Talking Points

These talking points are meant to be used during conversations with lawmakers, potential allies and the media.

* It’s no secret that a growing number of working families are struggling to find housing they can afford. It is a clear strain on families that must be addressed.
* More than half of American households paid more than 30 percent of their income on housing costs. That’s simply too much. On top of that, from 2000 to 2015, 23 states [under-produced housing](https://www.upforgrowth.org/sites/default/files/2018-09/housing_underproduction.pdf) to the tune of 7.3 million units, which has created a significant supply and demand imbalance that is reflected in today’s home prices.
* Americans are searching for solutions to the housing affordability crisis. And in lieu of innovative, proactive solutions, some will advocate for antiquated rent control policies that are universally known to be ineffective and harmful.
* That’s why we need holistic solutions that will lead to a wider range of housing options, from apartments and duplexes, to single-family homes and townhouses.
	+ 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 [4.6 million new apartments by 2030](https://weareapartments.org/vision).
	+ 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.
* New York and California have learned the hard way that rent control policies have unintended consequences that far outweigh any benefits. For instance, a [1995 rent control policy in San Francisco](https://www.bloomberg.com/opinion/articles/2018-01-18/yup-rent-control-does-more-harm-than-good) reduced rental-unit supply by 15 percent and made people much less likely to move over the medium and long term. That’s why California voters resoundingly rejected a ballot initiative in 2018 that would have broadened rent control across the state.
* As the 2019 legislative session unfolds, it is imperative that holistic solutions dominate discussions of remedies to the housing affordability issue in [STATE], rather than outdated, ineffective policies like rent control.