

Housing and
Community Development
Network of New Jersey



Thriving

Advocating for Resources After
Sandy and Beyond



HURRICANE SANDY RELIEF



Help

*The Network & allies extended existing collaborations to include Sandy recovery & rebuilding efforts almost immediately
Directed emergency relief from new funders to direct services
Need for policy support was quickly apparent*

SANDY ADVOCACY IN NJ

- *Network hosted HUD Secretary Donovan for public & private discussions with stakeholders*



SANDY ADVOCACY IN NJ

- *Worked with our partners at FSHC and drafted framework for issues to raise prior to HUD notice being issued*

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Together, we coordinated the submission of a letter signed by over 70 groups in New York and New Jersey outlining these principles

SANDY ADVOCACY IN NJ

Many of these principles were included in HUD's notice and are now guiding the distribution of billions of dollars in federal disaster recovery funding.

- Crafted a series of program and policy recommendations that were shared with HUD, FEMA, the Department of Community Affairs and the Sandy Long Term Recovery Task Force, and members of the NJ Congressional delegation.*

SANDY ADVOCACY IN NJ

- *Partnered with the National Low Income Housing Coalition to release its annual Out of Reach report that details the high cost of rental housing in every state in the nation.*

**WHERE IN AMERICA
CAN A LOW-WAGE
WORKER AFFORD A
TWO-BEDROOM
APARTMENT? NOWHERE.
OUT OF REACH 2013**

WE NEED TO END THIS PROBLEM NOW, AND WE HAVE A SOLUTION.
NATIONAL LOW INCOME HOUSING COALITION // MARCH 2013

SANDY ADVOCACY IN NJ

Educated reporters and editorial writers about the needs of renters and lower income New Jerseyans



A Housing still out of reach for many NJ residents



Workers Feel Post Sandy Housing Crunch



Organized press event with local community responders and impacted residents to tell the story of the need for more affordable rental homes, which are acute in Sandy impacted areas.

SANDY ADVOCACY IN NJ

Organized multiple sets of comments in response to the state's draft Action Plan, including one set of comments that was signed by over 80 organizations.

Advocacy at state and federal levels result in changes to the final plan; increased resources for lower-income renters by \$75M, including \$15m for public housing and set aside for SNHTF.

SANDY ADVOCACY IN NJ

Ongoing Challenges & Next Steps

- *Ensuring fair & equal access to CDBG-DR resources & programs (first-come, first serve)*
- *Addressing Needs of undocumented residents*
- *NJ Housing Trust Fund \$\$*
- *Increased LIHTC allocation*
- *Additional tranches of CDBG-DR funding*
- *Tying infrastructure funding to development of affordable homes*
- *Counseling services*
- *Transparent process*

ADVOCACY IN NJ

*Even before Sandy hit,
NJ's lower income
families were
struggling to make
ends meet*



ADVOCACY IN NJ

Even before Sandy hit, NJ's lower income families were struggling to make ends meet:

Higher unemployment than national avg/surrounding states

General Assistance: Max of \$140/month for an employable recipient and \$210/month for an unemployable recipient.

ADVOCACY IN NJ

Even before Sandy hit, NJ's lower income families were struggling to make ends meet:

Emergency Assistance: People who are homeless or at risk of homeless may apply for and receive EA. In July 2013, 6,515 families were receiving Emergency Assistance (EA).

There were 24,405 Employable GA and 12,924 Unemployable GA cases in July 2013.

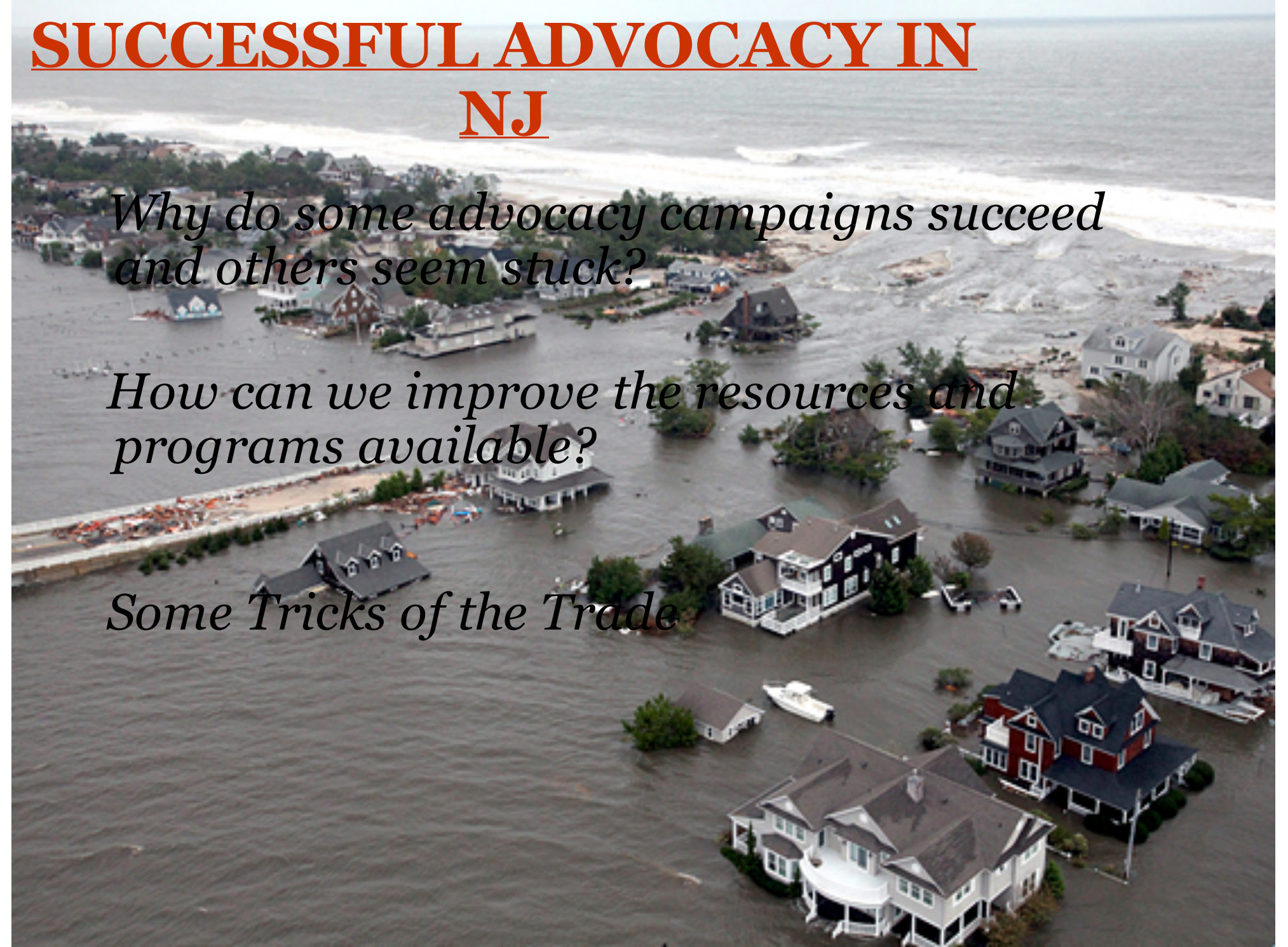
Pennsylvania recently eliminated GA.

SUCCESSFUL ADVOCACY IN NJ

Why do some advocacy campaigns succeed and others seem stuck?

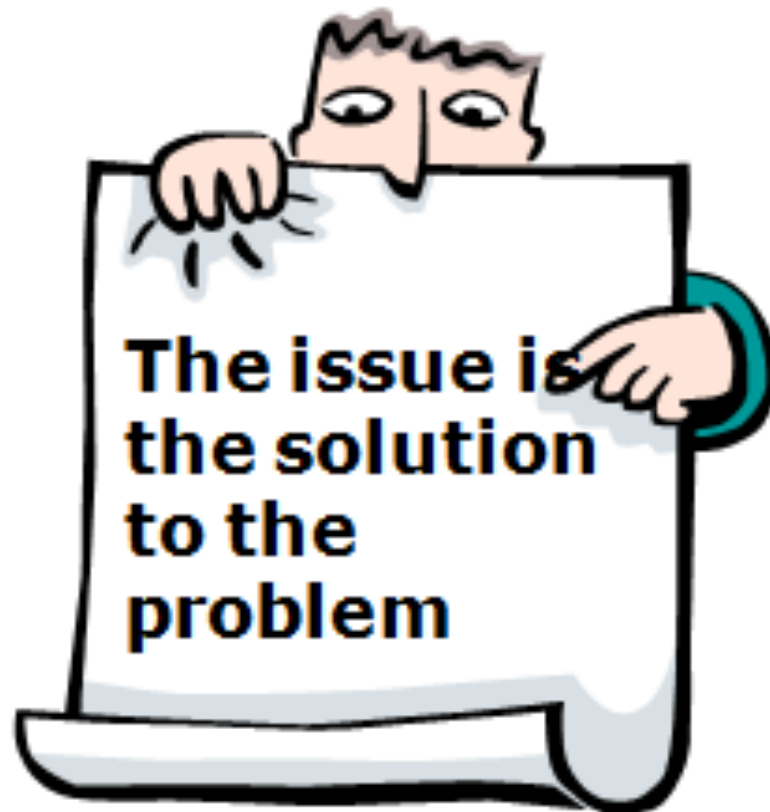
How can we improve the resources and programs available?

Some Tricks of the Trade



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**There is a difference between
a problem and an issue**



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Criteria For Choosing Issues

- Win Real Improvements
- Give People Sense of Power
- Alter Power Relations
- Must Be Winnable
- Widely Felt and Deeply Felt
- Easy to Understand
- Time Frame that Works
- Non-Divisive
- Builds Leadership
- Sets Up Next Campaign
- Pocketbook Angle
- You Can Raise Money
- Consistent With Values
- Must Have A Clear Decision Maker



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Language matters!

“Affordable Housing”

What does it mean to us?

What does it mean to other people?



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Who makes the decisions?

Elected v. Appointed?

Building relationships & leveraging opportunities

Don't wait for a crisis!



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SRAP: Funded by \$ collected from the realty transfer fund, in 2012: \$42M for approx. 4,200 SRAP vouchers; reduces rent so it is affordable.

Some of these vouchers can be used in the open market and some designated for specific developments.

There are NO new vouchers with these funds except to replace ones that someone gives up.

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CONSTANT BATTLE TO KEEP THIS FUNDED.

We are able to keep this funded, thus far, when other states around us are slashing these kinds of programs by having an ongoing advocacy component of our work

October is Affordable Homes Month, legislative meetings are taking place now – join us!



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Next tranche of CDBG-DR funding will be available soon – get involved.

Know your story, find your audience and make them listen.





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The logo consists of several red and white stylized icons: a sun, a person with arms raised, a multi-story building, a house, a person with arms raised, a tree, and a person with arms raised.

Striving & Thriving in NJ

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