Home is where it all starts®

ADVOCACY IN ACTION WITH HOME MATTERS TO ARIZONA AND IMPACT MAKER

homeiswhereitallstarts.org
MEET THE PRESENTERS

Dave Brown
CEO
Valley Leadership

Sarah Shambrook
Government Relations, Dominium Housing & Healthy Neighborhoods
Impact Team Lead
VL Catalyze Class 1

Amanda Straight
Manager, Strategic Doing
Valley Leadership
VL Catalyze Class 3
What You’ll Learn Today

- What is the Home is where it all starts Campaign?
- What is the Valley Leadership Impact Maker Program?
- How is VL’s Housing Impact Team using the HIWIAS campaign to advocate for more housing in Arizona?
Home is where it all starts®

homeiswhereitallstarts.org
Why

A future where **every Arizonan has a place to be at home**, empowering them to live stable and purposeful lives

What

Inspiring Arizonans to be **champions for communities** where everyone has a home that meets their needs
Our Long-Term Vision for Change

1. New framing is being used
2. Coalitions of support
3. More attainable housing options
4. Fewer barriers to stable housing
BECOME A PARTNER

How to Get Involved

1. **Engage** – Learn about the campaign and adopt updated language & toolkit
2. **Promote** – Help further campaign activities & goals
3. **Collaborate** – Be an active leader for the campaign mission & collaborate with other campaign leaders to develop initiatives
Need more info?

Reach out to
info@homeiswhereitallstarts.org

Thank you for helping us ensure we all have a place to be at home.
Building a Leadership Culture

Life-Long Leadership fueling Long-Term Impact on Arizona’s most pressing issues.
Leadership is action.
Principles of Doing

BUILDING TRUST
INTEGRITY
TEAM MINDSET
DRIVEN TO DO
ARIZONA FIRST
VL Impact Maker Teams
Who does the work?

- VL Staff & Support
- Funders
- Strategic Partners
- Valley Leadership Alumni
- Impact Maker Champions
Health Impact Team

Imagine if all Arizonans enjoy good health, live in healthy communities, and have access to affordable health care and wellness resources. That’s the vision of the Health Impact Team.

Our goal is improved life-expectancy of all Arizonans (and decreased disparities by sub-populations)
Health Impact Team

Opioid Stigma Reduction
Reducing opioid stigma in the workplace and increasing awareness and understanding of the opioid crisis

Housing & Healthy Neighborhoods
Supporting inclusive communities where Arizonans have a safe and healthy place to call home

Learn more about our Impact Maker Program and all of our teams at impactmakeraz.org
Housing & Healthy Neighborhoods

Targeting five cities in the Phoenix region
Housing & Healthy Neighborhoods

Targeting five cities in the Phoenix region

Surprise 2 team members
Housing & Healthy Neighborhoods

Targeting five cities in the Phoenix region
Housing & Healthy Neighborhoods

Targeting five cities in the Phoenix region

13 team members
Housing & Healthy Neighborhoods

Targeting five cities in the Phoenix region

MARICOPA
Surprise
Peoria
Glendale
Scottsdale
Buckeye
Chandler

Mesa

7 team members
Housing & Healthy Neighborhoods

Targeting five cities in the Phoenix region

14 team members

Chandler
Housing & Healthy Neighborhoods

What We’re Pushing On

**General Plan Input:**
Providing comments and input into the General Plan to ensure it emphasizes the need for housing

**Zoning Amendments and Policy Changes:**
Supporting zoning amendments that encourage more housing, such as Accessory Dwelling Units

**Individual Housing Projects:**
Speaking in support or writing letters supporting housing with affordable rents and mortgages

**State Level Policy**
Registering support for state policies that would fund and/or make it easier to build housing
Integrating Home is where it all starts

Dear Councilmember NAME,

My name is NAME and I’m reaching out as a resident of the City of Phoenix to express my support for the Accessory Dwelling Unit (ADU) Zoning Ordinance Text Amendment (Z-19-01) and for the Parking Minimums Reduction Zoning Ordinance Text Amendment (Z-19-02).

The average cost of a home in Arizona has risen 54.2% in the last two years, while the median income has increased just 5% since 2019. Where we live affects every aspect of our lives, from access to workplaces and childcare to healthcare and groceries. Even our life expectancy depends on what ZIP code we live in – there is a gap of more than 24 years in life expectancy from the wealthiest Arizona neighborhood to the least healthy.

These amendments will help increase the supply of housing and make more neighborhoods in the City of Phoenix attainable for more Phoenix residents. Allowing accessory dwelling units in all neighborhoods will help increase the supply of rentals and allow more seniors to stay with families or find smaller units in their current neighborhoods. Reducing parking minimums in multi-family neighborhoods will help increase the supply of housing units and help lower costs.

I ask you to vote in favor of these amendments.

Sincerely,
YOUR NAME

Support Mesa’s Off the Streets program and the purchase of the Grand Hotel

Instructions: Copy and paste the below template with your Councilmember information. You can find your council district and contact information here. Please edit the template as needed to reflect your own voice and add your own personal insights.

Additionally, you can attend and speak in support of this effort during the council meeting on November 8, 2022. If you plan to attend and speak, here is some additional information about the comment process. You can also use the template below for in-person remarks.

Don’t hesitate to contact amanda@valleyleadership.org with any questions.

Dear Councilmember NAME,

My name is NAME and I’m reaching out as a resident of the City of Mesa and as a supporter of the Home is where it all starts campaign: a campaign that envision a future where every Arizonan has a place to be at home. I want to voice my support for the City’s plan to purchase the Grand Hotel in order to continue the Off the Streets program. The growing housing and homelessness crisis in Mesa is a critical issue, and the City must continue to invest in solutions to address it. The average cost of a home in Arizona has risen 54.2% over the past ten years. Meanwhile, the median income in Arizona has increased just 5% since 2019. People are being squeezed out of a place to live. This is why we’re seeing more people on the streets in Mesa.

The Off the Streets program provides a temporary housing option to the most vulnerable of Mesa residents through an innovative and creative partnership with Community Bridges Inc. By purchasing the hotel, the City can continue to provide this program long term and in a more cost-effective manner. As Arizona and its municipalities work to tackle the growing homelessness crisis, Mesa’s innovative leadership in this area will be an example for others to follow.

Every Arizonan needs a place to be at home so that they’re able to live a stable, purposeful life. This program contributes to that shared goal and so I ask you to vote in favor of the Grand Hotel purchase and the required use permit.

Sincerely,
YOUR NAME

Dear Mayor and Councilmembers,

We are a group of Chandler residents and business owners willing to express our support for the Domainum housing project Sonoran Landings on Ocotillo Road, east of Arizona Avenue on unincorporated county land within the boundaries of Chandler.

We are also part of Valley Leadership’s Impact Maker Program, which is designed to empower, leverage and mobilize leaders to meaningfully impact the most pressing issues facing Arizona. Housing is certainly one of those issues.

VL’s Impact Maker Team is partnering with Home Matters to Arizona to get the support of decision-makers when it comes to building homes that meet the needs of all the residents of our community. We’ve helped launch the Home is where it all starts campaign, which envisions a future where every Arizonan has a place to be at home. To make it a reality, we are inspiring Arizonans to be champions for communities where everyone has a home that meets their needs.

The average cost of a home in Arizona has risen 54.2% in the last two years, while the median income has increased just 5% since 2019. People in the least healthy neighborhoods in Arizona live over 24 years longer than people in the least healthy neighborhoods. We need more housing at all income levels in all communities.

According to data from the Apartment List, the average cost of an apartment in Chandler is now over $1600, up 25% from 2020. This makes it more and more difficult for seniors living on fixed incomes to stay in their homes.

This is why we support the development of diverse housing with affordable rents and mortgages in Chandler and the Sonoran Landings project. We believe that the Chandler Council and staff should commit resources, planning and political will towards ensuring that every Arizonan has a place to be at home so that they’re able to live a stable, purposeful life.

Sincerely,
Valley Leadership Housing & Healthy Neighborhoods Impact Team Members
Housing & Healthy Neighborhoods

Integrating Home is where it all starts

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My name is NAME and I’m reaching out as a resident of the City of Mesa and as a supporter of the Home is where it all starts campaign, a campaign that envisions a future where every Arizonaan has a place to be at home. I want to voice my support for the City’s plan to purchase the Grand Hotel in order to continue the Off the Streets program. The growing housing and homelessness crisis in Mesa is a critical issue, and the City must continue to invest in solutions to address it. The average cost of a home in Arizona has risen 54.2% over the past ten years. Meanwhile, the median income in Arizona has increased just 5% since 2019. People are being squeezed out of a place to live. This is why we’re seeing more people on the streets in Mesa.

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YOUR NAME

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Sincerely,

Valley Leadership Housing & Healthy Neighborhoods Impact Team Members
Housing & Healthy Neighborhoods

Integrating Home is where it all starts

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Sincerely,

Valleymade Housing & Healthy Neighborhoods Impact Team Members
Integrating Home is where it all starts

Support Mesa’s Off the Streets program and the purchase of the Grand Hotel

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Additionally, you can attend and speak in support of this effort during the council meeting on [November 6, 2023]. If you plan to attend and speak, [here] is some additional information about the comment process. You can also use the template below for in-person remarks.

Don’t hesitate to contact amanda@valleyleadership.org with any questions.

Dear Councilmember [NAME],

My name is [NAME] and I am reaching out as a resident of the City of Mesa and as a supporter of the Home is where it all starts campaign — a campaign that envisions a future where every Arizonan has a place to be at home. To make it a reality, we are inspiring Arizonans to be champions for communities where everyone has a home that meets their needs.

Every Arizonan needs a place to be at home so that they’re able to live a stable, purposeful life. This program contributes to that shared goal and so I ask you to vote in favor of the Grand Hotel purchase and the required use permit.

Sincerely,

[YOUR NAME]
So, you want to advocate for homes within reach?
There’s no one way to try and make a difference. Advocacy work can be overwhelming, but there’s a place for everyone in this work. Some ideas:

**Step 1:** Figure out your “place” in advocacy. What matters most to you?

**Step 2:** Get to know your city councilmember.

**Step 3:** Find out your state Legislator.

**Step 4:** Contact your representatives. Be persistent!

**Step 4:** Attend a meeting. Get involved with your local HOA or neighborhood association.

**Step 5:** Use the toolkit. Download it at homeiswhereitallstarts.org.
QUESTIONS?

Dave Brown
CEO
Valley Leadership

Sarah Shambrook
Government Relations, Dominium
Housing & Healthy Neighborhoods To Do Item Lead
VL Catalyze Class 1

Amanda Straight
Manager, Strategic Doing
VL Catalyze Class 3