

## NMHC: ON THE FRONTLINES AGAINST RENT CONTROL

Increasingly, we are concerned by policymakers turning to failed or outdated policies such as rent control. To push back against efforts to implement flawed and restrictive housing policies nationwide, NMHC has undertaken high-level campaign activities on an ongoing basis to ensure that industry players in states and localities facing such policy debates are readily armed with the tools they need to win.

### What NMHC provides:

- **Earned Media & Thought Leadership**

To highlight major trends and developments in housing affordability, NMHC has the national media reach to place op-eds and think pieces in major outlets in favor of commonsense housing policies.



## How Congress can avoid a housing catastrophe

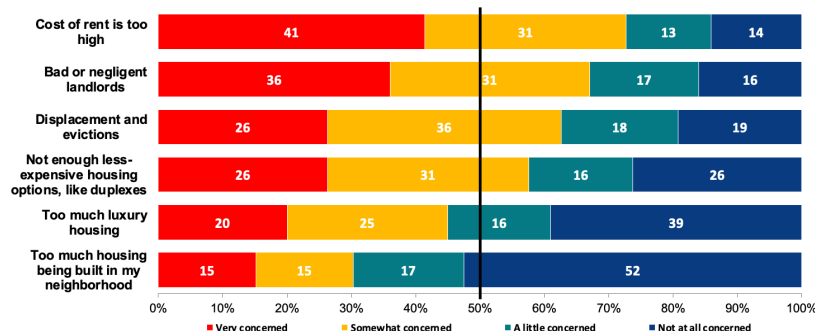
BY DOUG BIBBY, OPINION CONTRIBUTOR — 08/20/20 08:00 AM EDT  
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155 COMMENTS

- **Public Opinion & Messaging Research**

In the fall of 2019, NMHC partnered with a leading research agency to conduct focus groups in three critical states – Colorado, Massachusetts, Washington – and national survey among voters across the political spectrum persuadable on the issue of rent control.

### Cost is Top of Mind



For each of the following housing issues, please indicate if you are very concerned, somewhat concerned, a little concerned, or not at all concerned about the issue.

The result is tested and proven messaging that resonates with target audiences, easily deployed to members and affiliates across the country who need to communicate what smarter housing policies look like in language voters can understand.

- **Rapid Response Coordination**

If a fast-moving proposal strikes a state or municipality, NMHC stands ready to formulate a strong response. If comments need to be submitted on a piece of pending legislation or rule change, or if a media response is necessitated, we stand at the ready with significant policy and communications resources.

- **Digital Advocacy**

NMHC's educational digital platform – <http://www.GrowingHomesTogether.org/> – calls attention to creative, successful policy solutions at the state and local levels aimed at making housing more affordable for more Americans. Updated regularly, it serves as an important resource on housing affordability.



We developed this website, and corresponding social media channels, to serve as a resource not only for our members, but also for other housing industry stakeholders and policymakers.

**Growing Homes Together educates and advocates, focusing on three key steps to improving housing affordability:**

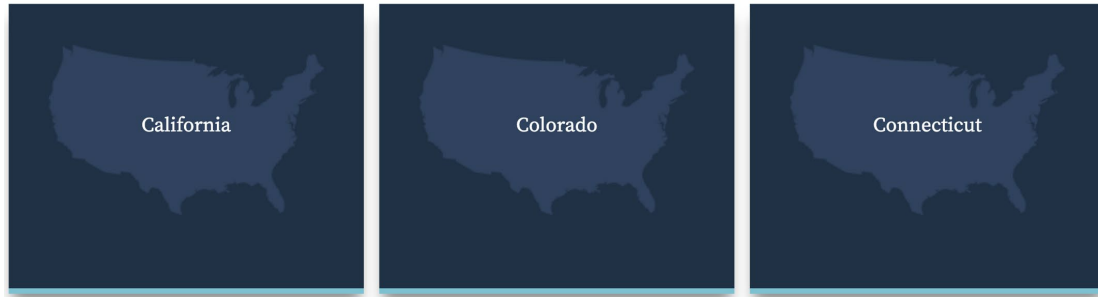
1. Address the tremendous shortage of homes and remove barriers to adding more supply.
2. Develop and implement creative, public-private partnership opportunities to bring the price point down and create more affordable housing.
3. Use targeted rental assistance to help families most in need right now.

**News, Insights & Analysis**

The site features critical background information about the housing crisis, the latest news and perspectives about housing affordability and the facts and figures that policymakers, advocates, renters and developers need. A regularly refreshed blog delivers meaningful analysis of the biggest trends in housing policy.

## State-Specific Resources

The site includes state- and community-specific facts and data, historical perspectives on housing policy, details on legislation under consideration and resources for those who may want to get involved.



## Engagement

Through a bi-weekly newsletter and daily engagement on Twitter and Facebook, Growing Homes Together sustains the housing policy conversation on social media and keeps its followers informed.

