• Opportunity Starts at Home is a dynamic, long term, multi-sector housing campaign to address the housing affordability crisis for low income renters.

• Various sectors are recognizing that affordable homes are inextricably linked to their own priorities and concerns, and housing advocates are realizing that they cannot do this work alone.

Campaign Vision

“America’s low-income households have access to safe, decent, and stable affordable housing in neighborhoods where everyone has equitable opportunities to thrive.”

Campaign Mission

“To build a national multi-sector movement which generates widespread support for federal policies that protect and expand affordable housing for low-income people.”
America’s Affordable Housing Crisis Has Reached Historic Heights

There’s a shortage of more than 7 million rental homes affordable and available to extremely low-income renter households.
America’s Affordable Housing Crisis Has Reached Historic Heights

There are only 37 affordable and available units for every 100 extremely low-income renter households.

**FIGURE 2: AFFORDABLE AND AVAILABLE RENTAL HOMES PER 100 RENTER HOUSEHOLD, 2017**

- 0 to Extremely Low-Income threshold: 37
- 0 to 50% of AMI: 58
- 0 to 80% of AMI: 94
- 0 to 100% of AMI: 102

Source: NLIHC tabulations of 2017 ACS PUMS data. AMI = Area Median Income
America’s Affordable Housing Crisis Has Reached Historic Heights

71% of extremely low-income renters are severely cost burdened, meaning they spend more than half their income on housing.
America’s Affordable Housing Crisis Has Reached Historic Heights

OUT of REACH

2019 HOURS AT MINIMUM WAGE NEEDED TO AFFORD A ONE-BEDROOM RENTAL HOME AT FAIR MARKET RENT

*Note: New England states are displayed at the county level. This map does not account for the 56 localities with minimum wages higher than the prevailing county, state, or federal minimum wage. No local minimum wages are sufficient to afford a one-bedroom rental home at the Fair Market Rent with a 40 hour week. The geographic variation of Oregon and New York's state minimum wages are reflected at the county level.

www.nlihc.org/oor
America’s Affordable Housing Crisis Has Reached Historic Heights

To afford a two-bedroom rental home, a minimum wage worker must work...
Federal Funding Has Been Declining for Decades

Federal Budget Authority for Housing Assistance (1977-2017)

Note: Adjusted to constant 2017 dollars using CPI-U. The 2009 American Recovery and Reinvestment Act included a major one-time increase for housing assistance. Source: OMB Historical Table 5.1 - Budget Authority by Function and Subfunction
Questions?

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#OpportunityStartsatHome
Campaign Video

@OppStartsatHome
#OpportunityStartsatHome
www.opportunityhome.org
Roundtable Participants

- AARP
- Alliance for Housing Solutions
- Alliance for Strong Families and Communities
- American Academy of Pediatrics
- American Heart Association
- American Psychological Association
- American Public Human Services Association
- America's Health Insurance Plans
- Anthem
- Association of University Centers on Disability
- Autism Speaks
- Autism Society of America
- Autistic Self Advocacy Network
- B'nai B'rith
- Catholic Health Association of the United States
- Center for American Progress
- Children's Leadership Council
- CLASP
- Coalition on Human Needs
- Community Action Partnership
- Community of Hope
- Community Solutions
- Community Stabilization Project
- Council of Large Public Housing Authorities
- CSH
- Dignity Health
- Enterprise Community Partners
- Evangelical Lutheran Church in America
- Energy Efficiency for All
- Family Promise
- First Focus
- Friends Committee on National Legislation
- Georgetown Center on Poverty and Inequality
- Good Shepherd Housing
- Grounded Solutions
- Habitat for Humanity International
- Healthcare Anchor Network
- Healthy Schools Campaign
- Heartland Alliance
- Housing Choice Partners
- Housing on Merit
- Housing Partnership Network
- Human Rights Campaign
- Just Homes
- Justice in Aging
- Leadership Conference on Civil and Human Rights
- Legal Action Center
- Low Income Investment Fund
- Meals on Wheels America
- National AIDS Housing Coalition
- National Association of State Directors of Special Education
- National Coalition for Homeless Veterans
- National Coalition for the Homeless
- National Council of State Housing Agencies
- National Fair Housing Alliance
- National Health Care for the Homeless Council
- National Housing Conference
- National Housing Law Project
- National Housing Trust
- National Law Center on Homelessness and Poverty
- National League of Cities
- National Network to End Domestic Violence
- National Nurse-Led Care Consortium
- National Women's Law Center
- NETWORK Lobby for Catholic Social Justice
- Next Step
- Poverty & Race Research Action Council
- Prosperity Now
- Rebuilding Together
- Results
- Stewards of Affordable Housing for the Future
- StriveTogether
- The Arc
- True Colors Fund
- Unity Health Care
- Urban Institute
- Washington Legal Clinic for the Homeless
- YWCA
- Zero Eight Three
- Zero to Three
State Campaigns

- Housing California
- Idaho Asset Building Network
- Maine Affordable Housing Coalition
- Housing Action Illinois
- Housing and Community Development Network of New Jersey
- Coalition of Homelessness and Housing in Ohio
- Neighborhood Partnerships Oregon Housing Alliance
- Prosperity Indiana
- Utah Housing Coalition
WITHIN REACH:
AMBITIOUS FEDERAL SOLUTIONS TO MEET THE HOUSING NEEDS OF THE MOST VULNERABLE PEOPLE
LONG-TERM GOAL: Through more robust and equitable federal housing policies, we will end homelessness and ensure that the most vulnerable low-income households can afford the rent

**BRIDGE THE GAP BETWEEN RENTS AND INCOME THROUGH RENTAL ASSISTANCE**
Rental assistance subsidies are needed at scale to ensure units are affordable for low-income renters

**EXPAND THE STOCK OF DEEPLY AFFORDABLE HOUSING**
Increasing the supply of deeply affordable housing is necessary in markets where existing vacancies are scarce

**STABILIZE HOUSEHOLDS BY PROVIDING EMERGENCY ASSISTANCE TO AVERT HOUSING INSTABILITY & HOMELESSNESS**
Temporary assistance can stabilize households experiencing major economic shocks that could otherwise lead to situations which require more prolonged and extensive housing assistance
<table>
<thead>
<tr>
<th>Long-Term</th>
<th>Short-Term (now – 2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Dramatically expanding rental assistance</td>
<td>• 500,000 new Opportunity Vouchers</td>
</tr>
<tr>
<td>• Vouchers, Renter’s Tax Credit</td>
<td>• $3.5B for the Natl Housing Trust Fund</td>
</tr>
<tr>
<td>• Dramatically expanding supply of deeply affordable housing</td>
<td>• Advance the Stabilization proposal</td>
</tr>
<tr>
<td>• Natl Housing Trust Fund</td>
<td>• Emerging opportunities that advance our goal (budget cap deal + infrastructure package)</td>
</tr>
<tr>
<td>• New incentives/resources for LIHTC</td>
<td>• Defend against proposed cuts/harmful changes</td>
</tr>
<tr>
<td>• Preservation</td>
<td></td>
</tr>
<tr>
<td>• Create National Housing Stabilization Fund</td>
<td></td>
</tr>
</tbody>
</table>
Housing Touches Every Aspect of Life

HEALTH CARE ADVOCATES ARE HOUSING ADVOCATES

Quality affordable housing can be a “vaccine” which prevents long-term health problems and promotes healthy, productive lives. When a family’s housing situation is unaffordable and unstable, chances to lead a healthy life dwindle rapidly.

- Young children in families who live in unstable housing are 20% more likely to be hospitalized than those who do not worry about frequent moves or have anxiety over rent.

- Households with poor housing quality had 50 percent higher odds of an asthma-related emergency department visit in the past year (Hughes et al., 2017).* Quoted from Home Housing Matters.

- Families that are behind on rent are more likely than families with stable housing to compromise living expenses to pay medical bills and vice versa, and have greater food insecurities (Children’s HealthWatch, 2011).* Quoted from NLIHC, A Place to Call Home.

In 2011, families living in affordable housing spent nearly:

- 5x more on healthcare
- 1/3 more on food compared to their severely cost-burdened peers.

*Source: NLIHC, A Place to Call Home.
Campaign Progress in Year 1

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Housing Affordability as a National Priority

85% of the public believes that a safe, decent, affordable place to live should be a “top national priority”

Source: Public Opinion Poll
Feb 25-Mar 4, 2019 Hart Research Associates
Concern About Housing Affordability is Dramatically Increasing

In 2019

60% OF PEOPLE IN THE U.S. say housing affordability is a serious problem in the area where they live.

That’s a 21 POINT INCREASE from 2016

Source: Public Opinion Poll
Feb 25-Mar 4, 2019 Hart Research Associates
The public’s concern about housing affordability in their local area has increased across types of community, regions of the country, and the political spectrum.

Proportions saying housing affordability is a serious problem

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2019</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td></td>
<td></td>
<td>+21</td>
</tr>
<tr>
<td>Democrats</td>
<td>39%</td>
<td>60%</td>
<td>+25</td>
</tr>
<tr>
<td>Independents</td>
<td>37%</td>
<td>57%</td>
<td>+20</td>
</tr>
<tr>
<td>Republicans</td>
<td>33%</td>
<td>51%</td>
<td>+18</td>
</tr>
<tr>
<td>City</td>
<td>43%</td>
<td>70%</td>
<td>+27</td>
</tr>
<tr>
<td>Suburb</td>
<td>36%</td>
<td>59%</td>
<td>+23</td>
</tr>
<tr>
<td>Small town/rural area</td>
<td>39%</td>
<td>53%</td>
<td>+14</td>
</tr>
<tr>
<td>Northeast</td>
<td>35%</td>
<td>64%</td>
<td>+17</td>
</tr>
<tr>
<td>South</td>
<td>28%</td>
<td>57%</td>
<td>+22</td>
</tr>
<tr>
<td>Midwest</td>
<td>49%</td>
<td>75%</td>
<td>+19</td>
</tr>
<tr>
<td>West</td>
<td></td>
<td></td>
<td>+26</td>
</tr>
</tbody>
</table>
People Think It’s Getting Harder

Compared with previous generations, 76% of the public says it is harder today for people to find stable housing they can afford.

Source: Public Opinion Poll
Feb 25-Mar 4, 2019 Hart Research Associates
Unaffordable Housing Spills Over Into Other Areas of Life

- Take on an additional job
- Cut back on out-of-school activities that support their child's learning
- Cut back on healthy foods
- Skip bills like water or electricity
- Stop saving for retirement
- Cut back on healthcare

61% of people in the U.S. say they have had to make at least one sacrifice in the past three years because they were struggling to pay for housing.

Source: Public Opinion Poll
Feb 25-Mar 4, 2019 Hart Research Associates
The Public Doesn’t Think Housing Affordability Gets Enough Attention...And They Are More Likely To Vote For Candidates With a Plan

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
Three in four are more likely to vote for a candidate who has a detailed plan to make housing more affordable.

Suppose a candidate running for office in your state had a detailed plan for making housing more affordable:

**Total MORE likely to vote for:**
- Democrats: 91%
- Independents: 70%
- Republicans: 63%
- Conservative GOPs: 59%

- Somewhat more: 37%
- Much more: 39%

- I would be MORE likely to vote for him/her: 76%
- Would make no difference: 16%
- I would be LESS likely to vote for: 8%
The Vast Majority of People Expect the Federal Government to Take Major Action

Say the President & Congress should “take major action” to make housing MORE AFFORDABLE for low-income households.

8 in 10 People in the U.S.


OPPORTUNITY STARTS AT HOME
Democrats, independents, and Republicans want their elected officials to take action on housing.

<table>
<thead>
<tr>
<th>Survey Area</th>
<th>Democrats</th>
<th>Independents</th>
<th>Republicans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elected officials should take action to fund programs that end homelessness</td>
<td>95%</td>
<td>83%</td>
<td>75%</td>
</tr>
<tr>
<td>Congress should take major action to make housing more affordable for low-income people</td>
<td>93%</td>
<td>80%</td>
<td>65%</td>
</tr>
<tr>
<td>The president should take major action to make housing more affordable for low-income families</td>
<td>93%</td>
<td>76%</td>
<td>61%</td>
</tr>
</tbody>
</table>

- Strongly agree
- Somewhat agree
Majorities favor a number of different policy solutions to affordable housing challenges.

<table>
<thead>
<tr>
<th>Policy Description</th>
<th>Strongly Favor</th>
<th>Somewhat Favor</th>
<th>Total Favor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure families w/young children receiving rental assistance can live in neighborhoods that are safe, have good schools, have job prospects</td>
<td>52%</td>
<td>38%</td>
<td>90%</td>
</tr>
<tr>
<td>Expand stability services for households experiencing an unforeseen economic crisis so that they can avoid eviction and homelessness</td>
<td>47%</td>
<td>42%</td>
<td>89%</td>
</tr>
<tr>
<td>Crisis assistance for lowest income households to help with rent if unexpected economic hardship: losing job, medical emergency not covered by insurance</td>
<td>48%</td>
<td>40%</td>
<td>88%</td>
</tr>
<tr>
<td>Ensure that many newly constructed housing units are affordable for households with the lowest incomes and are located in neighborhoods that are safe, have good schools, and have job prospects</td>
<td>47%</td>
<td>41%</td>
<td>88%</td>
</tr>
</tbody>
</table>
Majorities favor a number of different policy solutions to affordable housing challenges. (continued)

<table>
<thead>
<tr>
<th>Policy Solution</th>
<th>Strongly favor</th>
<th>Somewhat favor</th>
<th>Total Favor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expand investments in housing development programs that will build more housing units that are affordable for low-income people</td>
<td>46%</td>
<td>40%</td>
<td>86%</td>
</tr>
<tr>
<td>Expand funding for rental assistance to ensure 17 million households who currently qualify but don’t receive, get it</td>
<td>43%</td>
<td>39%</td>
<td>82%</td>
</tr>
<tr>
<td>Give renters tax break, similar to federal tax break for homeowners when they deduct mortgage interest</td>
<td>43%</td>
<td>38%</td>
<td>81%</td>
</tr>
<tr>
<td>Expand funding for federal housing policies to ensure that households with the lowest incomes receive rental assistance for their housing costs</td>
<td>41%</td>
<td>39%</td>
<td>80%</td>
</tr>
</tbody>
</table>
Year 2 Measures of Success: Advancing the Policy Agenda and Expanding the Network

1. Continually issue Calls to Action/Sign-on Letters that align with the national Policy Agenda
2. Each Steering Committee organization energetically mobilizes their networks around policy actions
3. Engage national policymakers about the campaign and host joint Hill meetings alongside Steering Committee members
4. Regularly host publicly visible actions and events, at least one per quarter (i.e., webinars, congressional briefings, panels, press-centric luncheons, etc.)
5. Be featured in each Steering Committee organization’s annual conferences and workshops
6. Continue to support existing state campaigns and expand efforts to more states
7. Work with each Steering Committee organization to develop sector-specific messages that advance the Policy Agenda
8. Accelerate communications efforts (website, videos, podcasts, op-eds/blogs, media coverage, newsletter, and social media)
9. Recruit for the remaining seats on the Steering Committee and continue to expand the Opportunity Roundtable
10. Pursue immediate fundraising opportunities as they arise
Why Build Multi-Sector Partnerships?

State Campaigns

- Housing California
- Idaho Asset Building Network
- Maine Affordable Housing Coalition
- Housing and Community Development Network of New Jersey
- Coalition of Homelessness and Housing in Ohio
- Neighborhood Partnerships Oregon Housing Alliance
- Utah Housing Coalition

Roundtable Participants

- AARP
- Alliance for Housing Solutions
- American Academy of Pediatrics
- American Bankers Association
- American Psychological Association
- American Public Human Services Association
- America’s Health Insurance Plan
- Amerihealth
- Association of University Centers on Disability
- Autism Society of America
- Autism Speaks

- Evangelical Lutheran Church in America
- Family Promise
- First Focus
- Federal Committee on National Legislation
- Georgetown Center on Poverty and Inequality
- Good Neighbor Housing
- Grounded Solutions
- Habitat for Humanity International
- Healthcaredecampaign Network
- Healthy Families Campaign
- Heartland Alliance
- Henry Street Children’s Center
- Healthy Network
- Logan

- National Coalition for the Homeless
- National Council of State Housing Agencies
- National Fair Housing Alliance
- National Health Care for the Homeless Council
- National Housing Conference
- National Housing Law Project
- National Housing Trust
- National Law Center on Homelessness and Poverty
- National League of Cities
- National Low Income Housing Coalition
- NETWORK, United for Catholic Social Justice
- Next Step
- Poverty & Race Research Action Council
- Prosperity Net
- Policy
- Stewards of Affordable Housing for the Future
- StrikeTogether
- The Arc
- True Colors Fund
- Urban Institute
- Washington Legal Clinic for the Homeless
- YWCA
- Zions

Steering Committee

- National Low Income Housing Coalition
- Children’s Defense Fund
- National Alliance to End Homelessness
- Catholic Charities USA
- National Association of Social Workers
- NASW
- NLC
- UNidosUS
- National Association of Community Health Centers
- NAMI
- FRAC
- National Educational Association
- Concentrate on Budget and Policy Priorities
- Children’s HealthWatch
- National Organization for Women
How to Build Multi-Sector Partnerships?

• Bridge Sector Connections with Research

• Emphasize Mutual Interdependencies

• Study Their Sector Specific Language

• Be Patient and Have Flexible “Entry Points”
Challenges to Building Multi-Sector Partnerships

- Bandwidth of Multi-Sector Partners
- Lack of a Common Language
- Sectors are not Monolithic
- Lack of Relationships Across Siloes
- Balancing the Weeds of Housing Policy
Thank You!

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