



Florida Housing Coalition – Sadowski Affiliates Webinar

Sadowski State and Local Housing Trust Funds 2016 Session

SAME-- Sadowski Affiliates Messaging and Education
October 8, 2015

JPMORGAN CHASE & CO.



Sadowski Affiliates

Are you a member of the Sadowski Affiliates?

It's Free.

To join, email your contact information to
Johnitta Wells at: Wells@flhousing.org

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Membership in the Sadowski Affiliates is free
thanks to support from JPMorgan Chase & Co.



Presenters



Johnitta Wells, conference and education manager, Florida Housing Coalition



Jaimie Ross, president, Florida Housing Coalition; facilitator, Sadowski Housing Coalition



Presenters



George Romagnoli, Chair, Florida Housing Coalition; Community Development Manager, Pasco County



Jeff Kiss, executive committee, Florida Housing Coalition; Vice Chair, Coalition of Affordable Housing Providers



Agenda

- Feedback from the field
(Sadowski Affiliate meetings)
- An update from Tallahassee
- Update on Media Campaign
- Next steps for Sadowski Affiliates



Presenters



George Romagnoli, Chair,
Florida Housing Coalition;
Community Development
Manager, Pasco County



Updated Calendar of Delegation Meetings

- **Lee County** – Wed., Oct. 14; 9am-5pm
- **Collier County** – Thurs., Oct. 15; 9am-11:30am
- **Charlotte County** – Thurs., Oct. 15; 1pm-4pm
- **Palm Beach County** – Thurs., Oct. 15; 2pm-5pm
- **Miami-Dade County** – Fri., Oct. 16; 9am-12pm
- **Polk County** – Mon., Nov. 9; 1pm
- **Palm Beach County** – Mon., Nov. 9; 2pm-4pm
- **Miami-Dade County** – Thurs., Nov. 12; 10am-1pm
- **Palm Beach County** – Tues., Dec. 8; 9:30am-11:30am
- **Palm Beach County** – Wed., Dec. 16; 10am-12pm



Presenters



Jeff Kiss, executive committee,
Florida Housing Coalition;
Vice Chair, Coalition of
Affordable Housing Providers



Set up Meeting in District Office

- Your legislators will have office hours the following weeks between now and January 12
 - Oct. 12- 16
 - Oct. 26-30
 - Nov. 9-13
 - Nov. 23-27 (*Thanksgiving Week*)
 - Dec. 7-11
 - Dec. 14-18
 - Dec. 21-25 (*Christmas Week*)
 - Dec. 28- Jan. 1
 - Jan. 4-8



Talking Points

- **What is our priority for the 2016 Session?**
 - The Sadowski Coalition urges the Florida Legislature to use all \$323.96 million of Florida's housing trust fund monies for SHIP (\$226.56 million) and SAIL (\$97.4 million).
- **What is the Economic Impact of Florida's Housing Programs?**
 - SHIP and SAIL are highly leveraged, with private-sector loans and equity providing \$4 to \$6 for every one dollar of state funding – thus, greatly increasing economic impact.
 - The appropriation of the estimated \$323.96 million in the state and local housing trust funds in Fiscal Year 2016-17 into Florida's housing programs will create 32,600 jobs and \$4.6 BILLION in positive economic impact in Florida.*

*(*Based upon documentary stamp projection of \$296.7 million (August 2015 revenue estimate for FY 2016), plus projected balance in housing trust funds as of June 30, 2016, of \$27.2 million.)*



How Do You Find the Info for your Area?

- Go to www.SadowskiCoalition.org
 - Resources
 - [Affordable Housing Toolkit](#)
 - [Sadowski Coalition Member: Sadowski One Pager with One Page List of Members](#) **OR**
 - [Sadowski Affiliate: Sadowski Affiliates One Pager](#)
 - [Estimated SHIP Distributions for 2016-2017](#)
 - [SHIP Distribution – Local Economic Impact – Florida House](#)
 - [SHIP Distribution – Local Economic Impact – Florida Senate](#)



Make Room Campaign

- October 2, 2015: Tampa Tribune
 - [27% of Tampa area renters spend too much for housing](#)
- October 2, 2015: Tampa Bay Times
 - [27 percent of Tampa Bay area renters pay at least half their income in rent, study says](#)
- October 2, 2015: Palm Beach Post
 - [Florida becomes nation's toughest state for renters, study finds](#)
- October 2, 2015: WPTV – NBC West Palm Beach (Broadcast)
 - [Affordable rent hampering about 1/3 of Florida residents](#)
- October 1, 2015: Miami Herald
 - [Renters in South Florida spend too much on housing](#)
- October 1, 2015: News Press
 - [High-rent crisis: Workers can't afford to live here](#)



Sadowski Advocacy Tip Sheet

BEFORE THE MEETING

1. Get an appointment with your legislator, but if not available, with the Legislative Aide (the Aide that comes up to Tallahassee, not the one who stays in the District office). Ask for 30 minutes.
2. Learn about your legislator before calling – what they do for a living; where do they live; organizations they belong to; religion; political party-- anything else you can glean from their bio on the legislative website www.senate.gov or www.myfloridahouse.gov. This will help you to decide who the best people will be to bring to the meeting with you.
3. Check in with the local SHIP Administrator to find out the status of the SHIP program- is it out of funds? What are the monies used for in your community- what strategies? If you don't have your own anecdotal information about the good that SHIP has done in your community, ask the SHIP Administrator for that info. The SHIP Administrator will hopefully have some photos you could take with you. You may want to visit a site before your meeting so you can tell the legislator about it.



Sadowski Advocacy Tip Sheet

BEFORE THE MEETING

continued

4. Check the Florida Housing Coalition website under Trust Fund Advocacy for materials to take with you. www.flhousing.org. Also, feel free to phone Jaimie Ross at 850/212/0587 to find out if anyone has had experience with this legislator that might be helpful to know or just to chat about the meeting.
5. Make sure the purpose of the meeting is communicated to the legislator—as in “Funding for Affordable Housing” as opposed to “Housing”.



Sadowski Advocacy Tip Sheet

DURING THE MEETING

1. Know not only when the meeting is scheduled to begin—but how long it is scheduled to last. You can gauge your approach by knowing how long you have. You may find you have even more than 30 minutes, or possibly only 15 minutes.
2. Get to the point of the visit—what you are requesting—at the beginning. You can state what you are advocating (that Florida’s housing trust fund monies are appropriated for housing), and then follow with introductions and background. Then again state what you want, explain why they should support it, and repeat what you want.
3. This doesn’t mean don’t remind them of any personal ties, or explaining who you are/who you represent—but don’t spend 15 minutes explaining your organization and run out of time before you can get to the actual point of the meeting.



Sadowski Advocacy Tip Sheet

DURING THE MEETING

continued

4. Explain to the legislator that you are not an expert about all things Sadowski, but you can have follow up provided to answer any and all questions they may have. Don't be intimidated by the fact that you don't know everything about the subject—you aren't going to take a test.
5. Don't allow the legislator to lead the meeting to personal chit-chat that uses up all of the allotted time. This doesn't mean don't be polite and use any personal ties you might have, but find the balance between small talk that makes everyone comfortable and the real point of the meeting.
6. Don't assume the legislator knows anything about the subject. Explain what affordable housing is. You may be surprised to learn that the legislator is thinking public housing when you say affordable housing.



Sadowski Advocacy Tip Sheet

AFTER THE MEETING

1. Relay what happened in your visit to Jaimie Ross at Ross@flhousing.org or call 850/212/0587. The Sadowski Education Effort needs this feedback. We will make sure to provide the follow up needed.
2. Send thank you (email is fine) to legislator and the aide.



Here is How You Find this Info



www.SadowskiCoalition.org

- Resources Tab
- Toolkit button (each page)
 - Sadowski One Pager and Sadowski Affiliates
 - Talking points for meeting with legislators
 - Includes our “ask” = full funding





NEXT WEBINAR

October 22, 2015

“Putting a Success Story Campaign in Place”

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Membership in the Sadowski Affiliates is free thanks to support from JPMorgan Chase & Co.



Questions & Answers

- **More Time to Ask Questions**
- For Assistance, contact:
 - **Jaimie Ross**
 - (850) 212-0587
 - Ross@flhousing.org





THANK YOU

