

2024 Key Messages

Impact of 2023 Historic Investment in Affordable Housing

- On behalf of Minnesota NAHRO and its members, THANK YOU for the \$1 billion affordable housing investment which includes significant increases to existing programs and creation of new programs covering the spectrum of housing needs.
- Minnesota Housing Authorities are busy preparing for the roll out of local programs. Program guidelines and funding are expected to begin in late 2024. (Includes local housing aid and state rental assistance.)
- Housing Infrastructure Bonds (HIB) to preserve and create affordable housing were awarded in Fall 2023. The application deadline for GO Bonds for Publicly Owned Housing (POHP) is this spring.

Meeting 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. You do not need to be the expert on every issue! Feel free to say you do not know and will ask someone to follow up. Then let our lobbyist know and they can follow up accordingly.

Sample Meeting Outline – Typically 15-20 minutes but could be more

INTROS: introduce each person in the meeting. Then introduce Minnesota NAHRO and our diverse HRA members who work across the housing continuum (2min)

YOUR AGENCY: Give a brief overview of your agency & who you serve (2min)

LEAD IN: Thank him/her for passing the 2023 investment in affordable housing and describe how your agency is preparing to use the resources locally (3 min)

OUR ASKS:

- **PUBLIC HOUSING:** Fund and improve the Publicly Owned Housing Rehabilitation program.
- **HRA LOCAL RESOURCES:** Empower housing and redevelopment authorities with meaningful and impactful tools.
- **LANDLORD TENANT LAW:** Refine laws to ensure equitable access to affordable apartments.
- **CLOSING:** Thank them and close the meeting. Distribute relevant materials before you leave.

A Few Things to Remember:

- Address your Senator or Representative properly.
- Identify yourself immediately. Public officials meet too many people to remember everyone.
- Stay on message especially if your time is limited.
- Be conscious of time, be courteous and reasonable.
- Get to know legislative staff and treat them courteously.
- Build a relationship with your legislator, short contacts more often are very effective.

A Few Don'ts:

- Keep it simple and don't exaggerate or mislead legislators or staff.
- Don't argue or back recalcitrant legislators into a corner. For some of you, your lawmaker may never agree but making sure they know you are paying attention in their district may reduce voicing their opinion.
- Don't pretend to speak for everyone.

Remember To: Take notes but also make eye contact with your legislator. Follow up with your lawmakers, especially those who are undecided or need more information. Write and email a "thank you" note after the meeting. Educating your lawmaker about your agency and who you serve is impactful.