

# 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.



to solve our housing and homelessness challenges in a way that unifies local, regional, and state level advocates, residents, and multi-sector partners.

Housing California and the California Housing Partnership are leading a coordinated, statewide effort to develop and implement a comprehensive plan that advances actionable and evidence-based solutions. This effort will move us beyond a piecemeal approach and propose the long-term structural and systems change policies necessary to address our housing affordability and homelessness challenges, with the goal of informing the Governor's and Legislature's actions in the near term. The Roadmap will catalyze an intentional conversation among policymakers, reshape how we think about the right housing and homelessness solutions, and set the table for success.

## 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 fall 2020

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 the fall of 2020 in order to shape California's next legislative session and beyond.

## 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.

## Moving from stuck...to solutions

California is in the midst of housing affordability and homelessness challenges of historic proportions. Unprecedented public focus on these issues over the last several years now compels our statewide leaders to move towards a cohesive and comprehensive approach