



## Accomplish Your New Year's Resolution: *Prep your 2014 advocacy plan*



### WHO & WHAT: Map the landscape internally and externally

**1. Board, Staff and Constituents.**

*Who will be engaged in advocacy efforts? Do your board, staff, and constituents understand and support the issues and the role you will ask them to play?*

**2. Government Players & Advocacy Allies.**

*Check off the advocacy players at the table with whom you have relationships or receive regular communications.*

	Federal/Regional	State	Municipal
<b>WHO</b>	<ul style="list-style-type: none"> <li>• White House</li> <li>• Congress</li> <li>• Housing &amp; Urban Development Dept.</li> <li>• Dept. of Transportation</li> <li>• Consumer Financial Protection Bureau</li> <li>• Federal Home Loan Banks</li> </ul>	<ul style="list-style-type: none"> <li>• Governor</li> <li>• Legislature</li> <li>• Housing Finance Agency</li> <li>• State Participating Jurisdiction</li> </ul>	<ul style="list-style-type: none"> <li>• Mayor</li> <li>• City Council</li> <li>• Municipal Participating Jurisdiction</li> <li>• Dept. of Planning</li> <li>• Dept. of Transportation</li> </ul>
	<ul style="list-style-type: none"> <li>○ National CLT Network/ Cornerstone</li> <li>○ National Low Income Housing Coalition</li> <li>○ National Housing Conference</li> <li>○ Center for American Progress</li> <li>○ PolicyLink</li> <li>○ Affordable Rental Housing A.C.T.I.O.N. (LIHTC)</li> </ul>	<ul style="list-style-type: none"> <li>○ State Housing Coalitions</li> <li>○ NLIHC State Partners</li> </ul>	<ul style="list-style-type: none"> <li>○ Local affordable housing groups/coalitions?</li> <li>○ Transit-oriented development groups/coalitions?</li> <li>○ Other local organizing groups with similar goals?</li> </ul>

**Subscribe to more newsletters & policy alerts that make tracking federal issues easy!**

National CLT Network: <http://cltnetwork.org/category/policy-alerts/>

National Low Income Housing Coalition: <http://nlihc.org/issues>

National Housing Conference: <http://www.nhc.org/policy/Agenda.html>

Center for American Progress: <http://www.americanprogress.org/issues/housing/view/>

PolicyLink: <http://www.policylink.org/site/c.klXlbMNjrE/b.5136441/k.BD4A/Home.htm>

Affordable Rental Housing A.C.T.I.O.N. (LIHTC): <http://www.rentalhousingaction.org/>

Grants.gov: <http://www.grants.gov/web/grants/home.html>

**3. 2014 Relevant Policy Issues & Advocacy Efforts**

**Check off the following advocacy campaigns that are relevant to your organization and exist in your state and municipality. Add any others that aren't on the list.**

	<b>Federal/Regional</b>	<b>State</b>	<b>Municipal</b>
<b>WHAT</b>	<ul style="list-style-type: none"> <li>○ FHLB Affordable Housing Program advocacy</li> <li>○ Housing Finance Reform</li> <li>○ National Housing Trust Fund advocacy</li> <li>○ LIHTC advocacy</li> <li>○ THUD Appropriations &amp; Budget</li> <li>○ HOME program advocacy</li> <li>○ Other:</li> </ul>	<ul style="list-style-type: none"> <li>○ Housing trust fund campaign</li> <li>○ HFA's LIHTC Qualified Allocation Planning</li> <li>○ Other:</li> </ul>	<ul style="list-style-type: none"> <li>○ Housing Trust Fund campaign</li> <li>○ Inclusionary Zoning policy development</li> <li>○ Participating Jurisdiction's Consolidated Planning or annual Action planning</li> <li>○ Transit-oriented development initiative</li> <li>○ Other:</li> </ul>

**Identify potential partners and coalitions in your locality and research relevant government planning activities.**

Housing Finance Agency: Website particular to each state

Housing Trust Funds/Center for Community Change: <http://housingtrustfundproject.org/>

NLIHC State Partners: <http://nlihc.org/partners/state>

HUD Approved State, County, and Local Consolidated Plans (links to annual action plans): [http://portal.hud.gov/hudportal/HUD?src=/program\\_offices/comm\\_planning/about/conplan/local](http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/about/conplan/local)

Participating Jurisdiction website: Website particular to each PJ

## WHEN: Identify important dates

*The good news is that, if you are Network member and subscribe to the newsletters and policy alert of our national allies (see above), you don't need to identify dates or action strategies for federal issues. However, you do need to fill-in the following table and do some research to make sure you don't miss critical dates for advocacy on state and local levels.*

	What	Dates	Needed Actions
<b>WHEN</b>	<p><b>EXAMPLE:</b> Tennessee Housing Development Agency's Qualified Allocation Plan</p> <p><b>GOAL:</b> To advocate for changes in the scoring system of the QAP to support lasting affordability.</p> <p><b>SOURCE:</b>  <a href="https://www.thda.org/Archive.aspx?AMID=36">https://www.thda.org/Archive.aspx?AMID=36</a></p>	<p><i>Critical Dates from 2014 QAP process:</i></p> <p>11/22/13 Governor signed 2014 QAP</p> <p>9/24/13 THDA Board of Directors approved 2014 QAP</p> <p>7/24/13 Tax Credit committee reviewed proposed QAP changes</p> <p>6/28/14 Developer forum to discuss 2014 QAP (information gathered during June from stakeholders)</p> <p>5/21/14 Forum announced and public feedback on QAP solicited</p>	<p>Contact THDA to receive notifications on 2015 QAP process.</p> <p>Add reminder to calendar on May 15, 2014 to check THDA website for announcements.</p>
<b>WHEN</b>			

## WHY: Select targets

*You can't do it all, so it is important that you evaluate each of the "Relevant Policy Issues & Advocacy Efforts" relative to the "Important Dates" to assess how heavy a lift the advocacy effort will be and how big of an impact it could make on your work. Review your work above and then assign each of the Relevant Policy Issues or Advocacy Efforts to the appropriate box. That way, you can hone in on where you will spend your time this year.*

		IMPACT	
		High	Low
<b>LIFT</b>	<b>Low</b>	<p>EX: Submitting a letter to HUD supporting Network's request for HOME program rule changes or clarifications.</p> <p><i>Small tasks, discrete work, or support role. Returns could be big and direct.</i></p>	<p><i>Small tasks, discrete work, or support role. Rewards are indirect, minimal or a long-shot.</i></p>
	<b>High</b>	<p>EX: Taking leadership role in new housing trust fund campaign.</p>	

		<i>Long-term or intensive campaigns. Returns could be big and direct.</i>	<i>Long-term or intensive campaigns. Rewards are indirect and minimal.</i>
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## HOW: Create a strategy & act

***Formulate a work plan for each advocacy effort that made it onto your Selected Targets table and act!***

**EXAMPLE:**

**WHO:** Tennessee Housing Development Agency

**WHAT:** To advocate for changes in the scoring system of the QAP to support lasting affordability.

**WHY:** While this advocacy effort is a “heavy lift” that will take staff time and collaboration, a “win” could enable significant production of permanently affordable rental units through the LIHTC program.

WHEN	HOW
January	<ul style="list-style-type: none"> <li>○ Convene nonprofit housing developers and permanently affordable allies to discuss prospect of an advocacy effort on the 2015 QAP.</li> <li>○ Contact THDA staff to express interest in being involved in feedback on 2015 QAP; get on notification list.</li> </ul>
February	<ul style="list-style-type: none"> <li>○ Convene advocacy group to review mark-ups of existing QAP and come to consensus on recommended changes; review drafted work plan.</li> <li>○ Set up a meeting with advocacy group representatives and THDA staff to decide on best process for submitting recommendations and to identify potential recommendations that will receive push-back.</li> </ul>
March	<ul style="list-style-type: none"> <li>○ Identify potential challengers of advocacy’s groups recommendations &amp; set-up meetings to educate and negotiate.</li> </ul>
April	<ul style="list-style-type: none"> <li>○ Convene advocacy group again to revise proposal based on new information so that proposal is strategic.</li> <li>○ Submit written proposal to THDA with supporter signatures.</li> </ul>
May-June	<ul style="list-style-type: none"> <li>○ Have advocacy group participate in public forums and meetings on QAP.</li> </ul>
July	<ul style="list-style-type: none"> <li>○ Review drafted QAP by THDA and decide a strategy to provide feedback or push for recommendations (e.g. additional meetings, phone calls, media coverage)</li> </ul>
End of year	<ul style="list-style-type: none"> <li>○ If some or all recommendations made it into QAP, write thank you notes and publically acknowledge the support of THDA.</li> </ul>
2015	<ul style="list-style-type: none"> <li>○ Make sure that organizations in the advocacy group submit strong LIHTC applications.</li> </ul>