Habitat for Humanity® California

Advocacy Days 2019

How to Influence Public Policy with Data

Identifying your key message:
Homeownership is part of the solution

The Wirth Family – Low-income working Veteran Family going to nursing school and raising two young children

STORY

Tracy Owens Personal Success Story

CALIFORNIA, STORY / HABITAT FOR HUMANITY TUOLUMNE COUNTY

August 7, 2018

My name is Tracy Owens and I'm a single mother of an 11 year old boy, named Cody. I am a very proud recipient of a home from Habitat for Humanity. I will never be able to express my gratitude for this priceless gift of a new, safe and beautiful home. At age 35 I was diagnosed with breast cancer. I went through a double mastectomy a total hysterectomy, reconstruction and 39 sessions of radiation. As I was going through this, 3 months prior to my diagnosis, my Dad was...

The Palmer Family

CALIFORNIA, STORY / HABITAT FOR HUMANITY SONOMA COUNTY

June 18, 2018

Jasmine Palmer "…learned to be a responsible adult" later in life. "I got myself into a lot of trouble… lived like an adolescent teenager for a long time…I was an addict…" she said bluntly but with a confident acceptance of the past. "I kept getting arrested…." When her daughters were four and seven she was jailed for six months and then entered a residential rehabilitation program for another six months. Her mother took care of her girls that year. When she was released, she moved in with her mother and her...

Knowing your audience
WHO IS LISTENING?

- ELECTED OFFICIALS
- AGENCY STAFF
- GENERAL PUBLIC
- LOW-INCOME FAMILIES WE SERVE
- POTENTIAL DONORS
- COMMUNITY ACTIVISTS
- COALITION PARTNERS
- LOCAL MEDIA / JOURNALISTS
- OPPOSITION – NIMBYS!

Identifying your key message: What to Say – What to Ask

PROBLEMS + PROTECTIONS = PRIORITIES + POLICIES

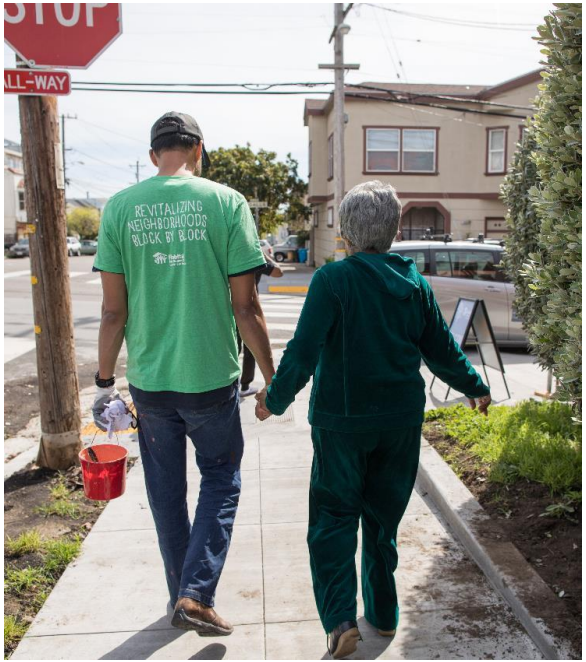
- **Problems:** Affordability issues facing the Habitat, families or housing industry that need to be addressed (statistics), existing laws and regulations to seek change

- **Protections:** Laws, regulations and funding sources that must be protected

- **Priorities:** Listing the organization's short-term and long-term public policy objectives and goals

- **Policies:** Formal policy statements which are general in nature, but reflect the organization's fundamental mission, and its overall policy goals and objectives. This list serves as the guiding principles in taking positions on legislation or pending regulatory action

Humanizing Your Results: TELL YOUR STORY



- Why did you become an advocate?
- How does the “housing issue” impact you directly?
- Do you have friends, clients, customers, or colleagues that offer compelling stories too?
- How do these people and others connect to the official’s district?

Create a Narrative – Use Statistics and Impact Data to Enhance the Message in Your Local Community

- Highlight the data that most speaks to you and connects with the audience
- Overview of Statewide Affordability Data
- Overview of Habitat Impact Data Statewide Collection

Make a Visual – How to Customize the Impact Data / Report for your Local Affiliate

AFFORDABILITY

- Zillow Research
- California Budget & Policy Center
- U.S. Department of Housing & Urban Development
- National Housing Conference

DEMOGRAPHICS

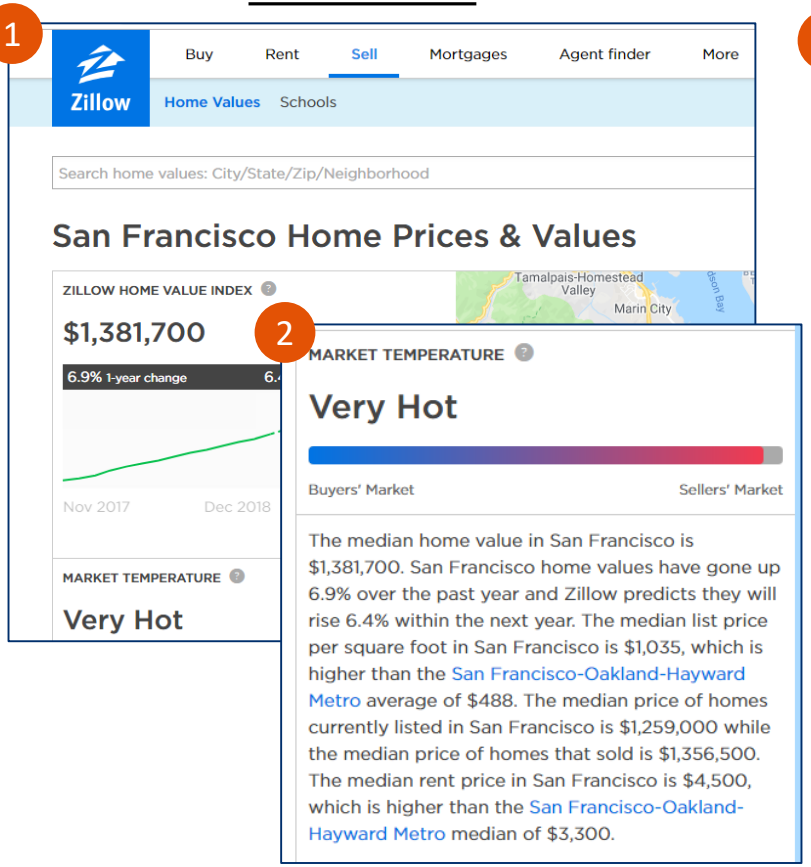
- U.S. Census Bureau
- Race Counts, Advancement Project

HABITAT DATA

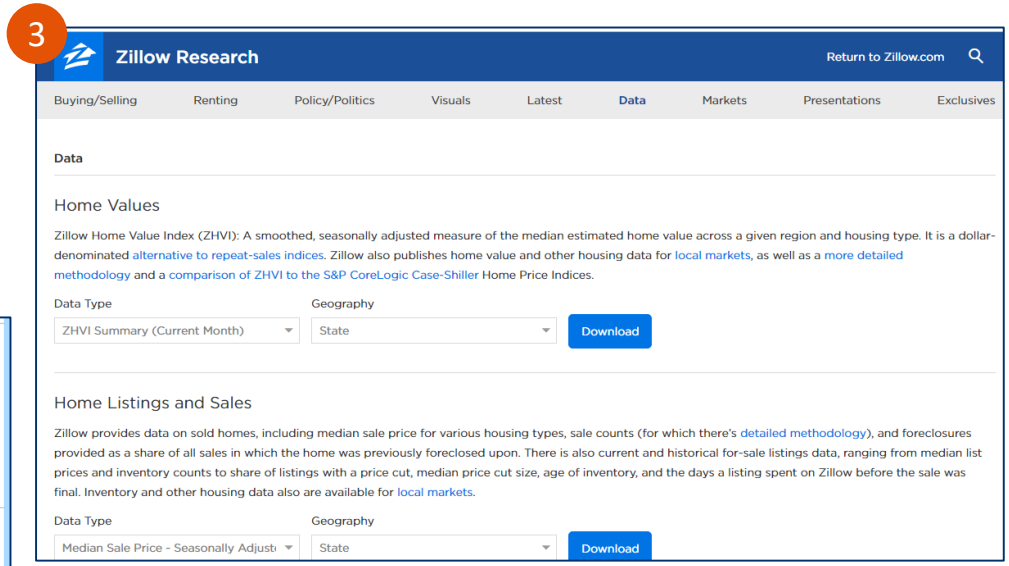
- Internal affiliate data
- Habitat California Data Collaboration Project
- MyHabitat – Affiliate Statistical and House Production Report

Zillow Research

Current Market



Historical Trends



www.Zillow.com

California Budget & Policy Center – Making Ends Meet

Interactive Report for Every County in California

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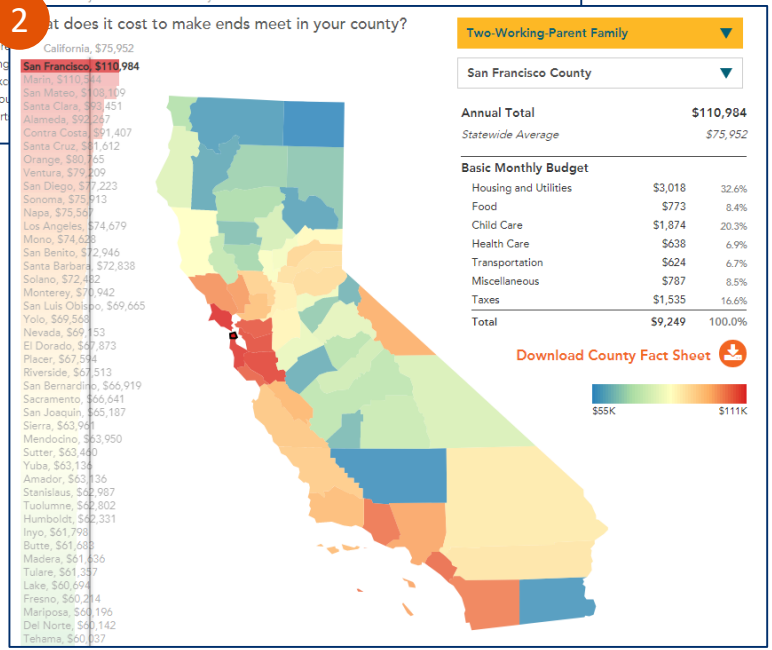

Other Housing Reports

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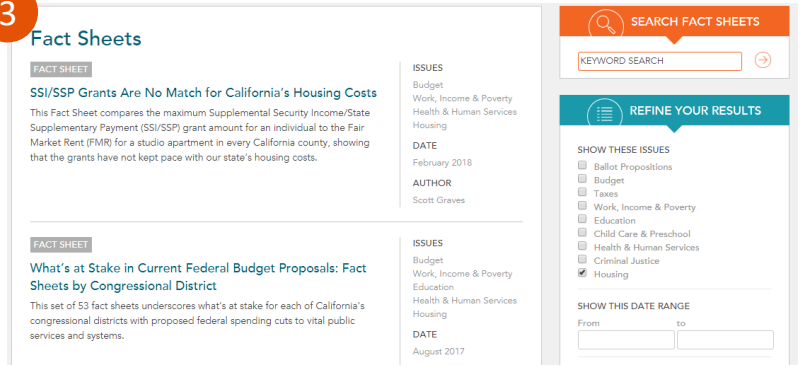


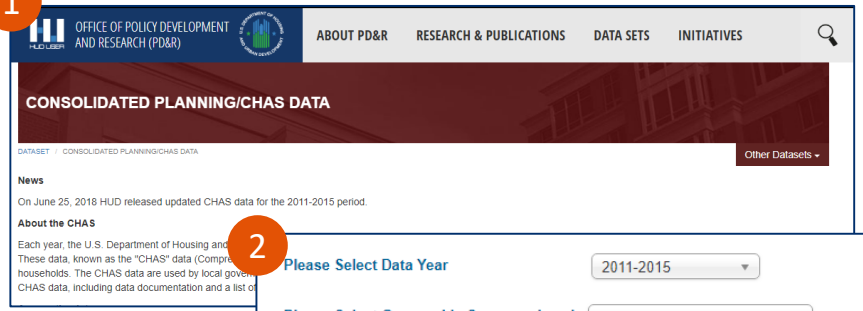
https://calbudgetcenter.org/resources/making-ends-meet-much-cost-support-family-california/

U.S. Department of Housing & Urban Development (HUD)

Identifying Cost Burden

https://www.huduser.gov/portal/datasets/cp.html#2006-2014_query

1



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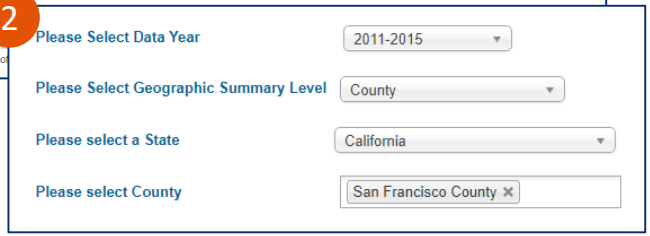

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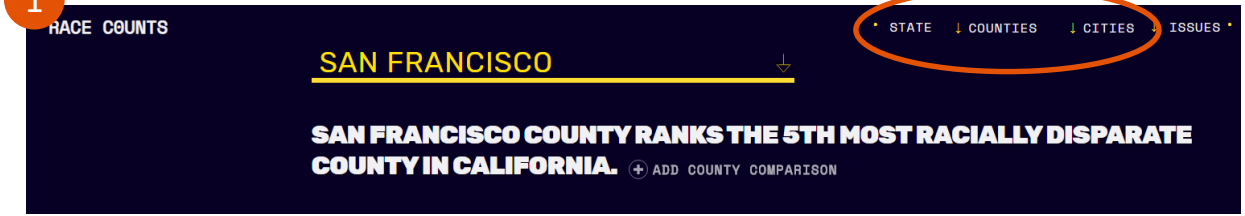
Housing Cost Burden Overview [3]	Owner	Renter	Total
Cost Burden <=30%	85,105	130,200	215,305
Cost Burden >30% to <=50%	23,160	44,165	67,325
Cost Burden >50%	19,625	45,149	64,774
Cost Burden not available			
Total			

4

Income by Cost Burden (Renters only)	Cost burden > 30%	Cost burden > 50%	Total
Household Income <= 30% HAMFI	46,775	33,900	66,120
Household Income >30% to <=50% HAMFI	19,140	8,045	27,975
Household Income >50% to <=80% HAMFI	15,055	2,775	33,020
Household Income >80% to <=100% HAMFI	4,410	425	17,960
Household Income >100% HAMFI	3,934	4	79,510
Total	89,314	45,149	224,590

Race Counts, Advancement Project

1



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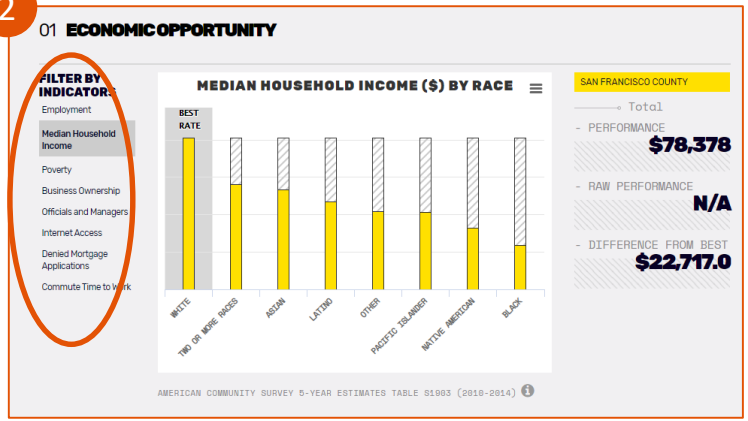

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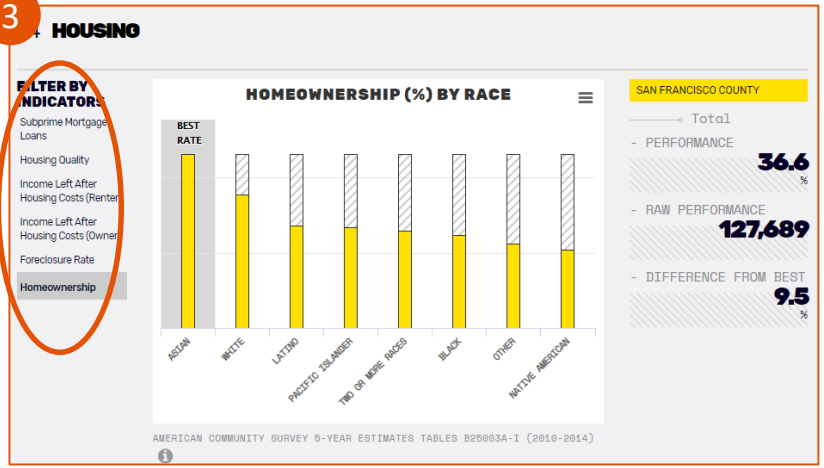

http://www.racecounts.org

U.S. Census Bureau, Quick Facts

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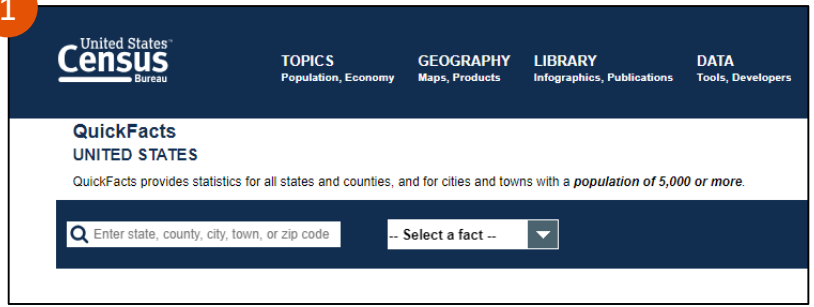


2

All Topics	San Francisco County, California	UNITED STATES
Population estimates, July 1, 2017, (V2017)	884,363	325,719,178
PEOPLE		
Population		
Population estimates, July 1, 2018, (V2018)	NA	327,167,434
Population estimates, July 1, 2017, (V2017)	884,363	325,719,178
Population estimates base, April 1, 2010, (V2018)	NA	308,758,105
Population estimates base, April 1, 2010, (V2017)	805,193	308,758,105
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	NA	6.0%
Population, percent change - April 1, 2010 (estimates base) to July 1, 2017, (V2017)	9.8%	5.5%
Population, Census, April 1, 2010	805,235	308,745,538
Age and Sex		
Persons under 5 years, percent	⚠ 4.5%	⚠ 6.1%
Persons under 18 years, percent	⚠ 13.4%	⚠ 22.6%
Persons 65 years and over, percent	⚠ 15.4%	⚠ 15.6%
Female persons, percent	⚠ 49.0%	⚠ 50.8%
Race and Hispanic Origin		
White alone, percent	⚠ 53.1%	⚠ 76.6%
Black or African American alone, percent (a)	⚠ 5.5%	⚠ 13.4%
American Indian and Alaska Native alone, percent (a)	⚠ 0.7%	⚠ 1.3%
Asian alone, percent (a)	⚠ 35.9%	⚠ 5.8%
Native Hawaiian and Other Pacific Islander alone, percent (a)	⚠ 0.4%	⚠ 0.2%
Two or More Races, percent	⚠ 4.3%	⚠ 2.7%
Hispanic or Latino, percent (b)	⚠ 15.2%	⚠ 18.1%
White alone, not Hispanic or Latino, percent	⚠ 40.5%	⚠ 60.7%
Population Characteristics		
Veterans, 2013-2017	24,582	18,939,219
Foreign born persons, percent, 2013-2017	34.8%	13.4%
Housing		
Housing units, July 1, 2017, (V2017)	397,550	137,403,460
Owner-occupied housing unit rate, 2013-2017	37.3%	63.8%
Median value of owner-occupied housing units, 2013-2017	$927,400	$193,500

https://www.census.gov/quickfacts/fact/table/US/PST045217

National Housing Conference, Paycheck to Paycheck

1

Metropolitan Areas

Select one of 203 metropolitan areas

--Select a Metropolitan Area--

CHOOSE OCCUPATIONS

- OR -

Occupations

Select one of 83 occupations

--Select an Occupation--

CHOOSE METRO AREAS

2

Select Metropolitan Area

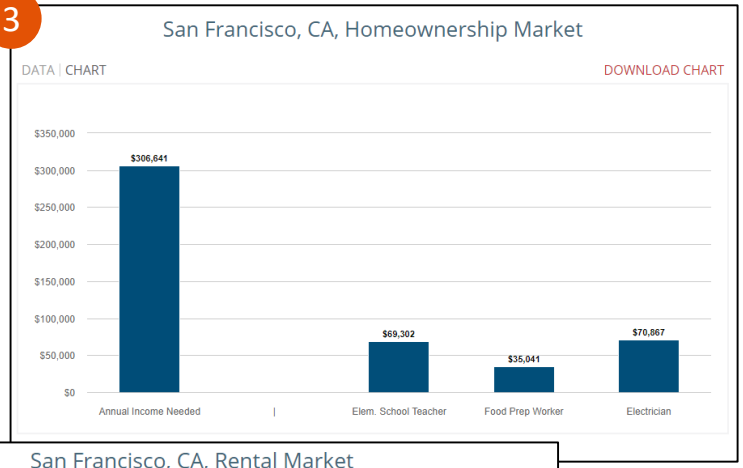
San Francisco, CA

Check up to 10 occupations:

81 occupation choices

- Accountant
- Administrative Asst.
- Assemblyline Worker
- Auto Mechanic
- Bank Teller
- Billing Clerk
- Bookkeeping Clerk
- Cardiac Technician
- Carpenter
- Case Manager
- Cashier
- Child Care Worker
- Civil Engineer
- Computer Programmer
- Computer Support Specialist
- Construction Manager
- Customer Service Rep.
- Data Entry Keyer
- Delivery Truck Driver
- Equipment Operator
- Family Social Worker
- Farmworker
- Fast Food Cook
- Fire Fighter
- Flight Attendant
- Food Prep Worker
- Food Service Manager
- General Manager
- Geriatric Nurse (RN)
- Graphic Designer
- Groundskeeper
- Hairdresser
- Home Health Aide
- Hotel Front Desk Manager
- Housekeeper
- HVAC Mechanic
- Insulation Worker
- Janitor
- Medical Records Transcriptionist
- News Reporter
- Nurse (LPN)
- Nurse (Registered)
- Nursing Aide
- Office Clerk
- Packager (Manual)
- Paralegal
- Parking Lot Attendant
- Physical Therapist
- Physical Therapy Aide
- Plumber
- Police Officer
- Preschool Teacher
- Prison Guard
- Receptionist
- Retail Manager
- Retail Salesperson
- School Bus Driver

3



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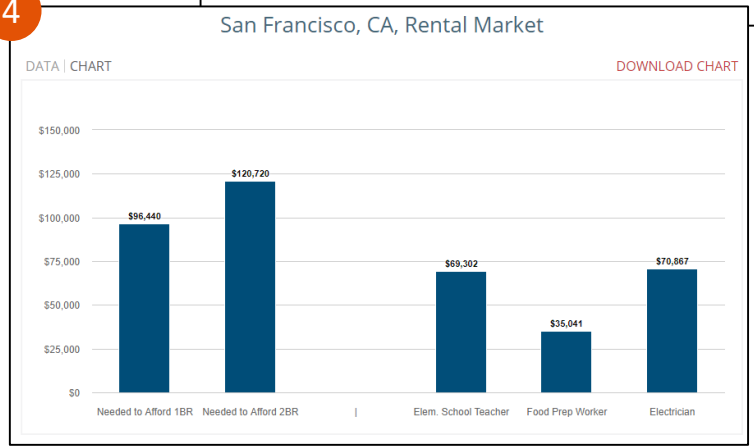


https://www.nhc.org/paycheck-to-paycheck/

What to do Next

METHODS OF COMMUNICATION

- Writing letter and making phone calls
- Public education – oral presentations, written articles, fact sheets, reports, special events
- Meeting with government officials and agency staff
- Publicly support housing production
- Press and media

USING YOUR IMPACT REPORT

- Websites/Social Media/Newsletters
- Communications w/ Donors and Community
- Meetings w/Elected Officials / Staff
- Media/Journalists/Opinion Pieces
- ReStore Staff and Communications

Examples of Communication Channels

Op-Eds

From the Daily Journal archives

CEQA abuse delays, frustrates affordable housing

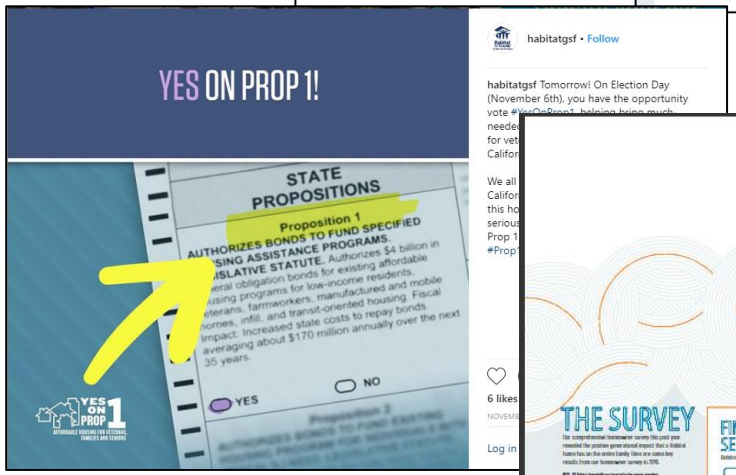
By Maureen Sedonaen Aug 1, 2018 7

It was 14 months ago when the lawsuit dropped on the mat of Habitat for Humanity's head office. Reading through it, it was clear that our newest project to build 20 affordable family homes in San Mateo County had to be stopped. It was in the crosshairs of local opponents and was heading to court.

Just hours before, the mood was one of excitement, hope and possibility. The entire Habitat family was thrilled to be building more homes in Redwood City and proud to have received wide community support. Only one month earlier, the City Council had unanimously approved the project after hearing from a room full of neighbors who were fully supportive of

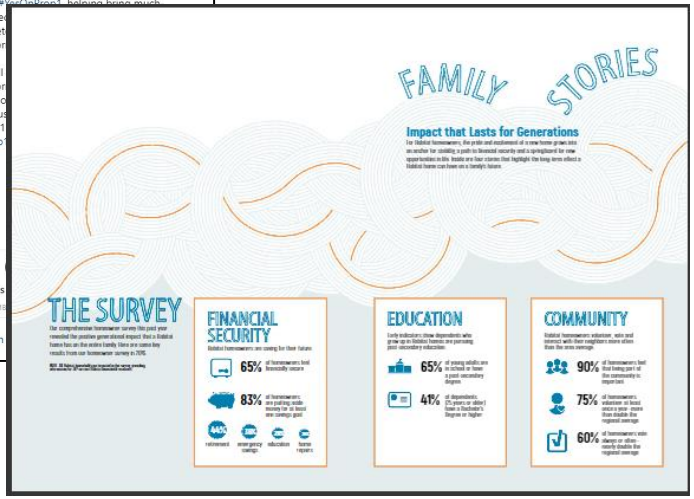
Maureen Sedonaen

Instagram



Twitter

Annual Report



Thanks!

Any questions?