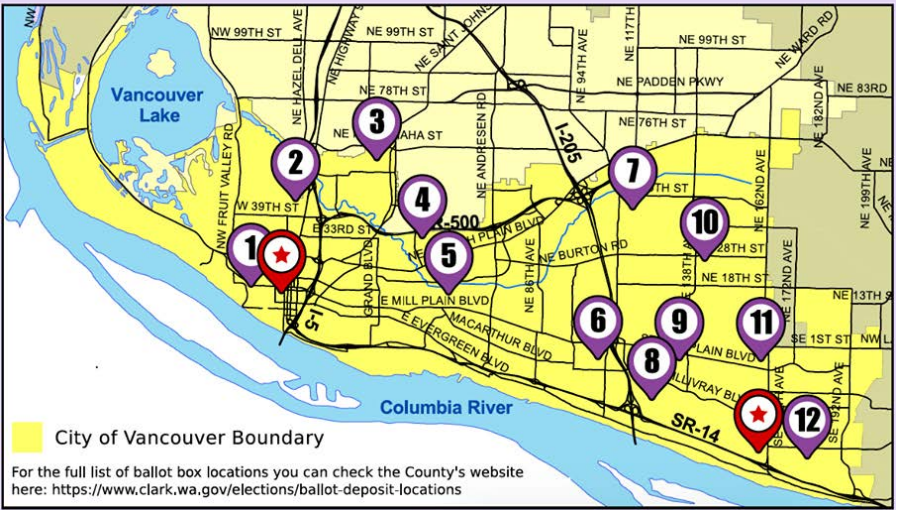
The City of Vancouver's 24 Hour Drop Box Locations

- West 14th & Esther St.
- 3510 SE 164th Ave.

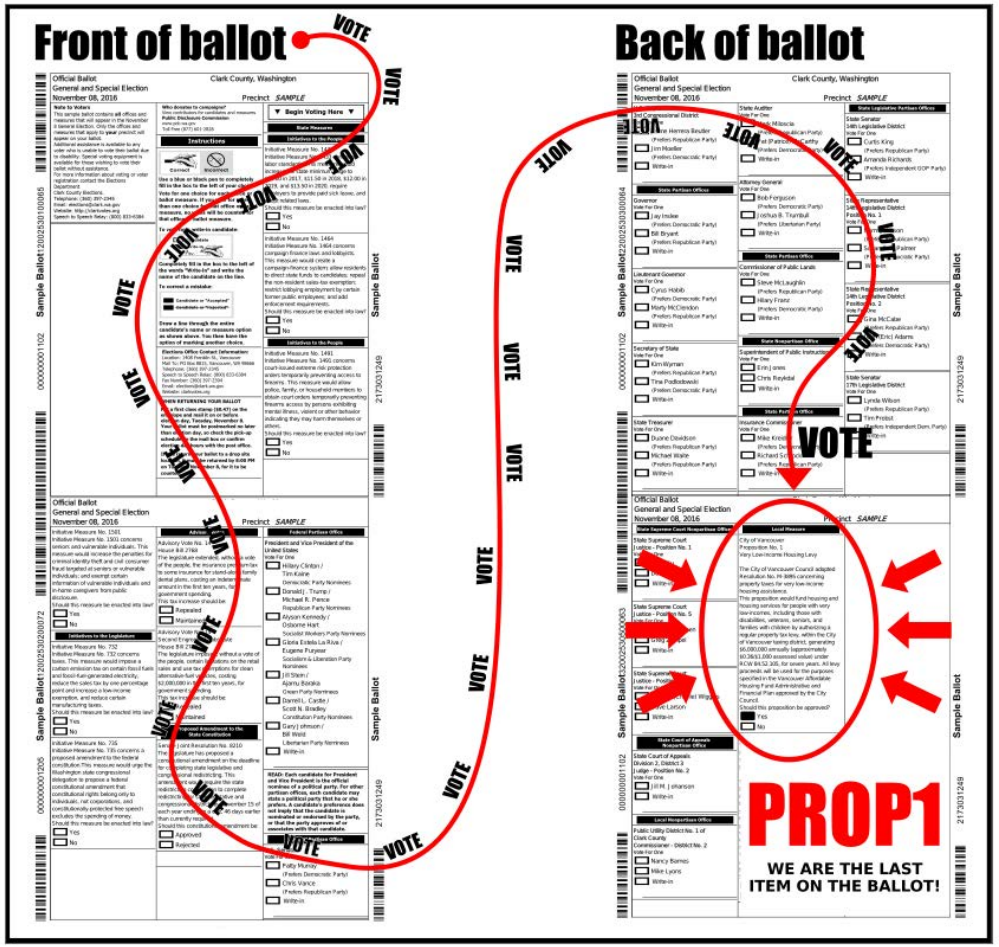
November 8th Only Ballot Deposit Locations

In addition to the permanent drop box locations above, election workers will be present to accept completed ballots on Election Day only, from 7am to 8pm, at designated locations around Vancouver listed below.

1	1408 Franklin St.	5	4801 Idaho St.	9	13003 SE 7th St.
2	4200 NW Daniels St.	6	512 SE Ellsworth Rd.	10	14015 NE 28th St.
3	2800 NE 54th St.	7	4400 NE 122nd Ave.	11	400 SE 164th Ave.
4	2921 Falk Rd.	8	12601 SE Riveridge Dr.	12	3800 SE Hiddenbrook Dr.



For the full list of ballot box locations you can check the County's website here: https://www.clark.wa.gov/elections/ballot-deposit-locations



57.64% Yes!!!!!

Impact-New construction

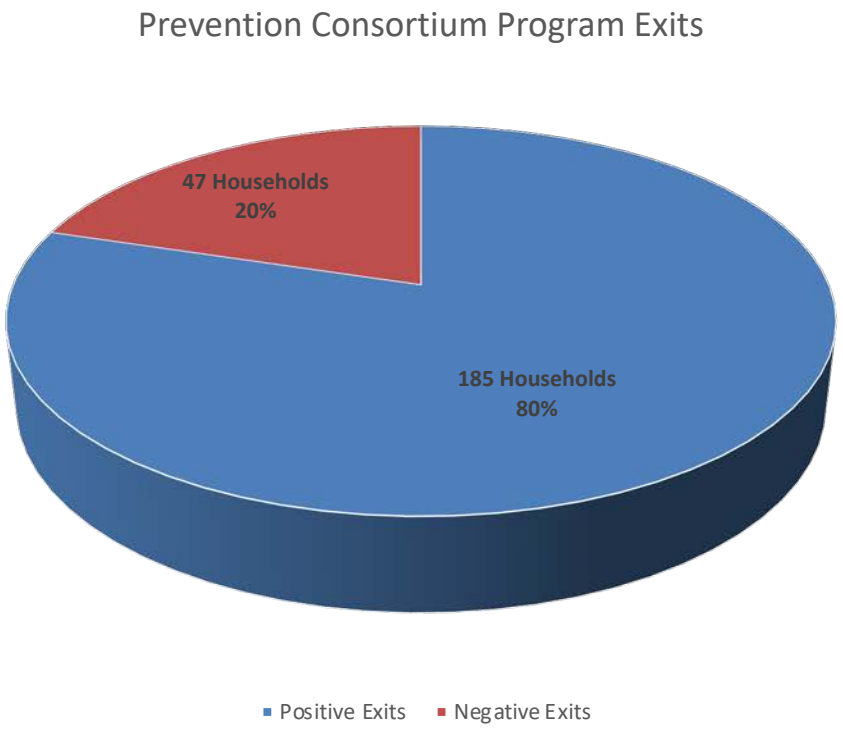
- 394 apartments in the development pipeline!
  - 325 of which are restricted to 50% AMI or below

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!



COMMUNITY
Power from the ground up CHANGE

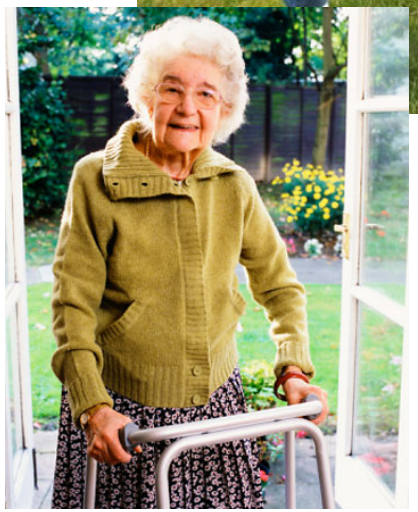
Housing Trust Fund Project

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

fairness

opportunity

home

Value frames that work for housing

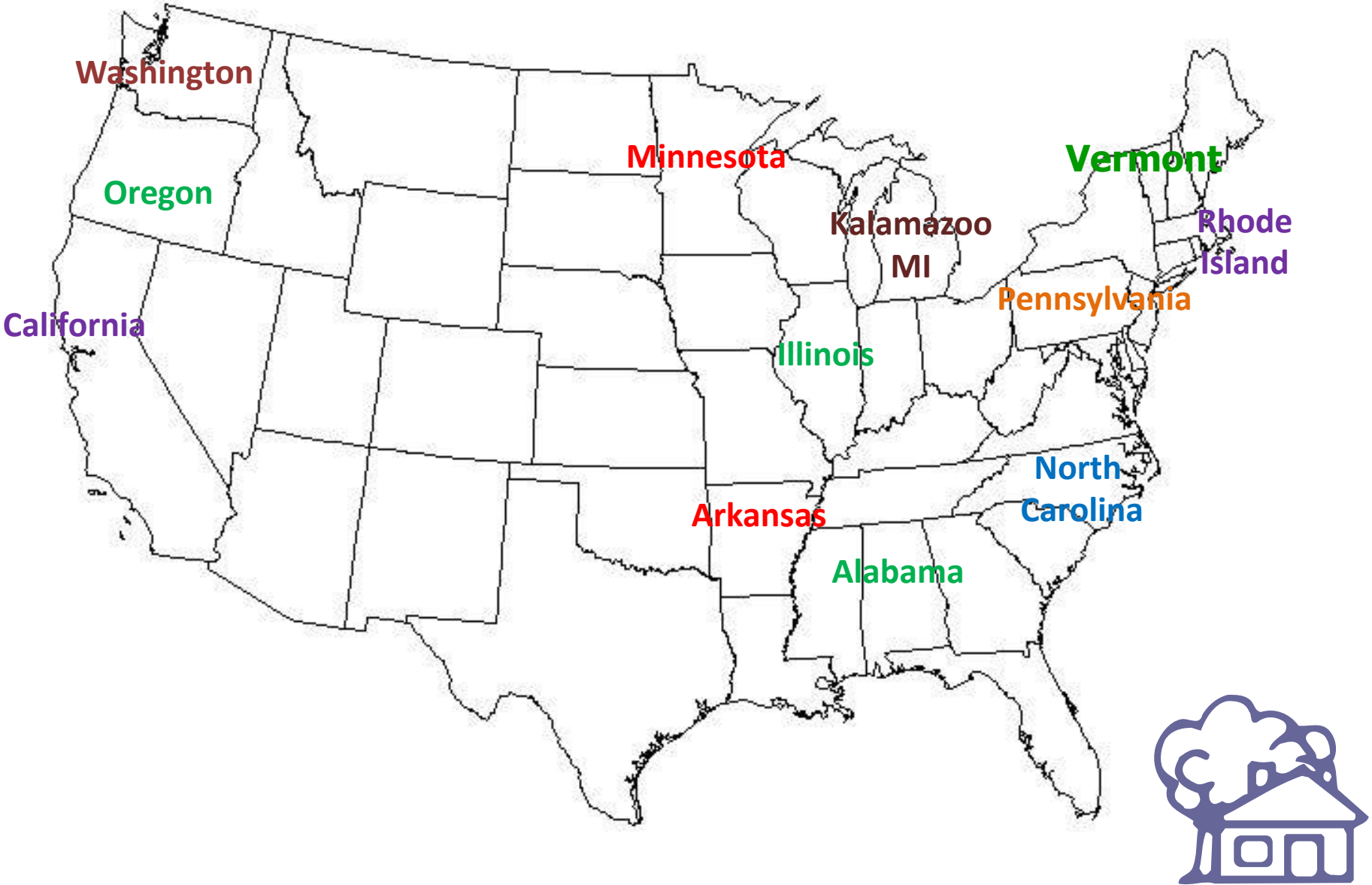
security

stability

responsibility to care for the most vulnerable

reward for work

Public Opinion Research



Washington Message Frames 2009

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

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

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

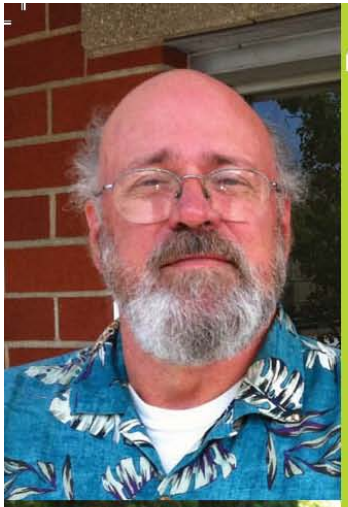
2012 Bellingham Levy details

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

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

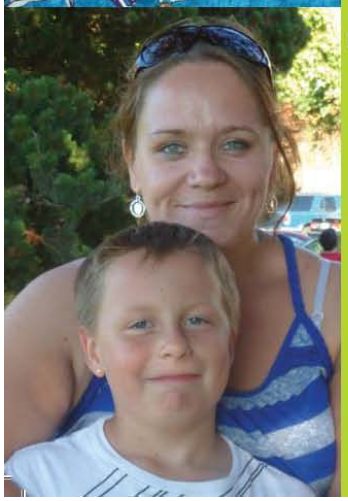
PROGRAM	INVESTMENT	DESCRIPTION	IMPACT
Production & preservation of housing	$17,000,000	Funds construction or preservation of affordable homes for Bellingham's most vulnerable residents. Most of the funding serves seniors on fixed incomes, people with disabilities, formerly homeless families and people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

Delivering the message



"I 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 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, Kelly, formerly homeless single mother with son, Ivan

small change

(22 cents a day)

vote yes on Proposition 1

"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

big impact

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 contruction 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

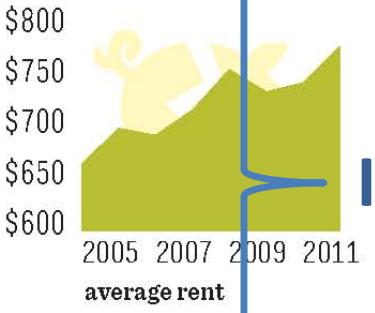
BELLINGHAM HOME ✓ FUND

Delivering the message

LOCAL NEEDS

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

rental vacancy rates



average rent

median hourly wages

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 contruction jobs for local contractors, and a stronger, more vital community for everyone.

BUILDING, PRESERVING, OR ASSISTING **1,300 HOMES** for **8,500 FAMILIES**

affordable housing for

- ✓ families with children
- ✓ seniors on fixed incomes
- ✓ people with disabilities
- ✓ veterans

Paid for by Citizens for Bellingham Home Fund | *bellinghamhomefund.org*
P.O. Box 249 | Bellingham, WA 98227

ENDORSEMENTS

Northwest Washington Central Labor Council
Washington Conservation Voters
[illegible] Construction
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
[illegible] 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

It's all about helping people

Report and Repeat!

Seattle Housing Levy
Our Housing, Our Community

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

COMMUNITY CHANGE

Power from the ground up

Questions about local Housing Trust Funds?

Go to: www.housingtrustfundproject.org

Or email Michael Anderson

manderson@communitychange.org

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Questions?

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WASHINGTON LOW INCOME Housing Alliance

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Andy Silver, Housing Initiatives LLC
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