



Campaign Speaking Points

Racial Equity

- VALUE STATEMENT: One good way for Cincinnati to begin to heal from historical racial discrimination is to prioritize affordable housing in our city. Vote Yes on May 4th, because affordable housing is a necessity for racial equity in our city, and racial equity cannot wait.
- Cincinnati's population is more than 40% Black, but as of [2017, only about 24% of Black Cincinnati households owned their home](#). Homeownership is one of the quickest ways to build generational wealth, but skyrocketing prices have made it incredibly difficult to buy. The affordable housing trust fund charter amendment provides for creating and renovating affordable apartments AND homes, and ensures that all properties created under the trust fund remain affordable, forever. Vote Yes on May 4th, because affordable housing is a necessity for racial equity in our city, and racial equity cannot wait
- Our housing policies continually discriminate against Black people in our city, whether it is landlords or the financial system. A Yes Vote on May 4th will begin to create true racial equity by providing everyone access to quality homes.

Impact on Children and Families

- VALUE STATEMENT: Every child deserves a place to call home and a safe spot to lie their head at night. Vote Yes on or before May 4th on Issue 3!
- Every child deserves a place to call home. However, [approximately three thousand children](#) experience homelessness in the Cincinnati Public School system every year. The face of homelessness is much younger than what we may imagine. The affordable housing trust fund charter amendment will provide Cincinnati families with 500 more affordable homes and units each year. Vote Yes on Issue 3 on May 4, because every child deserves a roof over their head, and a good night's sleep before school.
- Children need healthy food, loving caretakers, and a safe home to grow into the best adults they can be. This charter amendment helps make safe homes an easier reality for families. Vote Yes on Issue 3 May 4th to keep kids off the streets!
- There are more than 3,000 children in Cincinnati Public Schools experiencing homelessness every year, and shelters turn away families every week because they are too full. Our current system isn't working for anyone. Vote Yes on Issue 3 on May 4th to create up to 500 new affordable homes for Cincinnati families every year!

Neighborhood Stabilization



- VALUE STATEMENT: Cincinnati has 52 amazing neighborhoods. No matter your salary, you should be able to find affordable housing in any of them! Vote Yes on Issue 3 May 4th to bring housing equity to Cincinnati!
- Cincinnati has 52 neighborhoods, but so many of them are forgotten when it comes to delegating city spending. A fully funded affordable housing trust fund would create and renovate affordable homes and units in every single neighborhood, impacting Kennedy Heights and Over-the-Rhine, Westwood and Mt. Auburn, College Hill and Bond Hill all the same. Vote yes on Issue 3 May 4th, because every neighborhood deserves to be a priority, and everyone deserves a place to call home.
- The leading cause of homelessness is a lack of affordable housing. Having accessible and ample affordable housing opportunities reduces homelessness, lays a groundwork for generational wealth, and can reduce crime within neighborhoods. Vote yes on May 4th, because affordable housing is stable housing, and stable housing fosters community in our city.
- The average fair market rent for a 2 bedroom apartment in Cincinnati is \$832 a month. Even at \$15 an hour, a full-time breadwinner is paying over 30% of their monthly income on just rent for a family. An affordable, sustainable living situation is when utilities and rent combined are less than 30% of monthly income. No single parent making Cincinnati's Living Wage can comfortably afford to live in a fair-market 2 bedroom apartment with their children. Vote Yes on May 4th to prioritize affordable housing for everyone.
- The realities of unsustainable housing situations isn't just a middle-aged man alone on the street. Families all over Cincinnati are living in apartments that cost more than a third of their rent. Our essential workers are struggling and have been for years as housing prices rise in our city. Vote Yes on May 4th, because everyone deserves a place to call home that doesn't break the bank.

Funding/Economy

- VALUE STATEMENT: Cincinnati has 52 amazing neighborhoods. No matter your salary, you should be able to find affordable housing in any of them! Vote Yes on Issue 3 on May 4th to bring housing equity to Cincinnati!
- This charter amendment is an opportunity for the City of Cincinnati government to re-prioritize its budget based on the needs and the values of its people. Over 9500 people signed our petition and wanted to vote on the clearly outlined plan it contained. In response, City Hall is using scare tactics to convince the voters that the charter amendment is a bad idea. \$50 million dollars is less than 5% of the City's full annual budget, and will go to creating well-paying jobs and funding up to 500 homes each year that will stay affordable forever. Vote yes on Issue 3 May 4, because 500 housed families each year are absolutely worth 5% of the city's budget.
- The affordable housing charter amendment will create an infrastructure of hundreds of well-paying jobs in Cincinnati as well as creating 500 affordable homes every single



year. Cincinnati workers and families are worth the 5% of the full city budget this amendment would require. Vote Yes on Issue 3!

Community Oversight Board/City Council

- **VALUE STATEMENT:** It's time to put the experts in charge of affordable housing development in Cincinnati. Vote Yes on May 4th or through early voting to put the Affordable Housing Trust Fund in the hands of the experts that work in affordable housing every single day!
- Over the last few years, Cincinnati City Council has lost the trust of their constituents, especially when it comes to their relationships with developers. While we await them earning back the trust of the city, it's time for the money that is needed for affordable housing to have an oversight board entirely separate from council. The affordable housing charter amendment outlines a volunteer Community Oversight Board, with members being nominated and pulled from the boots-on-the-ground organizations that do the work everyday and know what is needed in our city. Vote Yes on Issue 3 on May 4th, because it's time to take affordable housing off City Hall's plate and put it in the hands of the experts.
- The experts behind the affordable housing trust fund charter amendment have worked with city council for decades. Passage of this amendment will help us work with them again. Vote Yes on Issue 3 May 4th or through early voting.

GENERAL NOTES REGARDING MESSAGING:

- This is a person-first campaign. Please always make sure we lead with the fact that this campaign is about the people when discussing homelessness and our underhoused populations--ie "people experiencing homelessness," "families using too much of their monthly income on rent"
- The thing that will win the passage of this amendment is getting OUR folks to the polls. People who disagree with us likely aren't going to have their minds changed. We need to convince people who already agree with us or are sympathetic to go to the polls and vote.
- April 5th is the deadline to register to vote for this election.
- April 6th begins early voting for this election.
- Our goal is to have the budget RAISED by having City Hall find new funding, not take money from the budget as it stands. City Hall can always find the money when they want to for things like stadiums and luxury housing. It's time for the budget to prioritize its people.