Elevator Pitch

*This elevator pitch is intended for use during conversations with lawmakers, potential allies and the media.*

**State-Specific**

A growing number of [STATE]’s population is struggling to find housing that’s affordable. It is a clear strain on families that must be addressed. And in lieu of innovative solutions, some are beginning to advocate for antiquated, quick-fix policies like rent control that we know all too well are ineffective and harmful. Instead, we need solutions that get to the root of the problem and address the needs of all residents.

First, we must address the tremendous shortage of homes and remove barriers to adding more supply. Without doing so, we will never meet the demand for [[##] new apartments needed each year in [state] by 2030](https://weareapartments.org/data). A wide variety of housing is the only way to ensure there is enough housing available to families of all income levels where they want to live. Vacancy rates [show](https://www.nmhc.org/research-insight/research-notes/2021/affordability-toolkit-redux/) that there is still a supply and demand imbalance, and the COVID-related downturn financially harmed those that were already struggling the most, continuing to make it difficult for those at the lower end of the income spectrum to find an affordable unit.

Second, local governments must take the lead and find creative, public-private partnership opportunities to bring the price point down to create more affordable housing. Third, we must use targeted subsidies to help the families who need it the most. These solutions will lead to a wider range of housing options being built, from apartments and duplexes, to single-family homes and townhouses.

We need to learn from the mistakes of cities like San Francisco and New York, which, due to increased regulation, housing opposition, rent control laws, and other factors, now have the highest median rents in country. We shouldn’t repeat their mistakes in [STATE].

**Non-State Specific**

A growing number of the population is struggling to find housing they can afford. It is a clear strain on families that must be addressed. And in lieu of innovative solutions, some state officials are beginning to advocate for antiquated rent control policies that we know too well are ineffective and harmful. Instead, we need solutions that get to the root of the problem and address the needs of all residents.

First, we must address the tremendous shortage of homes and remove barriers to adding more supply. The U.S. needs to build [328,000 apartments every year](https://www.nmhc.org/research-insight/research-report/US-apartment-demand-a-forward-look/) by 2030 – a mark we will not hit on our current path. A wide variety of housing is the only way to ensure there is enough housing available to families of all income levels where they want to live. Vacancy rates [show](https://www.nmhc.org/research-insight/research-notes/2021/affordability-toolkit-redux/) that there is still a supply and demand imbalance, and the COVID-related downturn financially harmed those that were already struggling the most, continuing to make it difficult for those at the lower end of the income spectrum to find an affordable unit.

Second, local governments must take the lead and find creative, public-private partnership opportunities to bring the price point down to create more affordable housing. Third, we must use targeted subsidies to help the neediest families today. These solutions will lead to a wider range of housing options being built, from apartments and duplexes, to single-family homes and townhouses.

We need to learn from the mistakes of cities like San Francisco and New York, which, due to increased regulation, housing opposition, rent control laws, and other factors, now have the highest median rents in country. When considering rent control preemption, states would be better served implementing holistic [solutions](https://www.nmhc.org/research-insight/research-report/the-impacts-of-rent-control-a-research-review-and-synthesis/) that will truly make a dent in addressing our housing affordability challenges.