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.

**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

- **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

- **Priorities**: Listing the organization’s short-term and long-term public policy objectives and goals
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
San Francisco Home Prices & Values

Zillow Home Value Index (ZHVI): A seasonally adjusted measure of the median estimated home value across a given region and housing type. It is a dollar-denominated alternative to repeat-sales indices. Zillow also publishes home value and other housing data for local markets, as well as a more detailed methodology and a comparison of ZHVI to the Case-Shiller Home Price Indices.

Data Type

- **Data**
  - **Home Values**
    - ZHVI Summary (Current Month)
      - State
      - Download

- **Home Listings and Sales**
  - Median Sale Price - Seasonally Adjusted
    - State
    - Download

Historical Trends

Zillow provides data on sold homes, including median sale price for various housing types, sale counts (for which there's detailed methodology), and foreclosures provided as a share of all sales in which the home was previously foreclosed upon. There is also current and historical for-sale listings data, ranging from median list prices and inventory counts to share of listings with a price cut, median price cut size, age of inventory, and the days a listing spent on Zillow before the sale was final. Inventory and other housing data are also available for local markets.

Very Hot

The median home value in San Francisco is $1,381,700. San Francisco home values have gone up 6.9% over the past year and Zillow predicts they will rise 6.4% within the next year. The median list price per square foot in San Francisco is $1,035, which is higher than the San Francisco-Oakland-Hayward Metro average of $488. The median price of homes currently listed in San Francisco is $1,259,000 while the median price of homes that sold is $1,356,500. The median rent price in San Francisco is $4,500, which is higher than the San Francisco-Oakland-Hayward Metro median of $3,500.
Interactive Report for Every County in California

Making Ends Meet: How Much Does It Cost to Support a Family in California?

Fact Sheets

SS/ SSP Grants Are No Match for California’s Housing Costs

What’s at Stake in Current Federal Budget Proposals: Fact Sheets by Congressional District

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
U.S. Census Bureau, Quick Facts

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

<table>
<thead>
<tr>
<th>All Topics</th>
<th>San Francisco County, California</th>
<th>UNITED STATES</th>
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<tbody>
<tr>
<td><strong>Population</strong></td>
<td></td>
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<tr>
<td>Population estimates, July 1, 2017 (V2017)</td>
<td>884,363</td>
<td>325,710,178</td>
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<tr>
<td>Population estimates, July 1, 2018 (V2018)</td>
<td>NA</td>
<td>327,167,434</td>
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<td>Population estimates, July 1, 2017 (V2017)</td>
<td>884,363</td>
<td>325,719,178</td>
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<td>Population estimates base, April 1, 2018 (V2018)</td>
<td>NA</td>
<td>308,750,105</td>
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<tr>
<td>Population estimates base, April 1, 2018 (V2018)</td>
<td>806,193</td>
<td>308,750,105</td>
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<tr>
<td>Population, percent change - April 1, 2010 (estimates base) to July 1, 2018 (V2018)</td>
<td>6.0%</td>
<td>6.0%</td>
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<tr>
<td>Population, percent change - April 1, 2010 (estimates base) to July 1, 2017 (V2017)</td>
<td>0.0%</td>
<td>5.5%</td>
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<td>Population, Census, April 1, 2010</td>
<td>806,235</td>
<td>308,745,538</td>
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<td><strong>Age and Sex</strong></td>
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<tr>
<td>Persons under 5 years, percent</td>
<td>4.5%</td>
<td>6.1%</td>
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<tr>
<td>Persons 10 years and over, percent</td>
<td>1.3%</td>
<td>22.0%</td>
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<tr>
<td>Persons 65 years and over, percent</td>
<td>15.8%</td>
<td>15.0%</td>
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<tr>
<td>Female persons, percent</td>
<td>49.0%</td>
<td>50.0%</td>
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<tr>
<td><strong>Race and Hispanic Origin</strong></td>
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<tr>
<td>White alone, percent</td>
<td>53.1%</td>
<td>76.6%</td>
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<tr>
<td>Black or African American alone, percent</td>
<td>8.9%</td>
<td>13.4%</td>
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<td>American Indian and Alaska Native alone, percent</td>
<td>2.7%</td>
<td>1.2%</td>
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<tr>
<td>Asian alone, percent</td>
<td>35.9%</td>
<td>5.8%</td>
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<tr>
<td>Native Hawaiian and Other Pacific Islander alone, percent</td>
<td>9.4%</td>
<td>9.2%</td>
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<tr>
<td>Two or More Races, percent</td>
<td>4.3%</td>
<td>2.7%</td>
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<tr>
<td>Hispanic or Latino, percent</td>
<td>15.2%</td>
<td>18.1%</td>
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<tr>
<td>White alone, not Hispanic or Latino, percent</td>
<td>40.9%</td>
<td>60.7%</td>
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<tr>
<td><strong>Population Characteristics</strong></td>
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<tr>
<td>Veterans, 2013-2017</td>
<td>24,592</td>
<td>18,019,219</td>
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<tr>
<td>Foreign born persons, percent, 2013-2017</td>
<td>24.0%</td>
<td>13.4%</td>
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<tr>
<td><strong>Housing</strong></td>
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<tr>
<td>Housing units, July 1, 2017 (V2017)</td>
<td>397,550</td>
<td>137,403,400</td>
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<tr>
<td>Owner-occupied housing unit rate, 2013-2017</td>
<td>37.3%</td>
<td>63.6%</td>
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<tr>
<td>Median value of owner-occupied housing units, 2013-2017</td>
<td>$927,400</td>
<td>$193,500</td>
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National Housing Conference, Paycheck to Paycheck

1. Metropolitan Areas
   - OR -
   Occupations
   Select one of 203 metropolitan areas
   Select one of 83 occupations

2. Select Metropolitan Area
   San Francisco, CA

3. San Francisco, CA, Homeownership Market
   Data | Chart
   Annual Income Needed
   Equipment Operator: $315,004
   Nurse (LPN): $183,202
   Food Prep Worker: $150,041
   Electrician: $118,897

4. San Francisco, CA, Rental Market
   Data | Chart
   Needed to Afford DMI
   Equipment Operator: $296,040
   Child Care Worker: $120,720
   Food Prep Worker: $79,041
   School Bus Driver: $73,807

5. 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
   - 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
   - Packaging (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

https://www.nhc.org/paycheck-to-paycheck/
What to do Next

▪ 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

METHODS OF COMMUNICATION

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 Maurice Sedovian Aug 1, 2018

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...
Thanks!
Any questions?