CALIFORNIA’S ROADMAP HOME 2030

Comprehensive approach. Concrete solutions. Homes for all.

California’s Roadmap HOME 2030 is an initiative to develop and implement a “Marshall Plan” for statewide housing and homelessness solutions. This 10-year policy blueprint will illustrate how, with the right solutions and the will, we can create a California with homes for all.

THE ROADMAP WILL:
1. Describe the full scale of the need for affordable homes for Californians struggling the most, with a particular focus on people with the lowest incomes, experiencing homelessness, and vulnerable to displacement.
2. Illustrate what it will take to meet the need by 2030 by setting ambitious goals and putting forward a comprehensive and evidence-based framework of statewide policies and investments.
3. Shape the policy agenda in Sacramento to win concrete legislation and investments.

STRATEGIES TO ADVANCE THE ROADMAP:
1. Engage in partnerships and community organizing to build support and momentum.
2. Create narrative frames proven to change hearts and minds of California residents, advocates, and policymakers.
3. Employ strategic communications to persuade the right audiences with the right messages.
4. Secure endorsements from a wide range of advocates and policymakers.
5. Advocate in the Capitol.

Including voices across sectors and geographies
With the leadership of Housing California and the California Housing Partnership, the Roadmap will draw on the expertise of a wide spectrum of partners, including affordable housing, homelessness, and tenants’ rights advocates; nonprofit developers; related sectors such as health, labor, business, transportation, and the environment; academic researchers; government; philanthropy; and impacted residents statewide.

Engaged and diverse policy and research advisory committees will guide the Roadmap’s development.

Launching in early 2021
Development of the Roadmap has already begun and will include an intentional process of conducting data and policy research, engaging partners, and building momentum to amplify our shared power for greater statewide impact. The Roadmap will launch in early 2021 in order to shape California’s next legislative session and beyond.

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