



OPPORTUNITY

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Housing for everyone!

Building momentum for local solutions

What is Ensuring Opportunity?



- A countywide initiative to end poverty in Contra Costa by addressing root causes
- Goal → Achieve equity and opportunity for all residents
- Change systems & policies → so that every community member has an opportunity to thrive

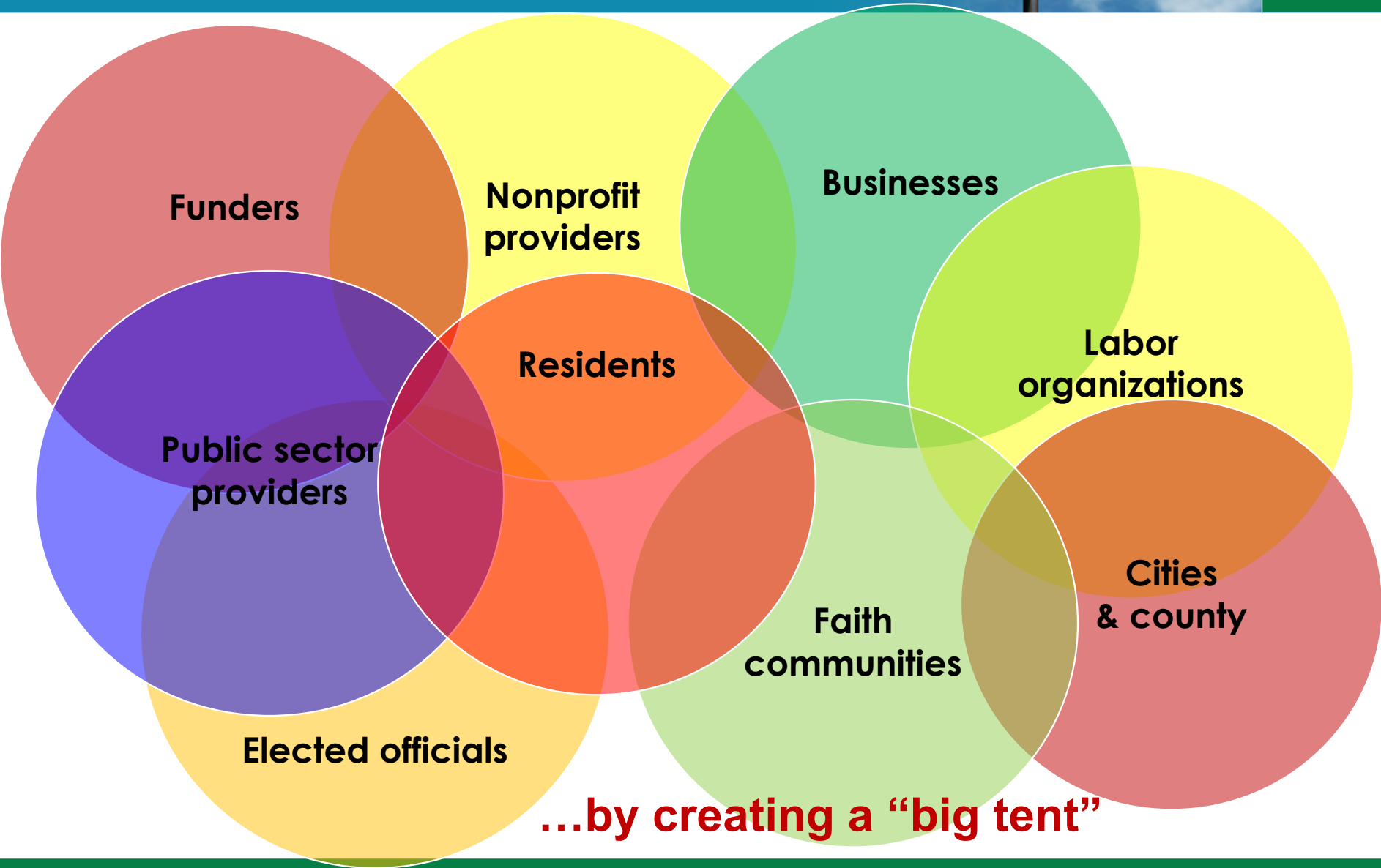


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We engage diverse stakeholders...

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**We believe that
everything is connected ...**



HEALTH

HOUSING

EDUCATION

**CRIMINAL
JUSTICE**

FOOD

EMPLOYMENT

TRANSPORTATION

**IMMIGRANT
PROTECTIONS**



... and EQUITY is at the heart of our work

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FAIR

UNFAIR



Contra Costa Housing crisis index



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- **1 in 6:** Residents are struggling to make ends meet
- **30,939:** Additional affordable units needed
- **\$7,667:** Monthly income to afford median rent
- **75%:** ELI* renters spend > 50% of income on rent
- **1,607:** Homeless (84 households with children)
- **66%:** Decrease in housing funding, 2008-2016

* *ELI = Extremely Low Income: earning 30% or less of Area Median Income*

Impact on families

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Because of **high housing costs**, families have less money left for child care, healthcare, food and other essential needs



Ensuring Opportunity Housing Town Halls – Fall 2017



Countywide shared PRIORITIES	Top perceived BARRIERS	Top proposed SOLUTIONS
<ul style="list-style-type: none">• More units of affordable housing• Long-term housing with supportive services• More protections for renters	<ul style="list-style-type: none">• NIMBY attitudes & stereotypes• Lack of funding• Lack of vision & commitment by electeds	<ul style="list-style-type: none">• New dedicated funding sources• Increased resident engagement & advocacy• Support for innovative solutions (tiny homes, ADUs, shared housing, etc.)



What do we need?

- ❑ **Protect** tenants (just cause, rent control)
- ❑ **Preserve** existing affordable housing
- ❑ **Produce** additional affordable housing



What's being tried locally?

Small-scale innovations with potential to expand:

- Tenant protections – Richmond, Concord
- Concord Community Reuse Project
- ADUs (in-law units)
- Shared housing
- Rehab/sell abandoned homes
- Tiny homes
- Homeless outreach CORE teams
- City-level study sessions



... but it's not enough, and not fast enough

What gets in the way of progress?

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- NIMBYism
- Racism
- Political inertia
- “There’s no money”
- Regulations
- Fragile activism
(though growing!)



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Who needs to be involved?

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Residents

Housing developers

Funders

Labor unions

Advocates

Employers

Educators

City leaders

Policy makers

Faith communities

Elected representatives

Service providers

Financial institutions

County leaders

Health care providers

Community organizers



... YOU!

Ensuring Opportunity

What we've learned



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People are hungry for opportunities to connect, share ideas and work on solutions

What's on the horizon?

- **Contra Costa Housing Advisory Council**
- **Nov. 2018 statewide housing bond measure**
- **Countywide housing needs assessment**
- **2020 county housing bond measure**
- **State housing legislation**
- **City-level solutions**



TAKE ACTION

How can you plug in?



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- ◉ **Whatever your field → advocate for housing!**
- ◉ **Find out what's happening in your community, and support it!** (Concord, Richmond, Walnut Creek...)



Specific steps you can take

- **Train & support** your staff, board members, clients, volunteers to be effective advocates
- Recognize the **power of stories** to convey personal impact of housing crisis
- **Educate allies and influencers** on links between affordable housing, healthy families and thriving communities



More action steps...

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- **Meet with your elected officials:**
 - Share your housing **stories & needs**
 - **Support housing policies** that benefit low-income families



Yet more action steps!

- **Contact your state legislators now to support:**

- **SB 912:** \$2 billion for homeless/housing

- Visit **Nonprofit Housing Association of Northern Calif.** to learn about other bills



- **Vote in November to support:**

- **Veterans & Affordable Housing Bond** (\$4 billion)

- Repeal **Costa-Hawkins** (to expand local ability to enact rent stabilization measures)

One easy step to take today...

Join Ensuring Opportunity's campaign!

- ✓ Stay informed
- ✓ Learn about opportunities for action

➤ endpovertycc.org

➤ [@endpovertycc](https://twitter.com/endpovertycc)

➤ mmoore@richmondcf.org



Why this work matters

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“**Housing** is absolutely essential to human flourishing. Without stable shelter, it all falls apart.”

– Matthew Desmond, author of “*Evicted*”



Connect with us!



@endpovertycc

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Ensuring Opportunity:

The Campaign to End Poverty In
Contra Costa County