

Home Means Nevada Talking Points

- 1) Our community is facing a historic housing crisis:
 - Reno had 4th highest rent increase in the country in 2017
 - We have less than a 2% vacancy rate in rental market (virtually no available places to rent)
 - Nearly 4000 people living in weekly motels because they can't afford to live anywhere else
 - Homeless shelters are beyond capacity (about 500 beds full every night and most point in time count identified an additional almost 200 people living outside)
 - Many faith communities have been working together to volunteer staff the extended overflow shelter in a heated tent next to Record Street shelter
 - Eddy House helped over 750 homeless youth (ages 18-24) in 2017
 - Washoe County School District has identified nearly 3,500 homeless students
 - 27 homeless individuals died in Washoe County in 2017

- 2) This is a local challenge that we need to address ourselves, but we don't have the right tools to do so. Our campaign is focused on creating 1) an affordable housing trust fund at the county level and 2) having the Washoe County Board of Commissioners establish the Supplemental Government Services Fee, which would raise millions of dollars in local revenue that could be put toward housing and homeless services
 - Housing trust funds are distinct funds established by city, county or state governments that receive ongoing dedicated sources of public funding to support the preservation and production of affordable housing and increase opportunities for families and individuals to access decent affordable homes. Housing trust funds systemically shift affordable housing funding from annual budget allocations to the commitment of dedicated public revenue.

- 3) The conversation about the housing crisis has been going around in circles for the past couple of years. Local decision makers have not stepped up to create the policies we need to address the crisis.
- 4) 2018 is the year we change this. We can't wait any longer. People's lives are literally hanging in the balance. We have to be the ones who step up to drive the conversation and lead our community towards solutions.
- 5) The Home Means Nevada campaign leverages the momentum of the local elections by using non-partisan voter engagement to drive the conversation around housing, homelessness, and economic justice. This work is being done together by a powerful coalition of faith communities, service providers, labor unions, impacted residents and other community partners. Together, we will engage in:
 - Non-Partisan Voter Registration
 - Home Means Nevada pledge to vote cards
 - Phone Banking and door-to-door canvassing
 - Public Assembly
 - Candidates forum
 - Community tours with candidates
 - Social Media and Op-Ed campaign
- 6) Our engagement goal is:
 - 3,000 voters registered
 - 5,000 pledge cards signed
 - 10,000 community conversations
- 7) The ultimate goal of the community engagement and mobilization is to build enough momentum around housing in 2018 that local decision makers come to the table in 2019 to create the policies and tools we need to address the housing crisis on a regional level.