

KEY MESSAGES FOR COALITION MEMBERS

You can contribute to the success of Welcome Home Coalition by practicing and delivering these messages to your board, staff, members, media and the community at large. Thank you!

1. We are in a housing crisis:

- a. We've got a huge gap in our affordable housing supply of 26,000 homes in Portland and nearly 30,000 in Multnomah County just to meet current demand.
- b. Growing income disparity led by Portland's rapid economic growth in high-paying industries while the bottom fifth of Portland's earners' salary has stagnated is making the housing crisis even more dire.
- c. Homelessness is a visible and ongoing challenge that our community continues to struggle with and cannot solve without affordable housing.
- d. Significant population growth means fewer available homes, this shortage hits families, seniors and veterans with low incomes especially hard.

2. We must invest in new tools for affordable housing because:

- a. Home is a basic need and the foundation on which we all build our lives. Everyone needs the opportunity and security of a home they can afford.
- b. When kids have a safe and stable home they get the healthy start they need and can succeed in school.
- c. Working families should be able to live in the city where they work.
- d. Seniors who built this city should be able to thrive here in their golden years.
- e. Vulnerable families and individuals who experience hardships should have housing stability so they can maintain a job and address other family needs without fearing homelessness.
- f. Having sufficient affordable housing benefits everyone, it is a cornerstone of a safe, healthy, and equitable community.

3. That's why we're a proud member of the Welcome Home Coalition:

- a. Welcome Home is exploring the opportunity for a bond measure on a future ballot to fund affordable housing in our community.
- b. The specifics have not been worked out yet but we know meeting the huge demand for affordable housing will require many available tools that have not been used in the past.
- c. Bond revenue can be used to build and preserve affordable housing. It is not the only solution necessary to our housing crisis, but instead will work alongside other critical policy and revenue tools such as inclusionary housing, linkage fees, tenant protections, and more.
- d. We know that voters care about affordability in Portland and together we can work towards making this a community where everyone can afford a place to call home.



Learn more and join us:
www.welcomehomecoalition.org
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