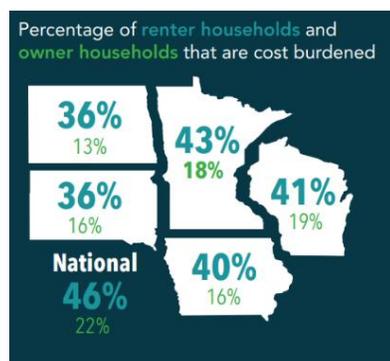


## 2023 Key Messages

### We Faced an Affordable Housing Crisis Before the Pandemic & It Continues

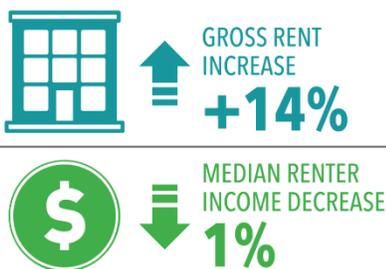
- More than 1 in 4 Minnesota families are cost burdened – this means they pay too much of their monthly income towards housing and this is expected to rise even more due to increasing energy costs. **Since 2000, this number has grown by 70%.**
- In Minnesota, 48% of RENTER households pay too much for housing and 18% of HOMEOWNERS are cost burdened.
- Accounting for inflation, rent increased in 86 of Minnesota's 87 counties from 2000 to 2019. 18 counties have seen a 30% increase or more in rent locally.
- Since 2008, Minnesota has continued to fall behind in producing new homes that are affordable to moderate and low-income households.



### Preserve & Produce Affordable Housing for Minnesotans

- Regardless of community size or geography, there is a lack of affordable housing across the state.
- There isn't one kind of housing that fits the needs of every Minnesotan. From a homeless veteran to a first-time homebuyer, we must address **needs along the full continuum of housing.**
- With a budget surplus of \$17.6 billion, this legislative session provides an incredible, historic opportunity to make real progress and reduce housing cost burden, improve the condition of homes, reduce ownership disparity, and increase housing stability.

### Ensure PEOPLE Have Safe and Stable Affordable Housing



Source: State of the State's Housing 2021

Ensure access and opportunity to safe and stable affordable housing by:

- Expanding homeownership to address the disparities in homeownership throughout Minnesota
- Providing housing supportive services for Minnesotans with disabilities, mental illness or facing homelessness so they can stay in their homes
- Creating a first-generation down payment assistance program targeted to BIPOC homebuyers.
- Funding emergency rental assistance through the Family Homelessness Prevention and Assistance Program (FHPAP)
- Fully fund Homework Starts with Home



### PRODUCE and PRESERVE Affordable Housing across Minnesota

Invest Capital to Produce and Preserve Affordable Housing including:

- \$750M for Housing Infrastructure Bonds
- \$250M General Obligation Bonds for publicly owned housing rehabilitation
- \$250M cash for homeownership, community land trusts, and manufactured home park infrastructure
- \$200M for emergency shelter capital
- \$100M for Naturally Occurring Affordable Housing (NOAH)
- \$100M for the Challenge Program

## Connecting With Your Lawmaker - Making Your Case Effectively

### The Personal Visit

The most effective method of transmitting your message is the personal visit. It helps connect names with faces. In communication afterward, you will have established yourself as a known concerned constituent. If your representative is not available, ask to meet the legislative assistant. She/he can generally be expected to be at least as well informed as your representative, and may have more influence than you suspect.

Before Your Visit: be prepared (do your homework and stay focused), know your organization (be aware of your organization's position), know your legislators (try to understand his/her positions, record, tenure), know your opposition (answer their arguments positively). Support your argument with the examples of what the bill strives to do; provide the how and why. Connect the legislation either directly or indirectly to the representative's constituents. Tell a story.

### **Do:**

- Address your Senator or Representative properly.
- Identify yourself immediately. Public officials meet too many people to remember everyone.
- Know the status of the legislation. Refer to a bill by number when appropriate.
- Practice saying what you've got to say so that it's fluent.
- Stay on message especially if your time is limited.
- Be conscious of time, be courteous and reasonable.
- Provide easy to read literature, and highlight important facts and arguments.
- Get to know legislative staff and treat them courteously.
- Build a relationship with your legislator, short contacts more often are very effective.

### **Don't:**

- Don't apologize for taking his or her time.
- Don't exaggerate or mislead legislators or staff.
- Don't be afraid to defend an issue.
- Don't limit your options.
- Don't get wordy. Keep it simple.
- Don't argue or back recalcitrant legislators into a corner as they may cause them to take a definite position against you.
- Don't deliver ultimatums.
- Don't pretend to speak for everyone.
- Don't give up!

### **Remember To:**

Ask your legislator to act by voting to support/oppose the legislation and get others to support/oppose it also. Distribute relevant materials before you leave. Taking notes is okay to a point, but you also need to make eye contact with your legislator. Follow up with representatives, especially those who were undecided or needed more information. Write and email a "thank you" note after the meeting.