



HOUSING ELEMENTS WORKSHOP REACHING CITY COUNCIL + STAFF

July 2022

OVERVIEW



WHERE THINGS STAND

ADVOCATE EXAMPLE

GROUNDWORK: GOALS, AUDIENCES, MESSAGES + TACTICS

WORKSHOP

Q&A

(OPTIONAL) BREAKOUT ROOM PRACTICE

Where things stand

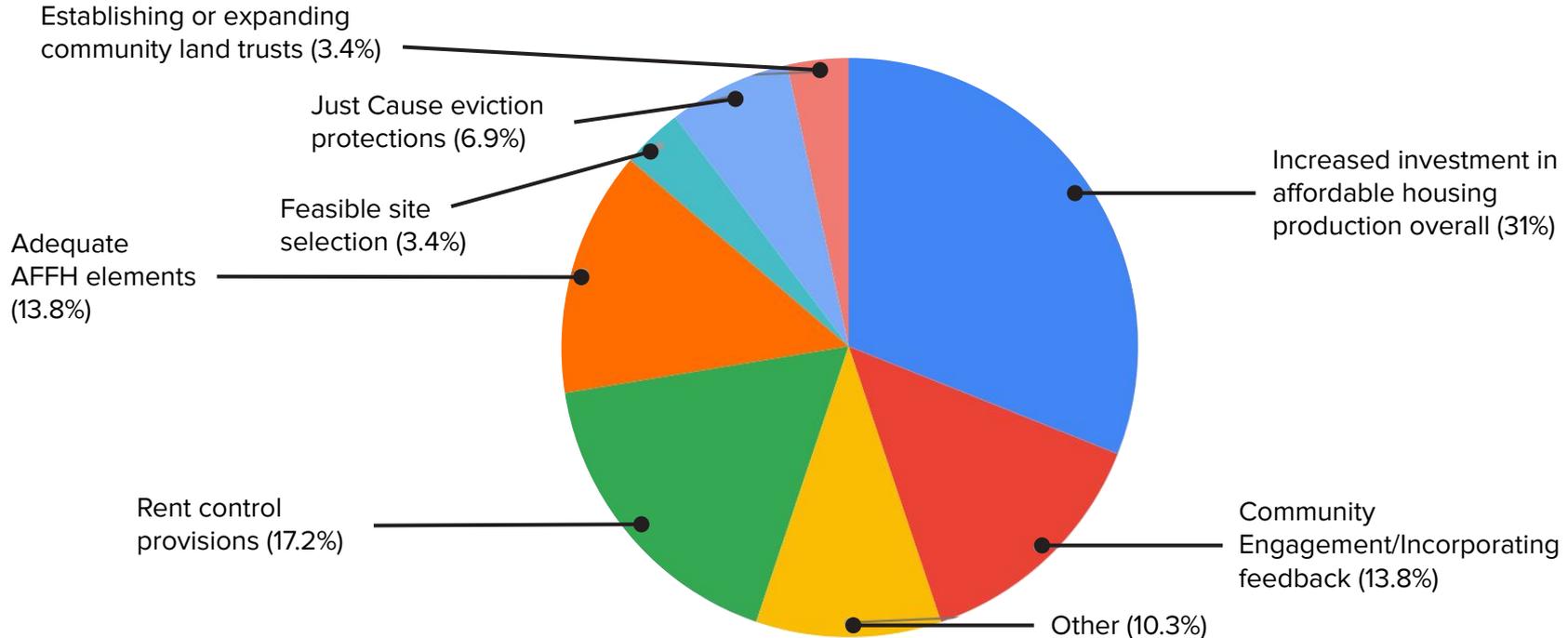
Survey says...

Which policy priority has been the most challenging to advance in the Housing Element process?

- Rent control provisions
- Feasible site selection
- Increased investment in affordable housing production overall
- Adequate AFFH elements
- Just Cause eviction protections
- Community engagement/incorporating feedback
- Establishing or expanding community land trusts
- Other...

Nothing is easy

Which policy priority has been the most challenging to advance in the Housing Element process?



Top persuasion goals:

70%

Overcome opposition from decision-makers or NIMBY voices

Housing Element current status

Initial draft not yet submitted	58%
Draft submitted to HCD	21%
HCD has given feedback on draft	21%

Advocate Example

Debra Ballinger, Monument Impact



MONUMENT
IMPACT

HOUSING ELEMENT

Communications Tactics

Op-Ed in the East Bay Times

- Published on June 14, 2022
- Includes a **real tenant's story**, Britney McNeal Bonner in Antioch, and has **specific calls to action** for local leaders

HIGH DISPLACEMENT RATE

Contra Costans need tenant protections to fend off evictions

Sixty calls a month. That's the average number Monument Impact, a Concord-based nonprofit serving immigrant, refugee and low-income communities, receives from tenants needing urgent support.

By moving forward with these proposals, our leaders will stop homelessness before it starts and help our immigrant, refugee and low-income neighbors thrive here in Contra Costa County.

As more people move out of cities into suburbs that often lack substantial tenant protections, it's no surprise that Contra Costa County in 2020 had one of highest eviction rates in the Bay Area. We already were in a housing crisis when we received another "red alert" earlier this month: The rate of homelessness in Contra Costa County jumped 35% during the pandemic — the largest of any county that released data — from 2,295 to 3,093 individuals.

Other proposals such as so-called "tiny homes" or accessory dwelling units can take years to complete and help only a few. Proven, timely solutions — rent control, just cause for evictions, anti-harassment ordinances and funds for rental/relocation assistance and legal services — are the best, most effective choices. With 79% of Bay Area residents agreeing that housing affordability is a major concern, their constituents want action today.

Media Hits

- Stories in KRON4, KQED, KPIX
- Featured real tenant stories and statements/commentary from local housing advocates



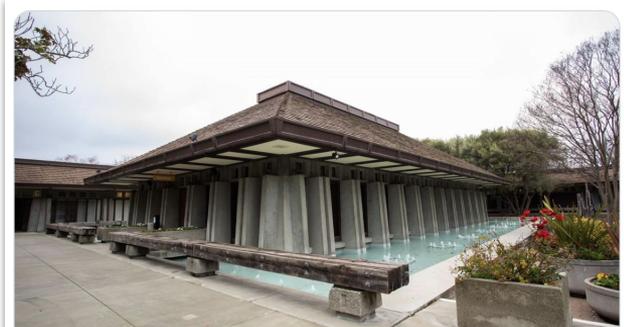
kron4.com

Alleged tenant harassment in Contra Costa County threatens families
(KRON) – Contra Costa County has seen a 35% increase in homelessness since the start of the COVID-19 pandemic, and it's impacting families. Kamilah Miller...



kqed.org

More California Cities Are Outlawing Harassment by Landlords | KQED
Tenant advocates say eviction moratoriums and the slow rollout of rent relief have led to a spike in harassment by landlords during the ...



cbsnews.com

Concord City Council passes ordinance protecting tenants from landlord harass...
The Concord City Council on Tuesday unanimously voted to adopt a residential tenant anti-harassment protection ordinance.

Email Action Alerts



Together, building a stronger community

Greetings!

The Concord City Council is about to make a BIG decision on the future of affordable housing—and Monday, June 27 is our **LAST day to make our voices heard on the first draft of Concord's Housing Element.**



Every eight years, the California Department of Housing and Community Development determines the amount of housing each region must produce to meet the needs of existing and future residents. **Local jurisdictions like Concord design the Housing Element plan** to identify development sites, as well as policies that protect tenants/residents and preserve affordable housing options. **Housing Element is for everyone—because the plan must determine how many homes are needed to make sure everyone has a place to live.**

The number one driver of displacement in Concord is unaffordable, high rents. Yet, rent control and just cause for evictions—tried and true ways of preventing displacement—are nowhere to be found in Concord's Housing Element Plan. On top of this, if these kinds of solutions are ever proposed, they are typically dismissed without any explanation or rationale.

Yet, Concord's Housing Element proposes accessory dwelling units and affordable homes for low-income first time homeowners, which can take years to complete and help only a few. It also continues to allow for market-rate development in the already heavily populated and

- Four action alerts throughout the course of two months, promoting **public comment in Antioch and Concord**
- Explains **what the Housing Element is and why it is important**, and the **communities it most directly impacts** as well as its **effects on all of us**
- Includes instructions on **how to make public comment** and information on **upcoming city meetings/city council member emails**, and lastly, **suggested talking points**
- Average open rate of **31%**

Email Action Alerts



Together, building a stronger community

Concord's Housing Element Needs Rent Control and Just Cause for Evictions

Tomorrow, we have an opportunity to help move the ball forward for rent control and just cause for evictions—but only if we can take action, fast.

The City of Concord is updating its [Housing Element](#), which is a policy guide to address the fair and affordable housing needs from 2023 to 2031. While desegregating neighborhoods and rezoning land have recently been added to the plan, **rent control and just cause protections are still missing**, despite being the top request by [community members and the most effective way to prevent low-income renters, immigrants, and people of color from being displaced from their homes.](#)

Can you join us at tomorrow's Housing & Economic Development Committee meeting, and call on the Mayor Dominic Aliano and Councilmember Tim McGallian to provide strong and enforceable anti-displacement measures?

FIRST: Email City Council
(you can use the talking points below!)

Mayor Dominic Aliano: dominic.aliano@cityofconcord.org

Below, you can find more details on ways you can make sure city council members understand that immigrant, refugee and low-income neighbors **MUST** be prioritized in the Housing Element plan. We've also included talking points for you to use and adapt.

-The Monument Impact team

MAKE YOUR VOICES HEARD

If you live in Concord:

Virtual town hall meeting

Wednesday, June 8, 6-8 PM

Click [here](#) to learn more and [here](#) to register.

In-Person and Virtual Concord City Council meeting

Tuesday, June 14 at 6:30 PM

[Check back](#) on the city's website for the agenda and the Zoom link.

Public comment

Provide public comment in [English](#) or [Spanish](#) by June 27.

If you live in Antioch:

Public comment

Provide public comment by emailing Anne Hersch, Planning Manager, at ahersch@antiochca.gov or mailing to the address below by June 15.

In-person Antioch City Council meeting

Tuesday, June 14 at 7 PM

[Check back](#) on the city's website for the agenda.

Social Media Content



Monument Impact
Published by MI Staff · June 8 · 🌐

📍 Every 8 years, the CA government evaluates current and future housing needs. Local cities like Concord and Antioch design the Housing Element to identify development sites and policies that protect tenants/residents and preserve affordable housing options. Both Concord and Antioch City Councils will review their Housing Element plans on June 14. If you are a resident of these cities, can you take action? Check out our email blast with upcoming events, info on providing public comment, and suggested talking points: <https://conta.cc/3MDN9Px>

If Concord continues to focus on out-of-touch solutions, we will continue to see more & more residents living on the streets. We need YOU to invest in policies PROVEN effective, like just cause for eviction & rent stabilization. @CA_Concord @TimMcGallian @CarlynObringer @EdiBirsan

RALLY AT 5:30 PM

The Concord City Council meeting on Tuesday, June 14th will help shape the

← **Thread**

Monument Impact
@MonumentImpact

LAST CHANCE: Concord's Housing Element plan is missing proven strategies to prevent displacement. Can you take action & submit public comment by June 27? Check out our email blast for more info, emails of local officials, and suggested talking points:

MONUMENT IMPACT myemail.constantcontact.com
LAST CHANCE: Tell Concord City Council to Prevent Displacement

7:11 AM · Jun 27, 2022 · Twitter Web App

2 Retweets 5 Likes

Groundwork

Core goals, audiences, messages + tactics

Core goals

Immediate goals

- Increased investment in affordable housing production overall
- Feasible site selection
- Adequate AFFH elements
- Just Cause eviction protections
- Rent control provisions
- Establishing or expanding community land trusts

Long-term goals

- Strengthening relationships with allies
- Positioning ourselves as trusted experts
- Mobilizing public support
- Establishing precedents for future efforts

Different decision maker audiences mean different goals

Supportive allies: be bolder or more vocal

Soft supporters or skeptics: embrace at least some housing justice policies

“Business Dems”: understand the community-wide benefit of housing

Opponents: worry about being on the wrong side of a key political issue

Perfectionists: embrace incremental change, learn to say “yes, and.”

“Well-meaning but uninformed.”

“Easily swayed by campaign donors.”

“Supportive of production goals but much weaker on anti-displacement goals.”

“Many have little real understanding of new housing element requirements and are relying on consultants and staff to get it right.”

Power Mapping

- **Who are your most important allied decision-makers?**
 - How can you elevate their voices?
- **Who has offered soft support?**
 - Who in your community will they listen to?
 - What concerns can you address?
- **Who are your key opponents?**
 - Do you actually need to change their mind?
 - How can you reduce their influence?
 - Who in your community can make them feel pressure?

Core message

Right now, we have a once-in-a-decade chance to address current housing problems, invest in our communities, and create better housing options for all.

Speaking out now is the only way to make sure that your [city/town/county] will include your priorities in the [Housing Elements/housing] plan that will guide our community's future.

Developing policy support messaging

- 1-3 sentences explaining the importance of housing — relying on statistics, community feedback, personal storytelling. Why is this an important issue to constituents?
- 1-3 sentences making a direct, actionable call for a specific policy proposal
- Use values-driven, person-centered language
- Emphasize the community-wide benefits.

Sample Messaging: Just Cause/Rent Control

Stakes: for the community and for decision-makers

“Housing costs have gone up by X% since the last Housing Element — and wages have not kept up. That’s why the cost of housing is the number 1 issue for most voters in a recent poll.

Policy demand

This is our chance to give people in our community stability — and that means protections including rent control and just cause policies for eviction. Helping families plan for the long term is the key to supporting local schools and businesses.

Community-wide benefits

After all the chaos of the last couple years, and the rising fears of people who have lived through boom-and-bust cycles, strong rent control will go a long way to building the kind of stability that will enable us to thrive over the next decade.”

Sample Messaging: Economy focus

Stakes: for the community and for decision-makers

“Housing costs don’t just affect where you’re able to live — they impact the economy for our whole region. The places that succeed over the next decade will be those that invest in housing so that essential workers can make ends meet, employers have a stable workforce, and local businesses can connect with the loyal customer base they need.

Policy demand

We need to expand our investment in affordable housing so that businesses can attract and hire workers for all sorts of jobs.

Community-wide benefits

Investing in affordable housing is also an investment in our local economy. Creating a range of affordable housing options will help residents *and* businesses thrive.”

Key Tactics

- Direct, private conversations
- Public testimony in an organized forum
- Public mobilization — protests, petitions, call-in days
- Press outreach and earned media
- Letters to the editor

QUESTIONS?

Advocate Example

*Jeremy Levine, Housing Leadership Council of
San Mateo County*

Workshop

QUESTIONS?