Housing Justice on the Ballot: Policy Pathways for Housing Justice

October 13, 2022

Moderated by: Jasmine Rangel Sr. Associate
Housing Justice on YOUR Ballot

Go to [www.menti.com](http://www.menti.com) and use the code 4966 4997 or use the QR code below!
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**WHAT POLICIES ARE YOU MOST INTERESTED IN PURSUING? (RENT STABILIZATION, RIGHT TO COUNSEL, ETC.)**

- tenant protections
- Inusory zoning
- Increase salary for housing case managers
- Prohibition on use of credit scores
- using medicaid dollars for housing services
- Land trusts
- Affordable accessible housing 30%AMI or lower
- Zoning
- Anti-harrassment
- New tools for local governments to manage density
Getting Housing Justice on the Ballot

Ben Kelly
Housing Policy in the November 2022 Local Elections

PolicyLink “Housing Justice on the Ballot: Policy Pathways for Just Housing Futures”
October 12, 2022
Ben Kelly
Election: November 8, 2022

There will be housing-related ballot measures in 50-plus local jurisdictions this November.

- In addition to the 15 housing ballot measures in local municipal elections earlier this year

This is about 2x the number of local housing-related referenda from November 2021 election.

- Bond issues for housing
- Excise taxes for housing
- Rent control
- Eviction protections
- Homelessness funding & policy
- Housing governance
- Zoning
Community-Led Initiatives

Identification of specific policy challenge, formation of the policy solution, organizing signature-gathering to access the ballot.

Denver: “No Eviction Without Representation”
Seeks voter approval for a new fund to provide legal services for people facing eviction
- Source of funds: new landlord fee (per unit)
- Formation of chartered Tenants’ Committee to guide policy and implementation
- Gathered 13,200 signatures over six months (needed 9,000)
- https://newrdenver.com/

Portland, ME Question C
Rent control first approved by voters in 2020 initiative
Question C: Modifies max. rent increase to 70% of inflation rate, and rent increases & lease terminations require 90-day notice. Organized by Southern Maine Democratic Socialists of America.

Pasadena: “Yes On Rent Control”
Limits annual rent increases to 75% of inflation
- Other provisions: Eviction protections, Relocation assistance, Formation of appointed Rental board, Rental housing registry
- Over 13,000 signature threshold to get on ballot, turned in 15,501 valid signatures
- 275 volunteers over six months
- https://pasadena4rentcontrol.org/
Legislative-Led Referenda

Local elected body convenes and leads the policy conversation, and makes the decision on advancing the ballot measure to an election.

**Orange County, FL (Orlando)**
Rent Stabilization Ordinance

- Caps rent increases to rate of inflation for one year
- Advanced to ballot via 4-3 vote by County Commissioners

**Referred Amendments to Rent Control and Eviction Protection ordinances**

- Richmond, CA – Measure P
- Santa Monica, CA – Measures RC and EM
- Oakland, CA – Measure Y

Also: this is usually how most measures on housing bonds, taxes, zoning, policy matters get to the ballot
Voting on Social Housing Models

Initiatives focused on community-driven, community-controlled housing models

South San Francisco Measure AA

Referred to the ballot by City Council

Seeks voter approval to eliminate a barrier in CA state law (Article 34) prohibiting cities from developing and owning affordable housing without explicit voter approval

Goal is to transform and expand what the City can do – and to enable deeper affordability, higher sustainability standards and labor standards, and permanent affordability

https://www.affordablesouthcity.com/
Obstacles and Barriers

Getting onto the ballot
- Legal and political barriers
- Organizing and building resources to move proposals forward (e.g., signature-gathering support)

Campaign phase
- Resources and money to organize and reach voters
- Competition for voter awareness
- Crowded ballots

Post-election
- Legal challenges
- Implementation
- Sometimes re-starting the policy conversation
Getting Housing Justice on the Ballot:
Experiences from St. Paul, MN and San Francisco, CA

Councilmember Mitra Jalali
St. Paul City Council Ward 4

Jen Snyder
Red Bridge Strategies
Check out our latest resource!

• “Housing Justice on the Ballot: Tenant Protections”
Thank you for joining us!

Don’t forget:
- Fill out our survey
- Register for part two of our webinar series! (October 20th, 2022)