



**Home
Matters.**
TO ARIZONA

VZ IMPACT MAKER

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, Dominion
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.®

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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





Home is
where it
all starts.

Need more info?

Reach out to

info@homeiswhereitallstarts.org

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





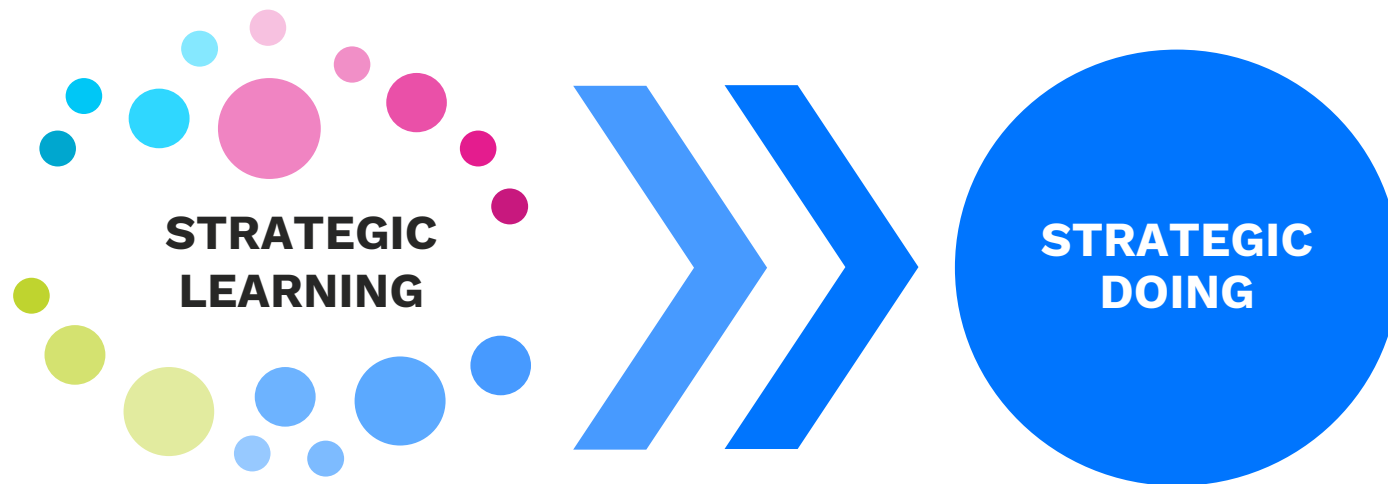
VZ IMPACT MAKER



Building a Leadership Culture

Life-Long Leadership fueling

Long-Term Impact on Arizona's most pressing issues.



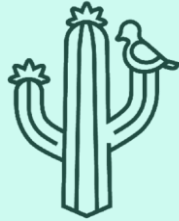
Leadership is *action*.



Principles of Doing



BUILDING TRUST



INTEGRITY



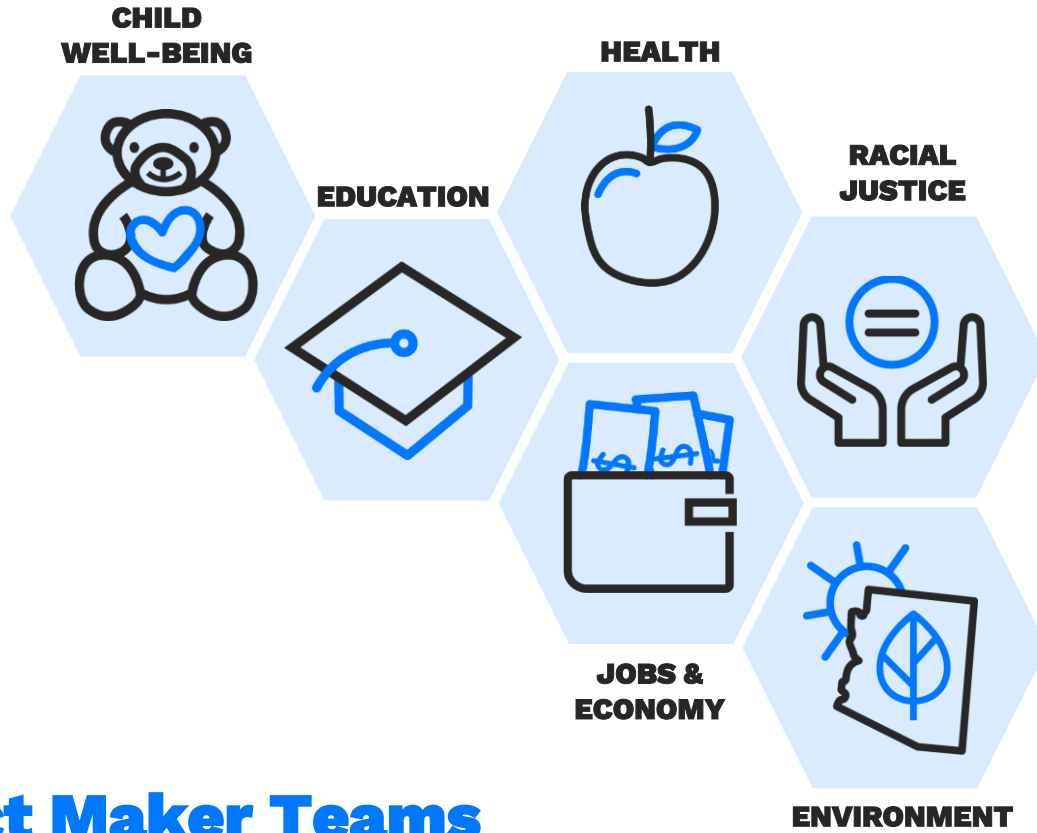
TEAM MINDSET



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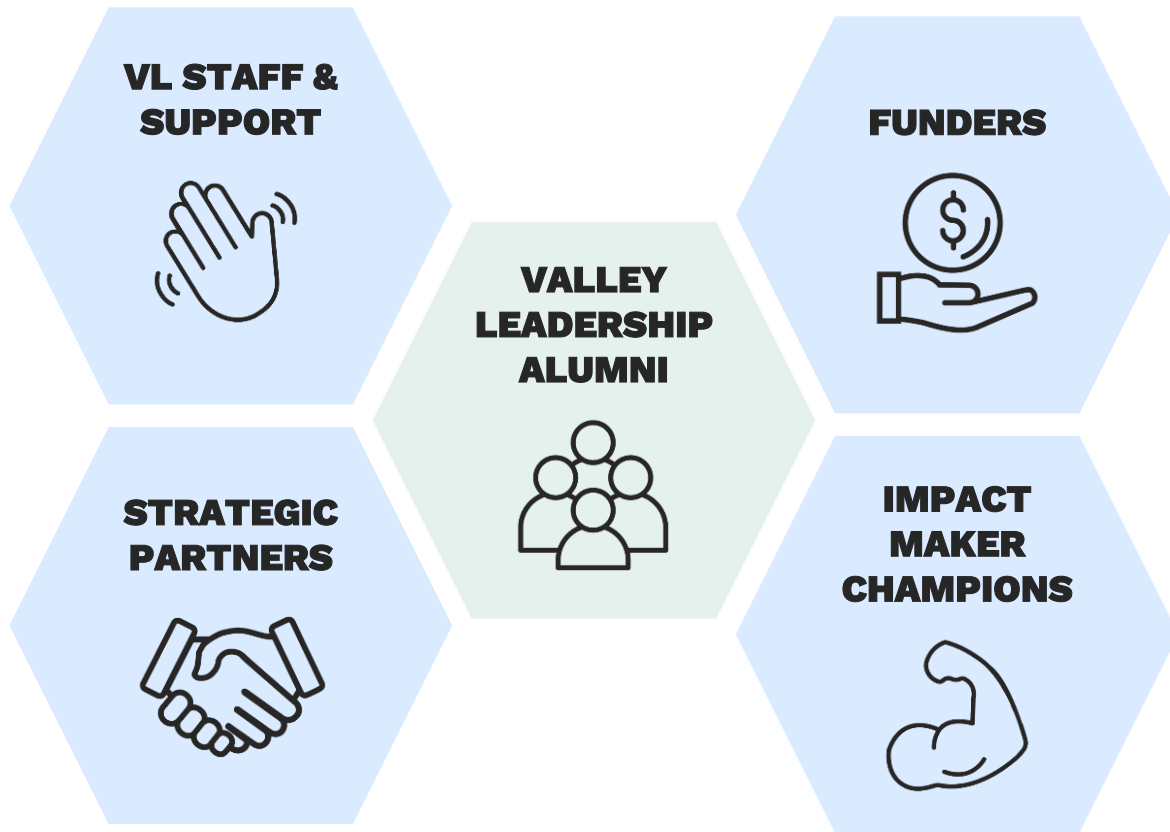
ARIZONA FIRST

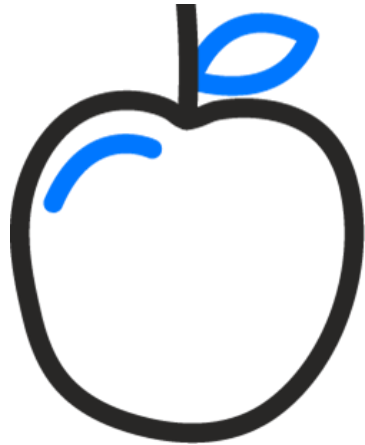


VL Impact Maker Teams



Who does the work?

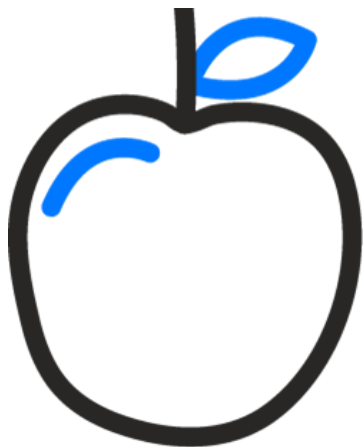




Health Impact Team

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

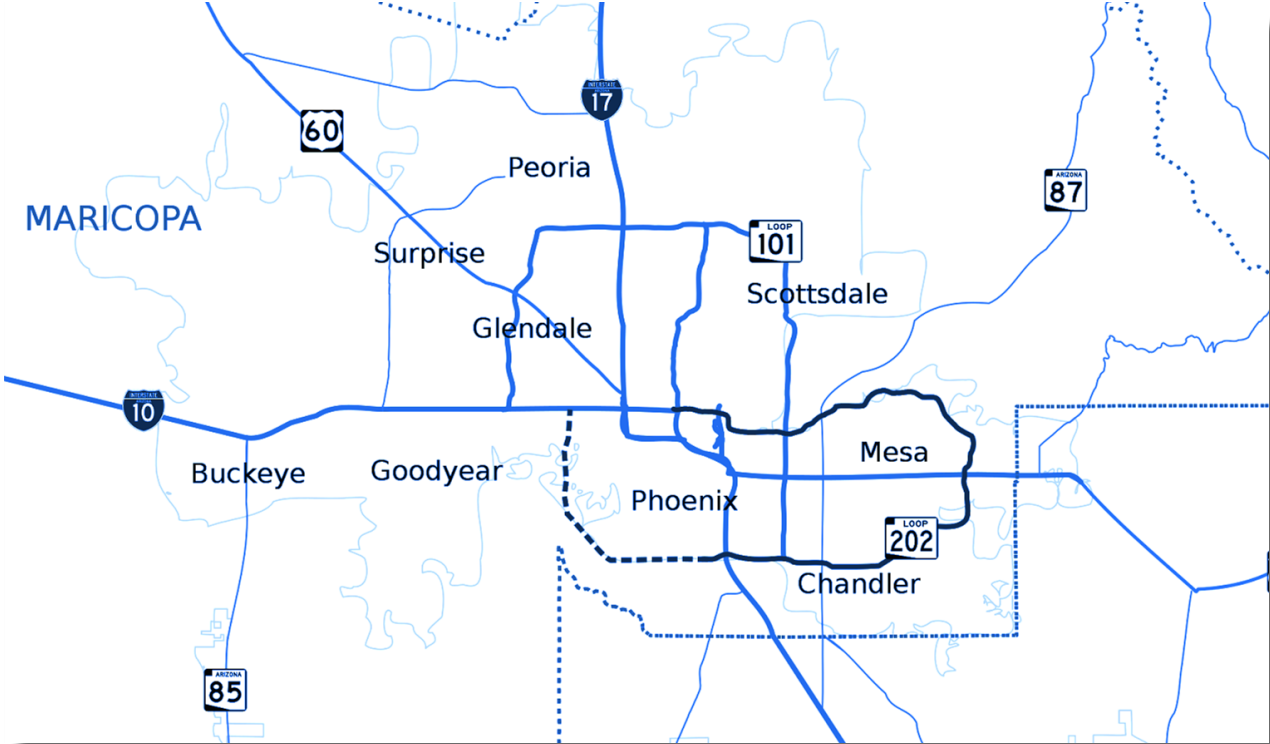
Learn more about our Impact Maker Program and all of our teams at [impactmakeraz.org](https://www.impactmakeraz.org)



Housing & Healthy Neighborhoods



Targeting five cities in the Phoenix region

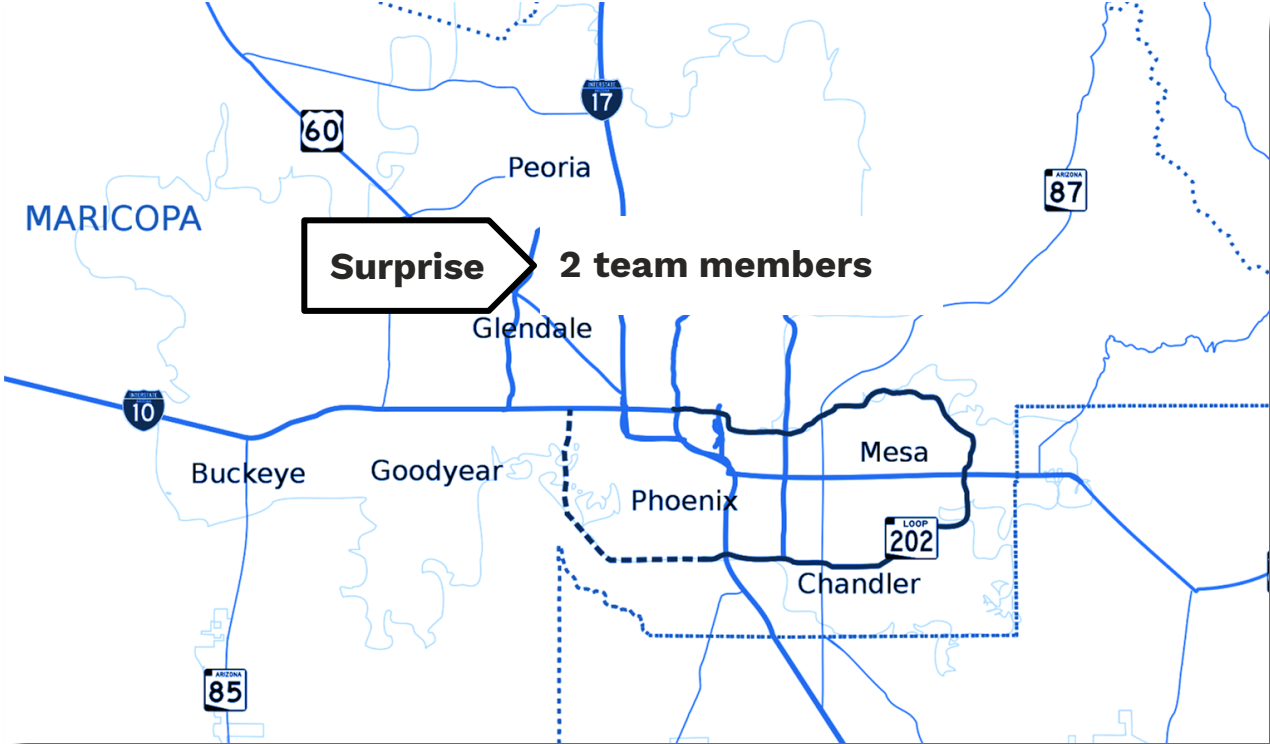




Housing & Healthy Neighborhoods



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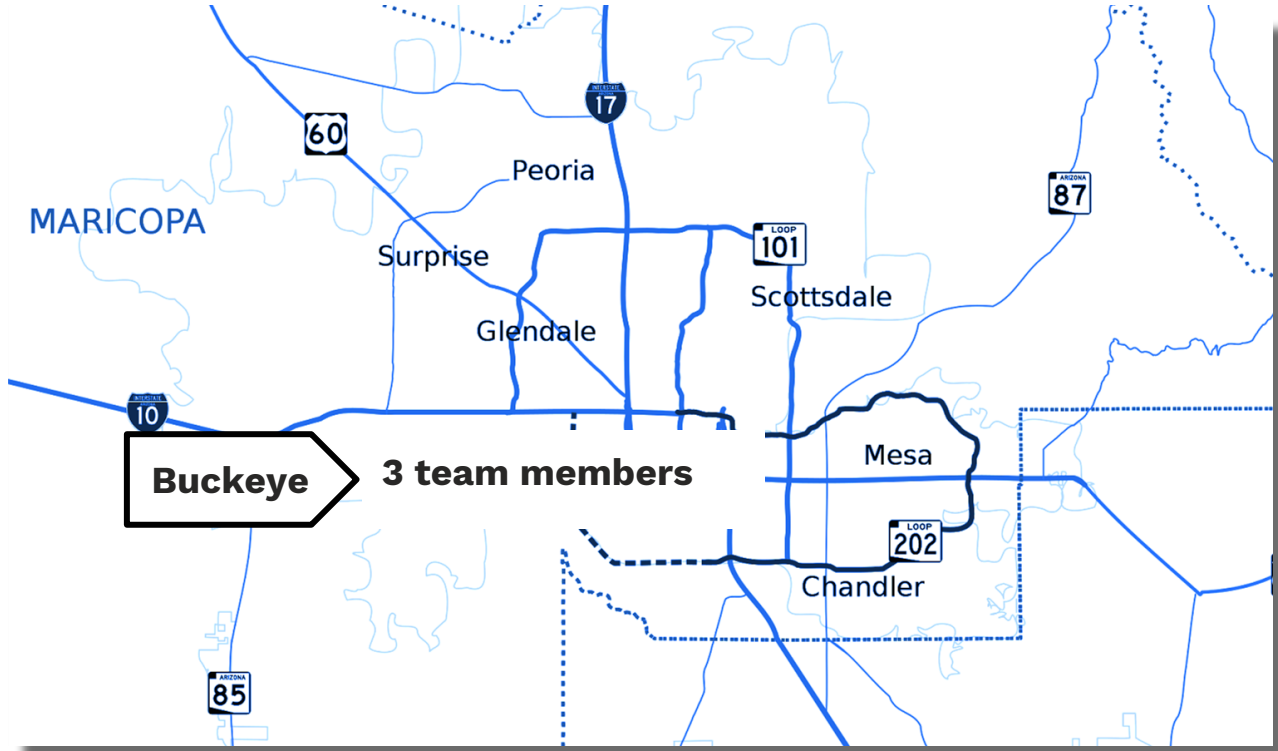




Housing & Healthy Neighborhoods



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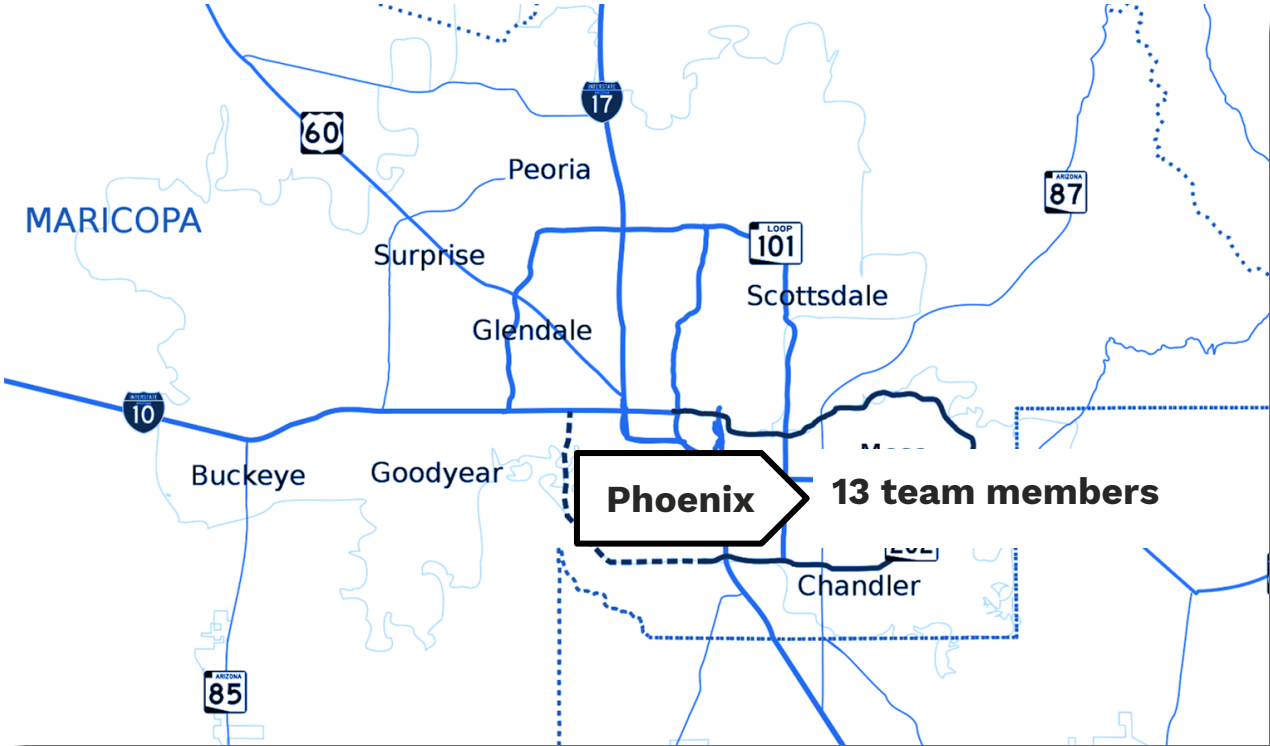




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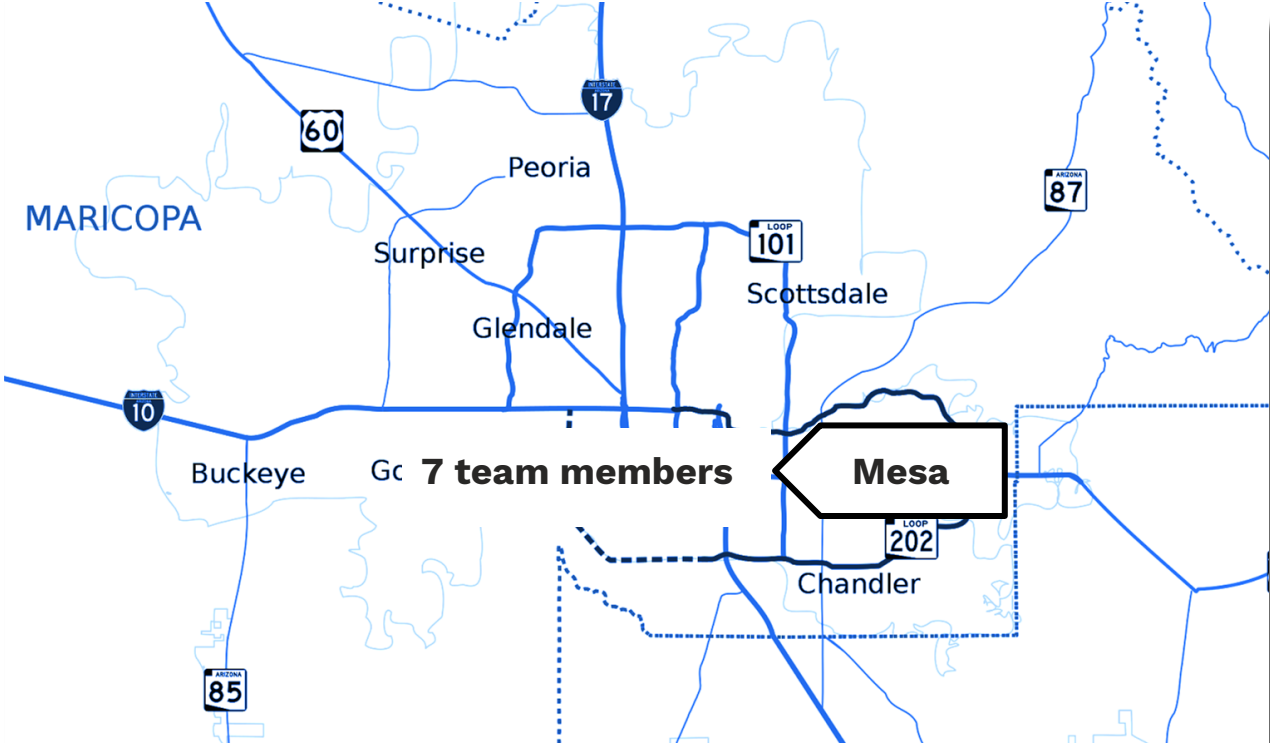




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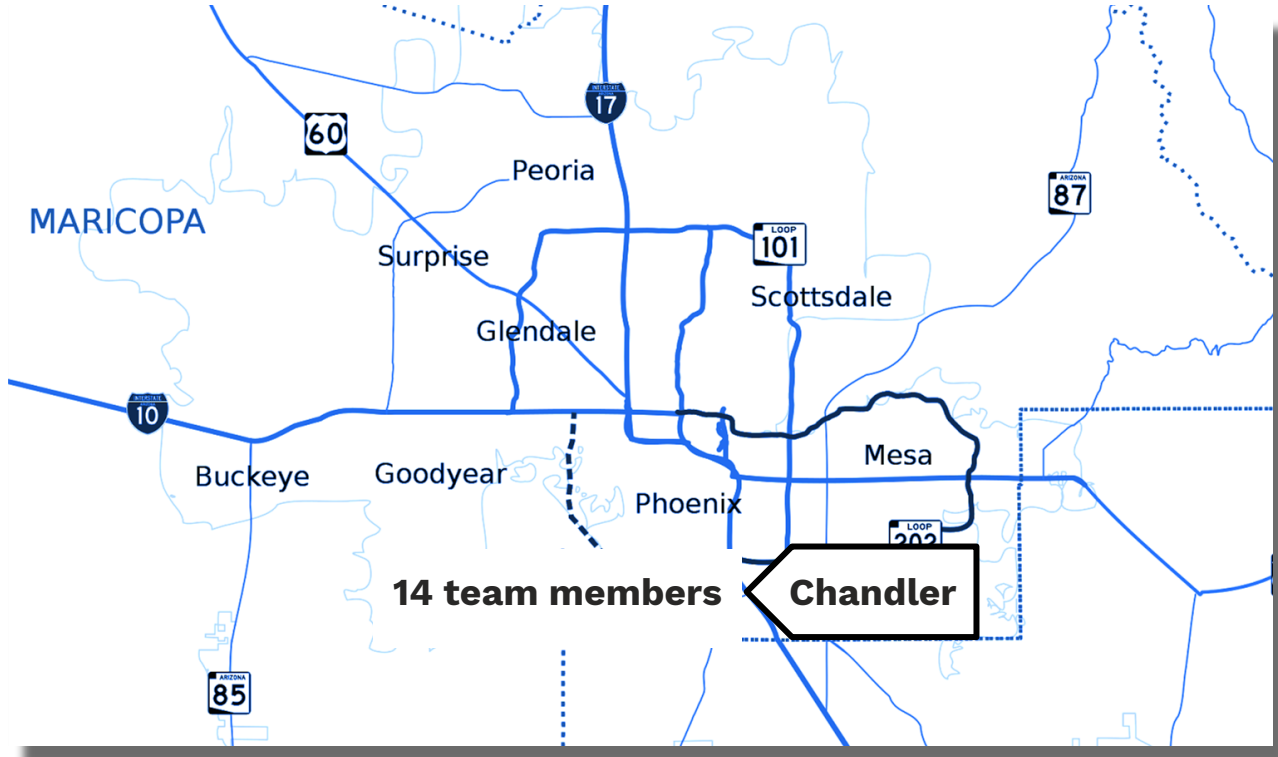




Housing & Healthy Neighborhoods



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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



Housing & Healthy Neighborhoods



Integrating Home is where it all starts

VL IMPACT MAKER

In partnership with:



Instructions: Copy and paste the below with your Councilmember information. You can find their information [here](#).

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-TA-5-23-Y](#)) and for the Parking Minimums Reduction Zoning Ordinance Text Amendment ([Z-TA-8-23-Y](#))

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 healthiest 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

VL IMPACT MAKER

In partnership with:



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'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 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 two 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

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In partnership with:



Dear Mayor and Councilmembers,

We are a group of Chandler residents and business owners writing to express our support for the Dominionium 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.

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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

VALLEY LEADERSHIP HOUSING & HEALTHY NEIGHBORHOODS IMPACT MAKER

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writing to express our support for the Grand Hotel, east of Arizona Avenue on Chandler Road.

The program, which is designed to empower and support seniors, is addressing the most pressing issues facing Arizona.

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which is designed to empower, address pressing issues facing Arizona.

[here](#) to get the support of all the residents of our campaign, which involves a lot of work. In a reality, we are inspiring

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Valley Leadership Housing & Healthy Neighborhoods Impact Team Members



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 homeiswhereitalstarts.org.

QUESTIONS?



Dave Brown

CEO
Valley Leadership



Sarah Shambrook

Government Relations, Dominion
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Amanda Straight

Manager, Strategic Doing
VL Catalyze Class 3