

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 those with the lowest incomes, experiencing homelessness and vulnerable to displacement.
2. Set ambitious goals and put forward a comprehensive and evidence-based framework of big ideas for statewide policies and investments that will meet the need by 2030.

We will shape the policy agenda in Sacramento to win concrete legislation and investments by:

1. Engaging in partnerships and community organizing to build support and momentum.
2. Creating narrative frames proven to change hearts and minds of California residents, advocates and policymakers.
3. Employing strategic communications to persuade the right audiences with the right messages.
4. Securing endorsements from a wide range of advocates and policymakers.

Moving from stuck ... to solutions

California is in the midst of housing affordability and homelessness challenges of historic proportions. Despite unprecedented public focus on these issues over the last several years, our statewide leaders have yet to create a cohesive approach to solve these challenges in a way that unifies local, regional, and state level advocates, residents and multi-sector partners.

Housing CA and the California Housing Partnership will fill this void by leading a coordinated, statewide effort to develop and implement a comprehensive plan that advances actionable and evidence-based solutions to the state's housing affordability and homelessness challenges. This effort will contrast with piece-meal policymaking that has not advanced the long-term structural and systems change policies necessary to address the full scale of the need. The Roadmap will catalyze an intentional conversation among policymakers, reshape how we think about the right solutions, and set the table for success.

Including voices across sectors and geographies

With the leadership of Housing CA 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. An engaged and diverse policy advisory committee, and task forces on research and narrative shaping, will guide the Roadmap's development.

Launching 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. We plan to launch the Roadmap immediately after the November 2020 elections in order to shape California's next legislative session and beyond.