

# Education/Advocacy Campaigns on Affordable Housing in the Bay Area

**(This is a partial listing of some of the campaigns conducted by local groups. This does not include individual developer's education/advocacy work.)**

## 1. Non-Profit Housing Association of Northern California (NPH)

### Materials developed:

- Affordable Housing: A Bay Area Briefing (printed materials)
- Supportive Housing: A Bay Area Briefing (printed materials)
- "Affordable Family Housing: A Bay Area Tour" (9 minute video)
- "Support Affordable Housing" (30 second TV public service announcement)

### Some Outcomes:

- Video shown on 10 cable access stations in conjunction with 30 min. or 60 min. "talk show" regarding affordable housing
- Hundreds of videos and briefing kits distributed to target audiences in live presentations
- Won California of Non Profits "1998 Communications Award"

☎ Tim Iglesias, Program Coordinator, (415) 989-8160, ext. 15

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## 2. East Bay Housing Organizations (EBHO)

Materials developed: part of AH education program including YIMBY boards, 1 - 1 visits with local elected officials, AH Week, and housing tours)

- Text of current slideshow (Oakland) - They adapt some information for each community -- about to be revised
- Presentation evaluation form
- Agenda for speakers bureau training (brief and annotated versions)
  - Speakers Bureau Do's and Don'ts
  - Roles for role play
  - Building Inclusive Community (HomeBase, 1996)
  - Training Evaluation
- Preliminary questions to host organizations form
- Affordable Housing Week (1997 & 1998: An affordable housing booklet used as a fundraiser (from ad sales); weeklong series of events, open houses, housing tours, media work.)

☎ Sean Heron, EBHO Executive Director (510) 893-5611

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## 3. Silicon Valley Manufacturing Group's Housing Action Coalition

### 1994 Campaign Materials:

- Brochure: "Dispelling Myths: the realities of affordable housing" used for 3 minute presentations during "public comment" period by pairs at planning commission, city council and board of supervisors meetings throughout the county. The also attracted media attention and linked this to later endorsement work.
- Myths and Facts slideshow speech and fact sheet
- Breakfast for elected officials

### 1997 Campaign Materials:

- Using NPH video and briefing kit with some supplemental inserts
- Convene major "Housing Symposium" every two years
- Having frequent endorsement process and advocacy actions

Some outcomes: Received numerous endorsements

Built a reputation and contacts in the subregion

Other work on "Housing Solutions" and "Best Practices"

☎ Housing Coordinator, (408) 501-7864.

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#### 4. East Bay AIA Housing Committee

##### Materials:

- Housing slide library text and list of slides available by characteristics

☎ Willie Pettus, AIA, 510/465-3856

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#### 5. Asian Neighborhood Design (AND)

##### Materials:

- Text for "Great Neighbors: Affordable Housing in San Francisco" slideshow

☎ Author: Tom Jones, Development Director, AND, 415/ 982-2959. Tom co-authored a book (Affordable Family Housing: "Good Neighbors" with Willie Pettus and Michael Pyatok)  
Tom and Willie each have voluminous slide collections.

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#### 6. Council of Community Housing Organizations (CCHO) - San Francisco

##### Materials:

- Text for "San Francisco Affordable Housing Slide Show - CCHO"

☎ Primary authors: Whitney Jones (Chinese Community Housing Corporation, 415/984-1450)  
and Steve Suzuki (AND, 415/982-2959).

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#### 7. Citizens for Quality Neighborhoods

##### Materials:

- 3 images used as billboards, posters & bus placard  
(one each for first time homebuyer, low-wage renter and homeless)

☎ Susan Silviera (408) 733-4938

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#### 8. The Consortium for Workforce Housing - Marin County Chambers of Commerce

##### Materials:

- Brochure
- Article from San Rafael Chamber of Commerce publication
- They are planning various outreach activities including distribution of materials (including NPH briefing sheets) and outreach to press and electronic media

☎ Mary Parkman, Staff, 415/453-4344  
Betty Pagett, co-founder, Director of Education & Advocacy, Ecumenical Association for Housing, 415/1800

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#### 9. Neighbors and Neighborhoods Exhibit - San Francisco

##### Materials:

- Brochure from exhibit  
(EBHO and the Benicia housing advocates each have a less elaborate "YIMBY" Board Exhibits)

☎ Marcia Rosen, S.F. Mayor's Office of Housing (415) 252-3114

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**10. The National Low Income Housing Coalition - Media Advocacy Project**

Materials:

- Article in NLIHC's newsletter "RoundUp" - We've heard the theme will be "Common Sense Not Compassion"



Helen Dunlap, President, 202/662-1530

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**11. Corporation for Supportive Housing - National**

Materials:

- In Our Back Yard (video)
- Building Community Support for Supportive Housing (video user's handbook)
- Video & Handbook cover letter
- Brochure of CSH publications



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