

# Concerned about affordable housing? It's not just you!

In August 2015, Welcome Home surveyed area residents to ask about thoughts and concerns around housing. Here's some of what we learned:

## PART ONE: POLL HIGHLIGHTS

Voters clearly see housing affordability as a serious — but solvable problem.



- Voters are looking to local and state governments to help solve important problem and are ready to vote yes for housing.
- They broadly support new funding to build more affordable housing: 64% of voters agree we need to adequately fund our affordable housing infrastructure with \$50 million per year.
- People ranked homelessness, lack of affordable housing and rising rents as more important issues to address than crime, unemployment, property tax rates and roads and traffic congestion. “

\*Survey asked 600 Multnomah County residents likely to vote in November 2016

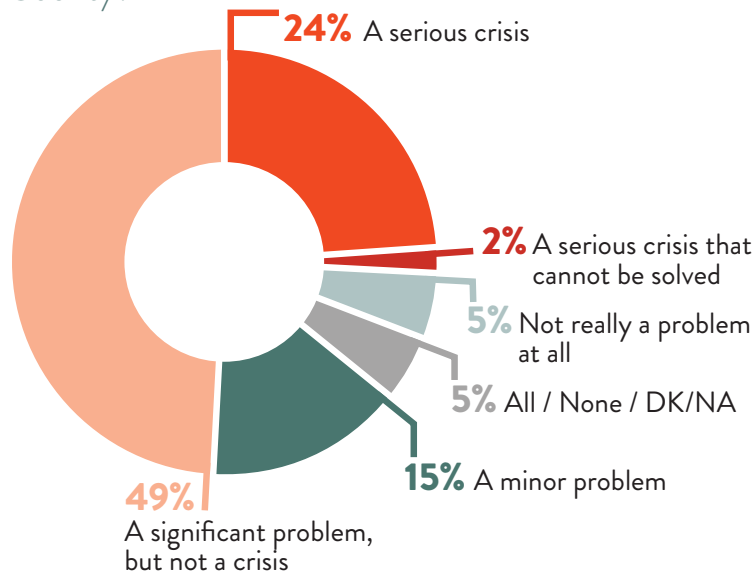
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welcome  
**HOME**

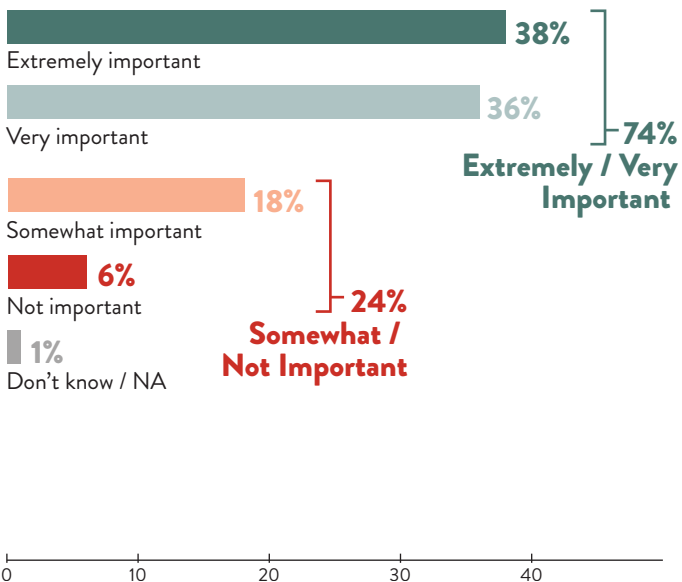


# PART TWO: THE RESULTS

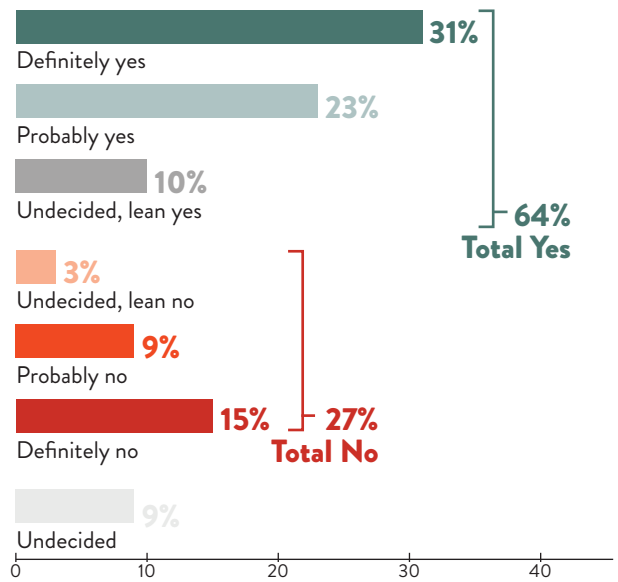
Question: “Which of the following would you say best describes the cost and availability of housing in Multnomah County?”



Question: “How important do you think it is that local government find a way to address this unmet housing need: extremely important, very important, somewhat important, or not important?”



Question: “Suppose there were a measure on the Multnomah County ballot dedicating an additional \$50 million per year to increase the availability of housing that low- and middle-income families can afford. If there were an election today, do you think you would vote ‘yes’ in favor of this measure or ‘no’ to oppose it?”



# PART THREE: MESSAGES

*Winning messages talk about Children, Families and Seniors!*



“Working parents should be able to afford housing and still have enough money for groceries and basic necessities. But area rents increased by seven percent last year, while incomes remained stagnant. In the past three years, most people have made a significant sacrifice to afford housing – such as taking a second job, forgoing medical treatment, avoiding paying other bills, or moving further away from work. For Portland to remain a place where people can afford to raise a family, we need more homes and apartments that families can afford.”

**86% voters agree!**

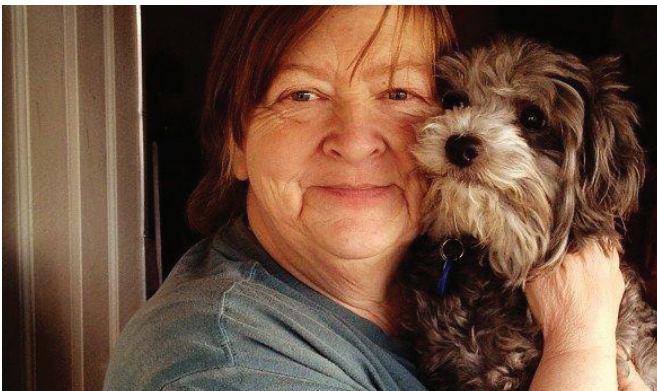
“Children deserve the chance to succeed in school and look forward to their future. When a family lacks a place to live or has to move frequently, it reduces a child’s educational achievement and can have a negative effect on the whole classroom. Last year, seven thousand school-age kids in our region, and their families, experienced homelessness. For kids to thrive, families need the security and stability of a home they can afford.”

**89% voters agree!**



“People who have spent their life contributing to our community should be able to enjoy their golden years in the place they love. Unfortunately, for many people nearing retirement, the cost of rent, a mortgage or even sometimes property taxes, is way more than they can afford. (and) The rising cost of housing can cause seniors to forego medicine, eat less than is healthy, and in the worst cases, experience homelessness.”

**87% voters agree!**



welcome  
**HOME**

BUILDING LEADERS AND MESSENGERS FOR OUR MOVEMENT

welcome  
HOME

# LEADERSHIP ACADEMY

Last Thursdays, Every Month

October 29<sup>th</sup> | November 19<sup>th</sup>\* | December 17<sup>th</sup>\* | January 28<sup>th</sup>  
(\*third Thursday)

**JOIN**

1435 NE 81st Ave.  
Portland, OR 97213

**6:00 - 8:00pm**

[www.welcomehomecoalition.org](http://www.welcomehomecoalition.org)  
[@welcomehomeorg](https://twitter.com/welcomehomeorg)  
[#whynotPDX](https://twitter.com/whynotPDX)

*\*\*3 blocks from the 82nd Ave Red Line MAX Stop*

Welcome Home is building a movement so that home is a place everyone in the Portland Metro can afford. At the Welcome Home Leadership Academy we'll learn how to tell our stories effectively, about real solutions for our housing crisis, how to navigate the housing system, and how to create change as a civic leader. Together we're building an advocacy community ready to win for housing!

## WHAT TO EXPECT AT THE ACADEMY:

- Telling your story for housing
- A light dinner
- Making new friends
- Child care
- Big group and small group activities
- Taking action for housing

