



Talking Points for Bond Campaign Partners

Goal: Equip the communications & coalition subcommittee members with messages to share in meetings with community members/partners, presentations and at local events.

Why the Veterans & Affordable Housing Bond Act (SB 3) is Needed & What it Will Do

- We need Affordable. Housing. Now. This is what we hear over and over from families who come to our organizations, hopeless and worn down as they work two and three jobs but still can't keep up with rising rents. It's what we hear from individuals with disabilities who wonder if they will soon be homeless because they can't find an affordable place to live. It's what we hear from veterans of all ages who need a safe, stable home.
- You read the headlines. We see the human and economic toll in our neighborhoods. For some of us, skyrocketing rents and the lack of affordable homes hits in very personal ways.
- Last year, the California Legislature – our state elected leaders – heard our cries and demands and took action. Many of us pushed to get them to act, writing letters, making calls, visiting Sacramento, inviting our leaders to our affordable housing sites to see the many ways having a stable home has opened up doors for Californians.
- Thanks to our efforts, state leaders passed SB 3 in September that placed a \$4 billion Veterans and Affordable Housing Bond on this year's November ballot. The **Veterans and Affordable Housing Bond Act** dedicates funding to help military veterans have homes, provides stable housing for struggling families and builds affordable homes for our most vulnerable residents.
- This \$4 billion bond is an opportunity to get funding to the local level – to our communities where we know affordable homes need to be built now.
- Now it's time for us to broaden and build our coalition. To educate our partners beyond the housing community on why we need this bond to build homes. Together, we secured SB 3 to make affordable housing a priority for the state, and now together we can urge voters to pass the Veterans and Affordable Housing Bond Act.
- Join the *Affordable Housing Now* campaign and the growing coalition of housing advocates, business leaders, labor, veterans and environmental groups working to pass the bond and make safe, stable homes a reality for more Californians.