



ON MARCH 21, the Housing America 2007 campaign

kicked off with a press event at the National Press Club in Washington, D.C. To emphasize the need for a campaign of this nature, NAHRO and its partners released a new Zogby International poll on affordable housing. The poll found that nine out of ten Americans cite affordable housing as a high priority, and more than half believe housing policy with respect to the provision of affordable housing is on the wrong track. One-third of respondents cited having a decent, affordable place to live as their number one priority.

The poll also shows that affordable housing will affect the way Americans vote. Seventy-five percent said that presidential candidates' ideas for providing more affordable housing were important in determining for whom they would vote. Nearly seven in ten said they would be more likely to vote for a candidate who had articulated a detailed plan for providing affordable housing.

Representatives from NAHRO, the National Association of Home Builders (NAHB), the National Low Income Housing Coalition (NLIHC), and the National Housing Conference (NHC) spoke at the event. Jim Inglis, Chair of the Housing America 2007 Steering Committee, introduced each of the campaign's partners and endorsers.

# Housing



# America 2007 Events Held Nationwide

**Nine out of Ten  
Americans Cite  
Affordable Housing as a  
High Priority, According  
to New Zogby  
International Poll**

BY MARY BARRON

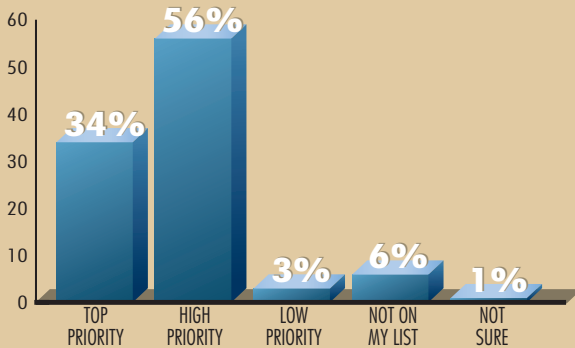
**HOUSING AMERICA**



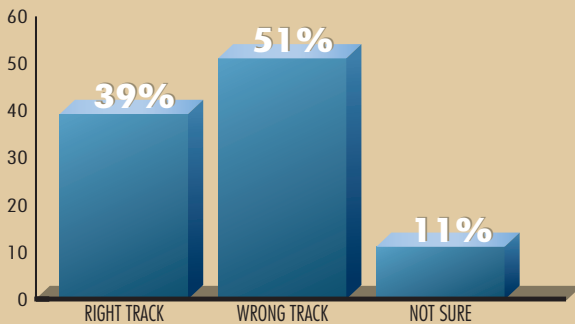
**2007**

## The Importance of Affordable Housing in Americans' Lives

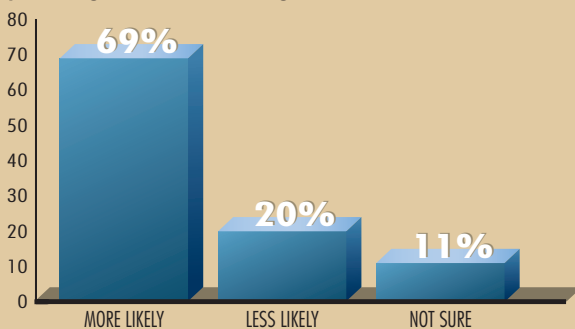
On a list of your own individual/family priorities, how important is having a decent affordable place to live?



A historical goal of American housing policy has been a decent home and suitable living environment for every American family. As a nation, are we on the right track or the wrong track towards the achievement of this goal?



Would you be more or less likely to select a Presidential candidate who articulated his or her detailed plan for providing affordable housing?



"We are united in the common cause of making affordable housing a national priority," Inglis said.

"We see every day the negative effects of the lack of affordable housing in the United States," said Jerry Howard, Executive Vice President and CEO of NAHB. "The

what the poll results illustrated: the need for safe, decent and affordable housing in America is great.

Throughout the campaign, housing and community development professionals nationwide highlighted the need for affordable housing in numerous creative ways. However,



**Housing authority directors in Rhode Island held a town hall meeting in Providence to draw attention to the threats to public housing.**

survey confirms that Americans share our concerns."

Of course, those participating in Housing America 2007 already knew

spreading the news of the need for and importance of affordable housing should not be restricted to two weeks a year. The following examples of Housing America 2007 events are offered in hopes of inspiring others to keep the spirit of the campaign alive and to reach out to their communities and join together with the common goal of making affordable housing a local—and national—priority.

Proclamations in support of the campaign and/or proclaiming "Housing America 2007 Week" have



**Chub Qualls, Mayor of Monette, Ark., signs a proclamation recognizing Housing America 2007 as Monette Housing Authority Executive Director Barbara Suber looks on.**

been issued in cities such as Maple Grove, Minn.; Viroqua, Wisc.; Nevada, Mo.; Chico, Calif.; Oskaloosa, Iowa; Walla Walla, Wash.; Manhattan, Kan.; Hampton, Va.; Vancouver, Wash.; Clark County, Wash.; Longview, Wash.; Ames, Iowa; Monette, Ark.; and many more. The Oklahoma State Senate passed a resolution endorsing the campaign.

NAHRO members have written

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editorials for *The Duluth Tribune*, *Lafayette Journal & Courier*, *McCook Daily Gazette*, *The Columbian*, and many more. Housing America 2007 has been written about in papers such as *USA Today*, *The State* (Columbia, S.C.), and *The Providence Journal*.

Rhode Island Housing Authorities, including Providence, Coventry and Newport, held a town hall meeting to draw attention to

the negative effects of public housing funding cuts. In attendance were local mayors, more than 200 residents, and other supporters. The event was covered in the April 5 edition of *The Providence Journal*.

The Housing Authority of McDonough County (Illinois) obtained proclamations from the two cities that they serve, Bushnell & Macomb, and held tree planting ceremonies on April 11 & 13.

Children and adults at the Vancouver Housing Authority's RISE & STARS Community Center colored "What Home Means to Me" cards and wrote brief messages about what "home" means to them. The cards were then presented to Senator Patty Murray's regional representative.

The San Diego Housing Commission organized a live morning television broadcast, hosted by a local media personality, that showcased Las Serenas, an affordable, 108-unit apartment community developed with \$15 million in loan and bond funds from their agency.

The City of Ames, Iowa and Habitat for Humanity of Central Iowa held a ribbon-cutting ceremony in conjunction with the Housing America 2007 campaign. Local celebrities were on hand to begin painting the interior of the newly dedicated Habitat home.

The Housing Authority of Princeton (Ky.) brainstormed with resident youth about how to participate in the Campaign and decided to jointly paint a mural on a vacant building visible from passing traffic. The mural theme is "What Home Means to Me."

Although the Housing America 2007 Campaign officially ended on April 9, NAHRO would like to keep



**The Housing Authority of Princeton (Ky.) had resident youth paint a Housing America-themed mural to spotlight the campaign.**

the spirit alive throughout the remainder of the year! Housing America buttons, hats and t-shirts will remain available online at [www.cafepress.com/6302001](http://www.cafepress.com/6302001), and our online toolkit will remain available at [www.nahro.org/legislative/housing\\_america/toolkit.pdf](http://www.nahro.org/legislative/housing_america/toolkit.pdf).

NAHRO is also compiling a scrapbook of the ongoing campaign events; please feel free to send newspaper articles, photos, and any other information on your local events to Mary Barron at [mbarron@nahro.org](mailto:mbarron@nahro.org). ■



**Children of the Vancouver (Wash.) Housing Authority decorated thank you cards for Senator Murray and presented them to a member of the Senator's staff.**

