



Housing Advocacy: Making change that matters

agenda

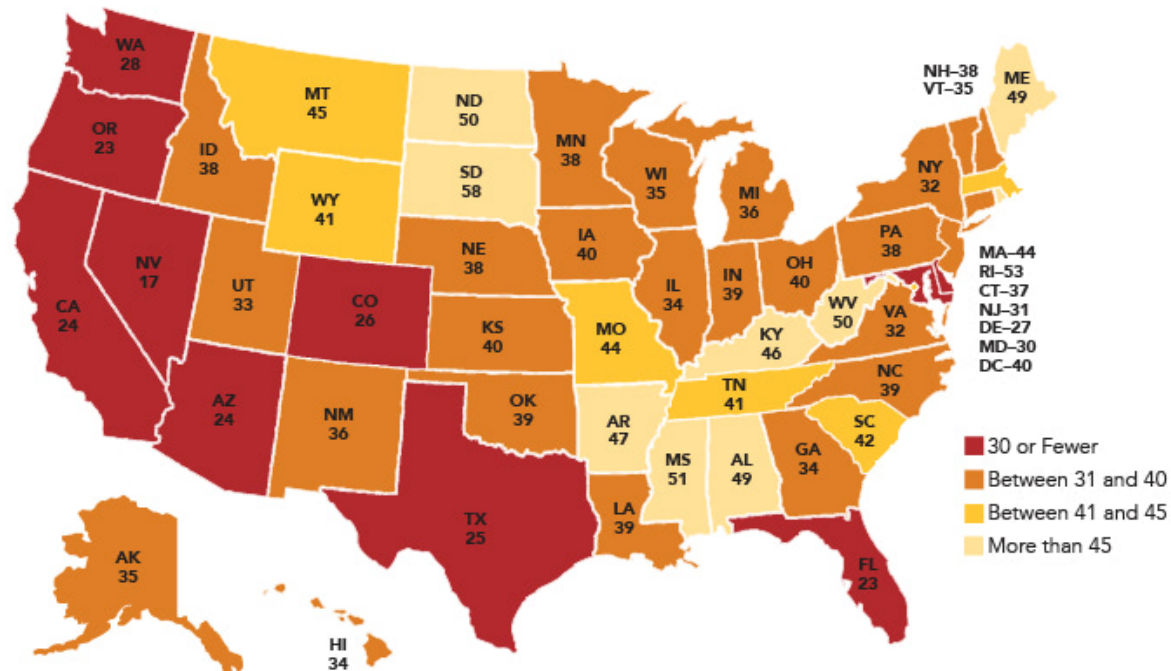
1. The housing crisis and advocacy
2. Forming your committee
3. Our advocacy work
4. Tips and tricks
5. Call to action

LACK OF AFFORDABLE HOUSING UNITS

why advocacy?

THE GAP

RENTAL HOMES AFFORDABLE AND AVAILABLE PER 100 EXTREMELY LOW INCOME RENTER HOUSEHOLDS BY STATE



Note: Extremely low-income (ELI) renter households have incomes at or below the poverty level or 30% of the area median income. Source: NLIHC tabulations of 2021 1-Year ACS PUMS Data.

<https://nlihc.org/gap>



why advocacy?

every
one

deserves a decent
place to live.

- Collective action
- Change the system
- Make our work easier
- Voices of the unheard
- Long-term solutions
- New ideas

history

I'm working to ensure everyone can afford the #CostOfHome - no matter who they are, where they live or how much money they earn.

Committee started in 2019 in response to Habitat for Humanity International's "Cost of Home" Campaign



Help make the #CostofHome something we all can afford.
[habitat.org/costofhome](https://www.habitat.org/costofhome)

And the release
of the City of La
Crosse's Fair
Housing Report

history

Regional Analysis of Impediments
to Fair Housing Choice

June 2019

history

who we are

The Housing Advocacy Committee is a grassroots collaboration of entities concerned about **affordable housing**. This group is led by Habitat for Humanity of the Greater La Crosse Region and includes representatives over 20 businesses, groups, and organizations.



history

what we do

- Bring attention to challenges people in our community face regarding affordable housing and tenant's rights
- Advocate for legislation and policy changes that address these challenges locally and at the state and federal level



forming your committee

THE HOUSING CONTINUUM



forming your committee

- Start with your partners
- Think outside the box
- Have coffee
- Ask questions

What is **Affordable Housing**?



The government says housing is “affordable” if a family spends **no more than 30%** of their income to live there.



HUD: U.S. Department of Housing and Urban Development.

Gross Income: Income received before taxes are taken out

forming your committee

Discrimination in housing policy has profoundly disadvantaged families of color, with lasting, intergenerational impact.



Help make the #CostofHome something we all can afford.
[habitat.org/costofhome](https://www.habitat.org/costofhome)

Don't forget:

- Folks with lived experiences
- Groups that represent marginalized and minority populations
- Municipal employees?

our advocacy work



- Monthly meetings (virtual)
 - Regular agenda
 - Guest speakers
- Email list serve
- Google Drive

our advocacy work

Gathering local housing data

- Extension office
- Comprehensive plans
- Fair housing reports
- Census data
- Survey – partnership with UW-La Crosse



our advocacy work

Collective voices



- Letters to the editor
- Support each other's efforts
- Homeless in parks
 - Opposition letters
 - Public hearing
 - Follow-up letter

our advocacy work

Letter writing

- ReForm
- Zoning letter to City of La Crosse
- State and Federal legislation



First Quarter 2022

ReForm

Affordable Housing in Your Community



AFFORDABLE HOUSING

Is Single-Family Zoning Needed in La Crosse?

By Omar Shana

AFFORDABLE HOUSING BY THE NUMBERS

75% of residential land in the United States is restricted to single-family, detached homes.

63% of urban residents say that the availability of affordable housing is a **major problem** in their community.

Wages went up **4.7%** in 2021, while housing prices rose **13.4%**.

There is a shortage of **7 million affordable homes** in the United States.

our advocacy work

Connecting with elected officials

- Habitat on the Hill
- Habitat at the Statehouse
- Election surveys
- Invitations to events
- In-person meetings
- Sharing successes

our advocacy work

Programming partnerships

- Cost of Home grant
- Cia Siab repair classes
- Couleecap, ILR, Habitat rehab funds
- MN housing counseling



tips and tricks

1 in 7 U.S. households pay half or more of their income on housing.

Let's do something about it.

- Have multiple ways for folks to stay connected
- Easy wins
- Create spaces to share
- Don't make assumptions
- Engaged meetings
- Use social media



Help make the #CostofHome
something we all can afford.
habitat.org/costofhome

tips and tricks

- Everyone wins – no competition
- Active listening
- Don't assume you know everything
- When things get stale – regroup
- It's easy to forward an email
- Do what you can, when you can

**A safe home. Nutritious food.
Health care. Reliable transportation.**

Which would you choose?

tips and tricks

- VISTAs and interns are great
- Join state and federal groups
 - Take Root Wisconsin
 - NLIHC
 - NeighborWorks
- Attend trainings and conferences

**Every
candidate**
**should prioritize making
the #CostOfHome
affordable** 



habitat.org/costofhome

**call to
action**

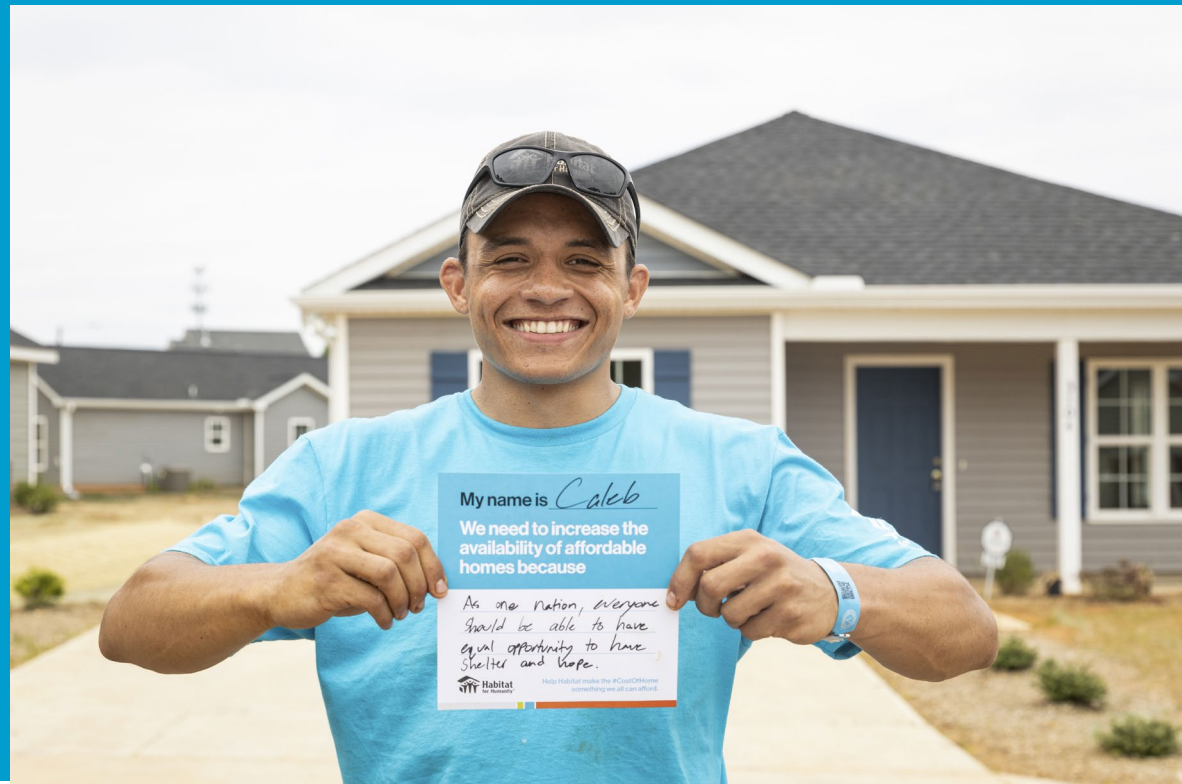
**What can YOU
do?**



call to action

What can YOU do?

- Start small
- Start talking with your partners
- Find some early wins
- Begin research



My name is *Caleb*
We need to increase the
availability of affordable
homes because

*As one nation, everyone
should be able to have
equal opportunity to have
shelter and hope.*

 Help Habitat make the #CostOfHome
something we all can afford.

Thank you!

Any questions?

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