



HOUSING
CALIFORNIA

**NAEH 2025 CONFERENCE
6.02: HOW TO KEEP MOVING FORWARD—
ADVANCING YOUR AGENDA AT THE STATE
AND LOCAL LEVEL**

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Housing CA

www.housingca.org

ABOUT HOUSING CA

Housing California works to create a California with homes, health, and prosperity for all in thriving sustainable communities

WHAT WE DO.

Bring together a diverse, cross-sector network to change the lives of individuals who have been marginalized by systemic barriers to opportunity.

Together, we champion state level structural change solutions to:

- Solve homelessness
- Increase the supply of safe, stable, affordable homes
- Protect low-income renters
- Reverse the legacy of racial and economic inequities

HOW WE DO IT.

Cultivate, Connect, and Lead Statewide, Cross Sector Coalitions & Grassroots Networks

Shape a New Narrative on Homelessness & Housing Affordability

Win Transformational & Equitable Policy Change

ROADMAP HOME

Originally launched in 2020, the Roadmap Home is a bold, long-term plan to create the future we want for California by building affordable homes, protecting low-income renters, ending homelessness, and advancing racial equity and economic inclusion.

Currently in development - Roadmap Home 2.0 (set to publicly launch Fall 2025) Goals for our refresh process:

- Build a transformative housing movement armed with a powerful policy agenda.
- Sharpen the policies in the Roadmap Home 2030 to ensure they align with the current best thinking in the housing field.
- Develop a 2025-2030 “all-in” policy agenda with a short list of priority policies that a critical mass of partners will move together.
- Refine the Roadmap narrative and framework to be inclusive and relevant and capture our boldest aspirations.



**Roadmap
Home**

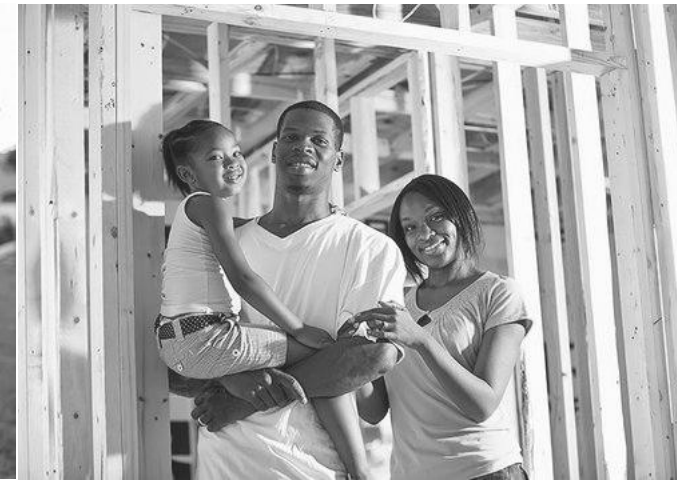
HOUSING BOND

The Affordable Housing Bond Act of 2026 is supported by a growing coalition of more than 100 affordable housing advocates, local governments, labor and business groups, environmental organizations.

With existing voter-approved housing funds running out this year, passing a new bond is critical to continuing our progress towards California's affordable housing goals and building the housing future our communities need and deserve.

If passed, the bond would deliver:

- Over 40,000 new affordable homes, many of which are already in the pipeline and awaiting resources to break ground
- Support for 5,500 families to stay stably housed
- Homeownership opportunities for 13,000 first-time buyers
- And tens of thousands of jobs to strengthen local economies and communities
- www.housingbondca.com

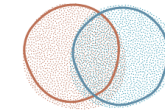


STATEWIDE HOUSING ADVOCACY COMMITTEE (SHAC)

- A group of mission-driven nonprofit organizations and associations.
- Works to create the conditions for transformative policy wins that will establish a racially just, permanently funded housing system in California.
- Together, we work to provide immediate relief for our struggling neighbors and a prosperous foundation for all Californians.
- We aim to power a set of transformative changes between 2025-2030.



Frame and advance a state-level multi-year housing agenda (The Roadmap Home)



Build necessary housing alliances



Back-up or lead campaigns as needed



Engage candidates for Governor, Treasurer, and Insurance Commissioner



Design resonant and motivating narratives



Build a mass voter base

Sign up for our newsletter
<https://housingca.org/join-us/>

Support the Housing Bond
<https://www.housingbondca.com/>

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THANK YOU!

