

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 and use the code **4966 4997** or use the QR code below!



Housing Justice on YOUR Ballot

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WHAT POLICIES ARE YOU MOST INTERESTED IN PURSUING? (RENT STABILIZATION, RIGHT TO COUNSEL, ETC.) Mentimeter

tenant protections	Inclusionary 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		density

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Getting Housing Justice on the Ballot



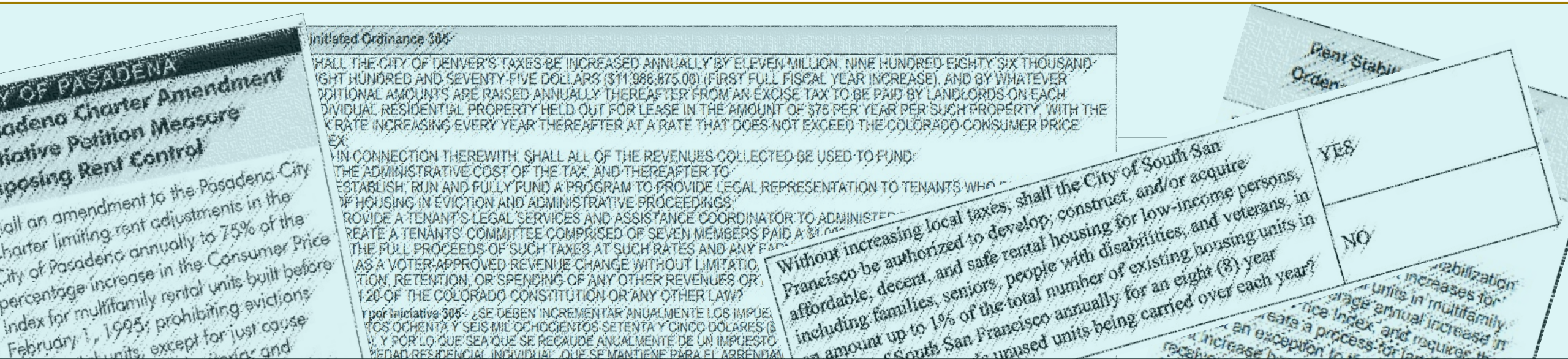
Ben Kelly

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/>



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/>

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.

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

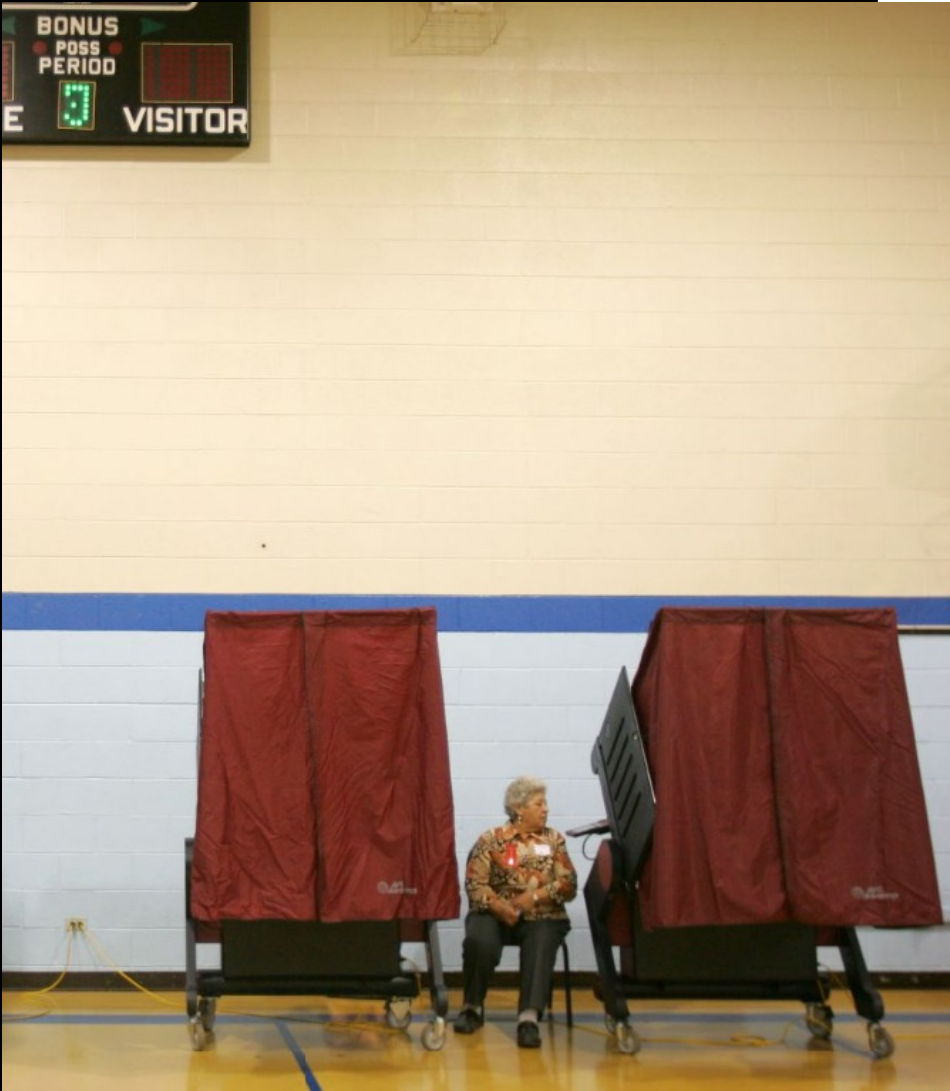
- Legal and political barriers
- Organizing and building resources to move proposals forward (e.g, signature-gathering support)

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”

Housing Justice on the Ballot: Tenant Protections

PolicyLink

Tram Hoang, Ben Kelly, Rasheedah Phillips, and Jasmine Rangel
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PolicyLink is a national research and action institute advancing racial and economic equity by **Lifting Up What Works®**.
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Summary

Increasingly, localities are playing a leading role in changing the housing landscape to create just housing futures. Campaigns across the country have used a myriad of tools to change policy—ballot initiatives, ordinances, legislation, or court orders. But each pathway has challenges and benefits that are unique to each jurisdiction. Below we describe recent housing justice wins achieved through the ballot, and upcoming campaigns that are building the momentum for housing justice in November 2022 and beyond.



Thank you for joining us!

Don't forget:

- ☐ **Fill out our survey**
- ☐ **Register for part two of our webinar series! (October 20th, 2022)**



