

"THE SUCCESS OF THIS GOAL REQUIRES THE INVOLVEMENT AND RESOURCES OF, BY AND FOR ALL STAKEHOLDERS

— COMMON GROUND STATEMENT TEXAS HOUSING FORUM

1. Be an active participant in your regional campaign committee to help:
 - recruit people from key stakeholder groups to serve on the committee;
 - develop affordable housing funding proposals for your local region;
 - plan the regional affordable housing competition;
 - recruit 50 supporters of Housing Texas from your region (a recruitment brochure will be available in late January);
 - educate and recruit state and local elected officials as supporters (literature on the housing crisis and solutions will be available in the Spring).
2. Join one of the special committees:
 - Fundraising coordinating committee (contact Jeff Baloutine)
 - Affordable housing competition committee (contact Tom Hatch or Ramona Utti)
 - Housing report card committee (contact Elizabeth Mueller)
 - Housing trust fund committee (contact Rey Ocanas)
3. Write letters and meet with your state elected officials to support the appropriation of the \$1 million + in housing research and education funding (see enclosure).
4. Raise and contribute funds (mail c/o TACDC, 1021 East 7th St Ste 104, Austin, TX 78702).
5. Attend the annual meeting in November 2005 and bring others so that we can meet the goal of having 250 supporters present.



Update #6
December 2004

Housing Forum Update

from the Texas Housing Forum



Texas Housing Forum annual meeting report:

Housing Texas campaign

It is with much excitement that we announce the first statewide public awareness campaign on affordable housing in Texas: **Housing Texas**. The campaign is the result of the hard work and ingenuity of participants in the 2004 Texas Housing Forum, held in San Antonio on November 16 and 17.



The Texas Housing Forum first convened in 2002 so a broad group of individuals interested in housing and community development in Texas could come together to discuss a common vision for the future. At that meeting we developed a "common ground statement." The new public awareness campaign and its goals are drawn from that statement of shared values.

The premise of the Texas Housing Forum

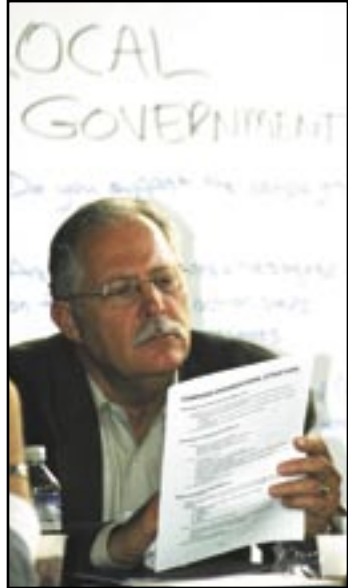
is that affordable housing and quality neighborhoods will not become a priority at the state or local levels unless a broad group of Texans who care about these issues accept the responsibility to find common ground, work together and provide leadership.

This year, Housing Minnesota's Chip Halbach helped pave the way for a Texas campaign by discussing the successes and failures of other states' housing campaigns. Stakeholder groups then united to consider the goals and objectives of the proposed Texas campaign. Following discussions the participants again divided into regional groups to determine how the campaign could best be carried out at the regional level.

The Housing Forum has established a statewide campaign committee to coordinate the campaign activities. This committee's first task was to take the results of the stakeholder and regional breakout sessions (pages 4-5) and revise the campaign's goals and first year objectives based on their input (page 2).

This newsletter lays out the campaign's committee structure (page 3) and tells you what you can do to support the Housing Texas campaign (back page).

...WORKING TOGETHER TO MAKE AFFORDABLE HOUSING AND COMMUNITY DEVELOPMENT A PRIORITY IN TEXAS



These are the new goals and objectives for the Housing Texas statewide campaign adopted by the statewide campaign committee on December 13. They have been modified from the original goals and objectives presented at the 2004 annual meeting based on the reaction of stakeholder groups (see pages 4-5).

GOAL #1: Develop resources to ensure an adequate supply of quality affordable housing.

Objective 1A - Reach consensus on the legislative structure and amount of funds needed to meet the housing challenge at the state and local levels.

Objective 1B - Develop state and local housing trust fund proposals and funding sources to be adopted by Housing Texas campaign at Fall 2005 meeting.

GOAL #2: Demonstrate better stewardship of housing dollars through quality programs.

Objective 2A - Work with Dr. Mueller to develop and publicize housing report cards for Texas cities.

Objective 2B - Sponsor a statewide affordable housing competition to highlight model solutions.

GOAL #3: Build public awareness and support for affordable housing.

Objective 3A - Establish regional coordinating committees for the state campaign with 8 core leaders in each region that represent all stakeholders. Work to get representation from regions not represented at November 2004 meeting.

Objective 3B - Convince the Texas Legislature to appropriate the \$1 million in research and education funds to TDHCA.

Objective 3C - Raise \$100,000 to support the launch of the coalition campaign.

Objective 3D - Recruit a campaign consultant to develop messages and strategy.

Objective 3E - Produce and distribute 5,000 pieces of the following literature:

- Housing Texas recruitment brochure to get people to sign up as "supporters" of the campaign;
- facts about the affordable housing problem in Texas;
- model housing solutions identified in the statewide design competition.

Objective 3F - Host a two day meeting in Austin in Fall 2005: Day 1 - Texas Housing Forum annual meeting; Day 2 - large meeting/rally of Housing Texas Campaign with a goal of 250 campaign supporters.

Objective 3F - Recruit key elected leaders at the state and local levels to support Housing Texas campaign goals.

Objective 3G - Identify and support consumer advocates from each region; facilitate consumer and stakeholder meetings to define the role of consumers in the campaign.

GOAL #4: Promote communities that employ comprehensive housing solutions.

[Same first year objectives as Goal #2].





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Housing Forum Planning Committee (existing)

- Coordinates ad hoc work of the Housing Forum, plans and coordinates annual meetings of all people interested in housing to work on common ground initiatives
 - Campaign goals, objectives and accomplishments will be reviewed at the annual Housing Forum meetings.
 - The Housing Forum will continue to serve as a forum to bring stakeholders together to collaborate on housing issues.
- Membership of this committee will be reorganized after the 2004 annual meeting.



Campaign Coordinating Committee (new)

- Structure:
 - Selected at the 2004 Housing Forum meeting
 - Balanced representation from regions and stakeholders
 - May recruit a fundraising committee
 - May choose to incorporate to raise and spend funds
- Duties:
 - Hire campaign consultant
 - Prioritize activities
 - Develop and implement plans for statewide campaign
 - Coordinate between regional and statewide campaign activities
 - Raise funds for the statewide campaign
 - Develop themes, messages, ads, literature and other materials to support statewide and regional campaigns in consultation with the Steering Committee
 - Final authority on whether an activity at the regional level can be officially presented publicly as a part of the campaign.



- Members:

Gordon Anderson	Sara Anderson	Jeff Baloutine
John Garvin	John Henneberger	Blanca Juarez
John Loza	Delores McGruder	Linda McMahon
Mark Mayfield	N. Mitchell-Bennett	Rey Ocañas
Cheryl Potashnik	Ramona Utti	Melanie Villalobos
Sandra Williams		



Regional Campaign Committees (new)

- Purpose: carry out campaigns at the regional level that support the state campaign and implement objectives consistent with regional interests that advance the statewide campaign's four goals (see opposite page).
- Structure:
 - Regional campaign committees (others welcome):
 - Dallas/Fort Worth - John Loza (Chair), Harryette Ehrhardt, Ramona Utti, Betsy Julian
 - Houston - Stephan Fairfield, Ron Williams (Co-Chairs)
 - San Antonio - Susan San Martin, Melanie Villalobos, Sandra Williams (Co-Chairs)
 - Austin - Jim Shaw, Sara Anderson, Maria Brewster, Liz Mueller (Co-Chairs)
 - Border - Rafael Torres (Chair), Nancy Hansen (El Paso), Nick Mitchell-Bennett (Valley), Blanca Juarez (Middle Border)
 - Balanced representation from stakeholders
- Duties:
 - Recruit at least 8 members by January 31
 - Sign up 50 Housing Texas campaign supporters by this time next year
 - Develop campaign objectives and plans for their area
 - Bring all active members to the next annual meeting
 - Raise funds
 - Carry out campaign in their area
- Organizational meeting: no later than January 31



Special Committees (new)

- Fundraising coordinating committee (contact Jeff Baloutine)
- Affordable housing competition committee (contact Tom Hatch or Ramona Utti)
- Housing report card committee (contact Liz Mueller)
- Housing trust fund committee (contact Rey Ocanas)



State government	Local government	Community institutions	Financial institutions	For-profit providers	Nonprofit providers	Consumers	Advocates
1. Do you support the campaign?							
Yes, specifically we need to increase awareness and change public perception.	Yes.	Yes.	Yes, but make #3 (build public awareness and support) a priority.	Yes, but we need to: a. Garner support from local elected officials and TDHCA b. Have some entity that will help support development c. Target the business community d. Get additional funds for development e. Create tools to combat NIMBY	Yes, but we want: • More money for development from all sources • Better educated officials • A more consistent message	Yes.	Yes, but there are questions: • Does it build public support? • Is it an effective way to bring about change? • Does it influence legislators and employers? Who is it for? (Hotel and hospital workers, teachers, firefighters, etc.) - Does it create an environment where the work we do is accepted? - Is it inclusive? (Does it include the very low-income?)
2. Are the goals, action steps and messages on target?							
<ul style="list-style-type: none"> Also include the community service industry people Messages are generally weak and need work 	Need to qualify action steps and messages that are: <ul style="list-style-type: none"> Acceptable to all Diverse <ul style="list-style-type: none"> Depicts a range of those who benefit from affordable housing Speak about economic opportunities Share a common ground Relevant to those most in need <ul style="list-style-type: none"> Very poor, elderly, special needs Geared towards "creating opportunities" Create a sense of urgency 	<ul style="list-style-type: none"> Stress commonalities, not differences Match needs to people (people first, families first, workers first) Be more concrete Tie in housing with other factors: childcare, healthcare, jobs, etc. <ul style="list-style-type: none"> Emphasize trade-off between high housing costs, healthcare, transportation (i.e. What can you go without?) Make links between business and economic development and housing, and between education and housing stability <ul style="list-style-type: none"> Emphasize housing as foundation for progress/success (successful families, successful communities) Healthy communities 	<ul style="list-style-type: none"> Localize (product and people) Emphasize similarities, not differences Develop a new vocabulary Strong legislative effort focusing on education (with emphasis on voting power) Build new alliances and turn opponents into partners (school boards, city government, realtors) 	<ul style="list-style-type: none"> In general, yes, but: <ul style="list-style-type: none"> Materials shown don't necessarily reflect all target groups 4 goals sound good, but still need additional discussion/ research They are overwhelming and can't be accomplished on an ad hoc basis 	<ul style="list-style-type: none"> Goal 1A (Reach consensus on the legislative structure and amount of funds needed to meet the housing challenge at the state and local level) <ul style="list-style-type: none"> OK, but not helpful now. Instead, set a goal based on the number of families. Goal 2A (Establish best practice standards, new reporting and compliance standards and work with Dr. Mueller to develop a report card for state and local programs) <ul style="list-style-type: none"> Good concept, but we want to see a real report card that grades city/ county efforts Goal 2B (Identify standard developments and their root causes and determine policy solutions necessary to combat them) <ul style="list-style-type: none"> Cautious implementation Focus on policy solutions and individual responsibilities (individual cities and PHAs) Goal 3D (Establish campaign committees in Dallas/Fort Worth, Houston, Austin, San Antonio and the Border) <ul style="list-style-type: none"> What about rural, non-metro regions? 	<ul style="list-style-type: none"> Affordable homeownership Education Change in public perception of low-income residents 	Yes, but chose specific goals like: <ul style="list-style-type: none"> "Influence five council members in two cities" Create a short-term housing trust fund General suggestions: <ul style="list-style-type: none"> Create an inclusive campaign with diverse beneficiaries that is targeted to local communities <ul style="list-style-type: none"> Include photos showing disabilities as well as other diverse images Do not segregate messages "Housing" may be "too nice"—set new standards Emphasize those most in need
3. What financial and human resources will you bring to the campaign?							
<ul style="list-style-type: none"> Research Wealth of information and data 	<ul style="list-style-type: none"> Identify partners Media relationships (PSAs) Contacts Research funding (public and private) 	<ul style="list-style-type: none"> Regarding resources, include non-public sources. (Philanthropists, banks, etc.) Will bring academic research and legal research and advice to the table 	<ul style="list-style-type: none"> Each stakeholder will provide resources Fannie Mae Individual contributions 	<ul style="list-style-type: none"> We have given with bond fees Will work with legislators (perception and research funds) "Best practices" Help and attend regional efforts 	<ul style="list-style-type: none"> Will contribute success stories 10% of campaign costs for 2 years (total of \$25k) 	<ul style="list-style-type: none"> Volunteers Soliciting major organizations and individuals for donations Bringing up the issue at public meetings Creating awareness in schools Recruiting groups and individuals to join the coalition's efforts 	<ul style="list-style-type: none"> Build the constituency <ul style="list-style-type: none"> Bring people with disabilities Continue giving (Gretchen Shartle) Provide legal talent, pro bono attorneys (Heather Way) Bring people and give time (Austin Interfaith) Take with legislators (Harryette Ehrhardt) Provide marketing talent (Sherry Matthews Advertising) Approach foundations (Standish Meacham) Build public awareness, identify constituents to support in Dallas (Betsy Julian) Provide full-time employee to work on the campaign (TxLIHIS) Develop leadership (Lourdes Zammaron) Work on Austin campaign (Kathy Tyler) Bring in farm worker constituents (Motivation, Education, Training Inc.) Affordable housing design competition
4. What other people and resources should be involved in the campaign?							
<ul style="list-style-type: none"> Realtors Large corporations (SBC, Time Warner) Employers (Home Depot, Wal-Mart) Governor- to do public service announcements (PSA's) Third party consultants 		<ul style="list-style-type: none"> People in religious congregations Military families Local workers at every level (not just nurses and firefighters) 	<ul style="list-style-type: none"> School boards Local government Realtors Chamber of Commerce Large Employers 	<ul style="list-style-type: none"> Large, local employers Chambers of Commerce School districts Architects Realtors TML/ cities TAB (builders) TX Apartment Association 		<ul style="list-style-type: none"> Housing authority representatives Contractors and developers Educators Consumers Faith-based organizations 	<ul style="list-style-type: none"> Media People with political power at the local level Local employers Chamber of Commerce Fair Housing groups Labor unions