TURNING THE TIDE

GOAL:
Stave off unfavorable state and local government actions.

STRATEGY:

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playing defense</td>
<td>Going on offense</td>
</tr>
<tr>
<td>Mobilizing opposition</td>
<td>Mobilizing support</td>
</tr>
<tr>
<td>Academic</td>
<td>Emotional</td>
</tr>
<tr>
<td>Sound policy</td>
<td>Smart politics</td>
</tr>
</tbody>
</table>
Rent Control Heat Map

With a rent control measure on the ballot in California this November, we are seeing an uptick in rent control debates throughout the country. Here is a look at where the issue is heating up.

Priority States

Active Challenge:
- California

Tier One:
- Colorado • Illinois
- Oregon • Washington

Tier Two:
- Massachusetts • Minnesota
- New Jersey • New York
- Rhode Island • Wisconsin

Tier Three:
- Georgia • Maine • Michigan • Missouri
- Pennsylvania • Texas
2018 ELECTIONS: STATE RACES

Current State Government Trifectas

Governors’ Races

- 26 Current Republican Seats
  - 1 Likely Democrat
  - 3 Leaning Democrat
  - 8 Toss Ups
- 9 Current Democratic Seats
  - All Safe, Likely or Leaning Democrat
2018 ELECTIONS: U.S. HOUSE

<table>
<thead>
<tr>
<th>Poll</th>
<th>Date</th>
<th>Democrats</th>
<th>Republicans</th>
<th>Spread</th>
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<tbody>
<tr>
<td>RCP Average</td>
<td>8/29 - 9/11</td>
<td>47.6</td>
<td>39.4</td>
<td>Democrats +8.2</td>
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<tr>
<td>Economist/YouGov</td>
<td>9/9 - 9/11</td>
<td>44</td>
<td>41</td>
<td>Democrats +3</td>
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<tr>
<td>Quinnipiac</td>
<td>9/6 - 9/9</td>
<td>52</td>
<td>38</td>
<td>Democrats +14</td>
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<tr>
<td>NPR/Marist</td>
<td>9/5 - 9/9</td>
<td>50</td>
<td>38</td>
<td>Democrats +12</td>
</tr>
<tr>
<td>Rasmussen Reports</td>
<td>9/2 - 9/6</td>
<td>46</td>
<td>42</td>
<td>Democrats +4</td>
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<tr>
<td>Reuters/Ipsos</td>
<td>8/29 - 9/4</td>
<td>44</td>
<td>35</td>
<td>Democrats +9</td>
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<tr>
<td>Grinnell/Selzer</td>
<td>8/29 - 9/2</td>
<td>45</td>
<td>43</td>
<td>Democrats +2</td>
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<tr>
<td>Emerson</td>
<td>8/29 - 8/31</td>
<td>52</td>
<td>39</td>
<td>Democrats +13</td>
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</tbody>
</table>

FiveThirtyEight

5 in 6
Chance Democrats win control

1 in 6
Chance Republicans win control
RESEARCH:
FOCUS GROUPS AND SURVEY DATA
2018 Methodology

Focus Groups
- Likely Voters between July 9-16, 2018
- Seattle: Renters by force (based on lower income levels and some debt) and renters by choice (based on higher income levels)
- Denver: Moderate Democrats/Independents who Lean Democratic and Moderate Republicans/Independents who lean Republican
- Chicago: Longtime residents of the city and Progressives

National Survey
- National Likely Voters, n=800 adults, Fielded August 8-14, 2018
- Interviews conducted via landline telephone, mobile telephone and online
- Margin of Error +/-3.5%
FOCUS GROUP TAKEAWAYS: ATTRACTION TO RENT CONTROL.

“I support the idea of [rent control]. It’s a nice idea if it was possible.”

– Denver, Democrat

“My aunt lost her condo. It went up from $800 to $1200 for this 2 bedroom, 2 bath. Every year it went up. If we had some rent control, she would’ve been able to keep it.”

– Chicago, Progressive

“If the rent was controlling and it was at a good affordability, yes it would control housing costs because people would rather rent and the housing costs would go down.”

– Seattle, Renter by Force
FOCUS GROUP TAKEAWAYS: ALTERNATIVE SOLUTIONS

“I worry that what San Francisco did with rent control actually led to a huge increase in the market rate cost of living in the Bay Area.”

— Seattle, Renter by Choice

“I’m stuck in the middle. I’m against [rent control] because I don’t think it’ll work, and I think we need to do more for subsidized housing.”

— Chicago, Progressive

“I liked the public-private partnership... It can be good for the community. The private sector does have a place in our communities and in our city.”

— Denver, Democrat
**TOP ALTERNATIVE MESSAGES: BROAD MESSAGES WORK, BUT NEED MORE LOCAL SPECIFICS TO CUT THROUGH**

<table>
<thead>
<tr>
<th>Message</th>
<th>Mean</th>
<th>8-10 Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>We need a <strong>holistic solution</strong> for the housing affordability crisis for all the different people affected. That means building a <strong>wider range of options</strong>, from small houses, such as apartments and duplexes, to large ones, like single-family homes and townhouses. And, for those in need, provide <strong>direct assistance to renters</strong> with demonstrated need rather than setting a price control on rental units.</td>
<td>6.4</td>
<td>38</td>
</tr>
<tr>
<td><strong>Local governments need to take the lead</strong> in addressing the housing crisis by finding <strong>solutions that work for their specific situations</strong>. Instead of one-size fits all, each community should adopt policies that incentivize their communities to build more by expediting approval for affordably priced apartments, reducing parking requirements, and offering the ability to build extra floors or units in proposed communities.</td>
<td>6.3</td>
<td>39</td>
</tr>
<tr>
<td>Local governments should <strong>harness the power of the private sector through public private partnerships</strong> to build more and a <strong>wider range of housing</strong> that fits the needs of more people rather than the richest or poorest residents. Concurrently, governments should provide <strong>direct assistance to hardworking renters</strong> who are struggling to pay their rent.</td>
<td>6.0</td>
<td>34</td>
</tr>
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</table>
The Alternative Path

Important
- Express empathy and acknowledge that the lack of housing is a serious issue that impacts millions.

Holistic
- Offer holistic, comprehensive solutions for the housing affordability crisis which addresses range of people affected and one that offers a wider range of options.

Who
- Local and state governments should take the lead in addressing the housing crisis and work with the private sector.

How
- Public-private partnerships (PPP) between state and local governments and the private sector provide a wider range of housing that fits the needs of more people rather than the richest or poorest residents.

Co-opt
- Governments should provide direct assistance, such as fully funding federal programs and enacting local and state assistance programs, to hardworking renters who are struggling to pay their rent.
CAMPAIGN IN MOTION:
GRASSROOTS & GRASSTOPS MOBILIZATION
BUILDING AN ONLINE PRESENCE & COMMUNITY

Website Development
- Online activity hub
- Backbone of the recruitment, activation and social presence
- Designed with interchangeable feature for both the main national page and any required state or local pages
- Prominent contact lawmaker functionality
- Resource for advocates, lawmakers and industry

Social Media Engagement
- Identify and engage with allies, stakeholders and influencers to build a wider network to tell our story
- Amplify positive coverage and on-message content to help advance our efforts
- Recruit, activate and regularly engage a network of digital advocates in key states and across the country
GOING LOCAL: SEATTLE

Grasstops: The Right Voices
- Building trades
- Local academics
- Civic associations
- Neighborhood-level chambers and business associations

Grassroots: Mobilizing Voters
- Farmers markets and street festivals
- Neighborhood listservs and meetings
- Hyperlocal media and blogs
# Going Local: Seattle

<table>
<thead>
<tr>
<th>Mayor Jenny Durkan</th>
<th>Mike O’Brien (CD-6)</th>
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</thead>
<tbody>
<tr>
<td><strong>Issues That Matter</strong></td>
<td>Economic Opportunity, Homelessness, Education</td>
</tr>
<tr>
<td></td>
<td>Environment, Transportation, Homelessness</td>
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<tr>
<td><strong>Who They Listen To</strong></td>
<td>Visit Seattle, El Centro de la Raza, Seattle Chamber of</td>
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<td></td>
<td>Commerce</td>
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<td></td>
<td>Conservation Northwest, Teamsters 117,</td>
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<td></td>
<td>Compass Housing Alliance, Sierra Club, BIDs</td>
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<tr>
<td><strong>How to Reach Their Voters</strong></td>
<td>Capitol Hill Block Party, Farmers Markets,</td>
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<td></td>
<td>Seattle Film Festival</td>
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<td></td>
<td>Ballard/Phinney Farmers Markets, Green Lake Events</td>
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<tr>
<td><strong>Media That Matters</strong></td>
<td>West Seattle Blog, Capitol Hill Times, The Stranger</td>
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<tr>
<td></td>
<td>Fremont Neighborhood Blog, My Ballard, Phinneywood</td>
</tr>
<tr>
<td>They say...</td>
<td>Many Think...</td>
</tr>
<tr>
<td>------------</td>
<td>--------------</td>
</tr>
<tr>
<td>“Rent Control”</td>
<td>“Solution”</td>
</tr>
<tr>
<td>“Affordability”</td>
<td>“About time”</td>
</tr>
<tr>
<td>“Homes for All”</td>
<td>“Amen!!!!”</td>
</tr>
</tbody>
</table>
Learn more:
www.nmhc.org/rentcontrol

Stay in touch:
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jlapides@nmhc.org // (202) 974-2360