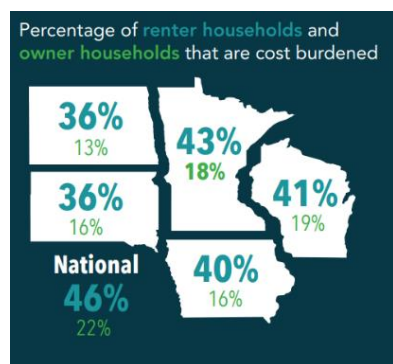


2023 Key Messages

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

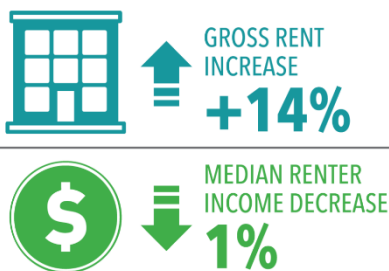
- More than 1 in 4 Minnesota families are cost burdened – this means they pay too much of their monthly income towards housing and this is expected to rise even more due to increasing energy costs. **Since 2000, this number has grown by 70%.**
- In Minnesota, 48% of RENTER households pay too much for 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.