

Home Matters Day Policy Brief Webinar

May 16th, 2023





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Today's Agenda

1. Welcome and WHY Home Matters Day?
2. Overview of Policy Asks and Messaging Framework
3. Preparing... What will happen BEFORE?
4. Doing... What will happen ON THE DAY?
5. Following Up... What will we do AFTER?
6. Next Steps and Questions

Why Home Matters Day?



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.... Because increasing resources will benefit communities and people.

.... Because advocacy works when it is done right.

Our Focus This Year: Raise the Cap on PHARE



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What is PHARE?

- Pennsylvania Housing Affordability and Rehabilitation Enhancement Fund, administered by the Pennsylvania Housing Finance Authority (PHFA)
- PHARE creates, rehabs, and supports local housing, blight remediation, supportive services, homeownership counseling, and home purchase.
- PHARE is Pennsylvania's most versatile program for creating affordable housing.
- SB 532 would raise the current cap on PHARE funds from \$60 million to \$100 million over three years.
- SB 532 has been referred to Senate Urban Affairs and Housing Committee. We are asking the committee approve the bill and SB 532 be amended into the FY 2023-24 State Budget.

Messaging Framework



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- **Everything is local:** Legislators need and want to know about the problems, solutions and success stories in their district. Stay solution focused—the policy you are advocating for can help solve a local problem and build on past success.
- **Economic value:** PHARE brings in economic resources, creates jobs, transforms blight, and helps vulnerable populations build a foundation for economic advancement.
- **Helping those in need:** PHARE supports housing for victims, seniors, homeless, the reentry community and those in recovery.
- **Tell a story:** How has your organization used PHARE funds?



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How to Have an Effective Legislative Visit

- Team Leader opens the meeting with the reason you are visiting their office today
- Everyone goes around, introduces themselves, and states why they are at the meeting
- The Team Leader tells the staff or legislator what the group is asking for the legislator to support/do
- Hold a conversation around these issues
- Team Leader closes the meeting, restates the asks of the group, and thanks the staff/legislator for their time and support



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Before The Day

The Housing Alliance will:

- Schedule appointments up until May 19th
- Prepare packets for meetings
- Organize teams
- Host planning meetings on:
 - Policy priorities
 - Schedule of the day
 - How to have an effective legislative visit
 - Team Planning
 - **Save the date for Friday, June 2nd, 2023**

Contents of Packets



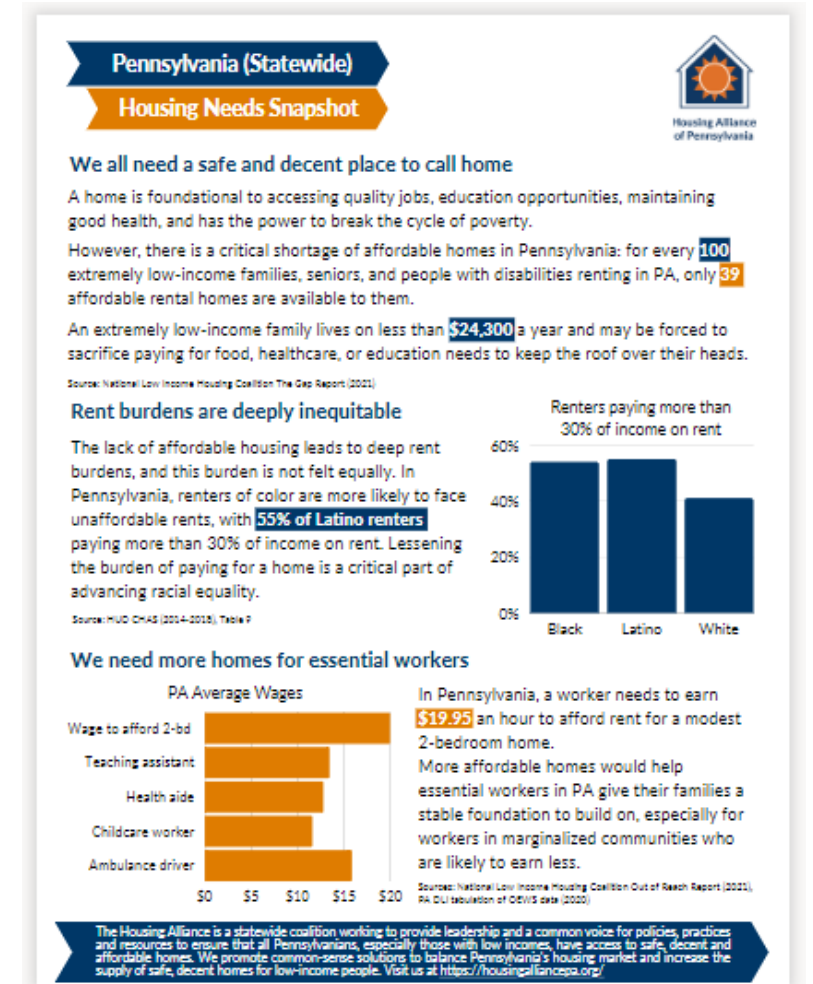
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What the Housing Alliance Provides

- Legislative Meeting Guide
- Talking Points
- Policy Priorities
- Fact Sheets
 - PHARE Fact Sheets
 - County/State Fact Sheets
- Schedule of the Day

What can you bring?

- Any information about your program or need



On the Day



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- 8:00 to 9:00 am | Check-In in the Rotunda
- 9:00 to 1:00 pm | Legislative Visits
- 1:00 pm- 2:00 pm | Lunch
- 2:00 pm to 3:00 pm | Additional Meetings if needed

What you can do to prepare



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Prepare a few sentences on how the PHARE program has supported affordable housing and community revitalization in your community:

- Discuss how housing or lack of housing has impacted you, your neighbors, family members, or the people that you serve through your program.
- How do you use the PHARE program in your community?
- What would you do if PHARE were to be increased?

And Remember- You do not need to become an expert on PHARE and other policies.

BUILDING A STORY OF SELF

PREPARATION

Who is your audience?

CALL TO ACTION | What do you want them to do after hearing your story?

THEIR VALUES | What do they care about most? *The intersection is your shared values.* **YOUR VALUES** | What do you care about most?

BUILD YOUR STORY

Choose the part of your story that best achieves the above.
(Story of YOU; Story of US)

FOCUS

Tell the story so the shared value is highlighted.

VALUE

Describe what you had to deal with or overcome.

CHALLENGE

What choice did you make?

CLIMAX

Describe the resolution.

OUTCOME

What is your Call To Action? (Story of ACTION)

ACTION

Next Steps



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- ✓ Prepare your story
- ✓ Please feel free to bring informational materials about your organization
- ✓ Please attend Final Team Planning meeting on **Friday, June 2nd at 2PM**
- ✓ Please remember that you have to register separately to attend Home Matters Day on June 6th
 - ✓ Your registration must be completed by May 19th if you want us to schedule a meeting on your behalf.

Questions?

Contact information



Housing Alliance
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