

**Homelessness is a Policy Choice.**  
**So is ending it.**

**V2 PPT CONTENT OUTLINE**

05.10.22

**Why are so many Californians  
experiencing homelessness?**

# 1. Rising Housing Costs

People living on fixed incomes or earning the minimum wage often have to spend more than half of their income on housing, putting them at greater risk of losing their housing as rents go up.



## 2. Stagnant Wages

Since 2000, median rent has **increased 35%** while the median income of renters has only **increased by 6%**.

Also those living on SSI only receive \$1,040 per month, **\$560 short** of the average monthly rent.



### 3. Insufficient affordable & supportive housing

We are short **over 500,000 affordable homes** to support extremely low-income Californians.



## 4. Exclusionary Zoning

In 1916, white neighborhoods began designating parcels of land for single-family use to **prevent Black and Indigenous** people—from moving in.

As a result, Black and Indigenous Californians have been **disproportionately kept from accessing housing and building wealth.**



**Understanding unsheltered  
homelessness:**  
**California's visible housing waitlist**



**Those who are living  
outside represent the  
thousands still waiting  
for a home they can  
afford.**





**How should you talk about  
homelessness?**

# People first language

## DONT USE

- “The homeless”
- “Homeless people”
- “The unhoused”

These phrases **dehumanize** people experiencing homelessness and **erase their individuality**.

## USE

- “People experiencing homelessness”
- “Unhoused people”
- “People living outside”

These phrases **emphasize personhood** over housing status and recognize that someone’s current experience **does not define** who they are or limit the potential for their experience to change.

**Funding housing  
ends homelessness**

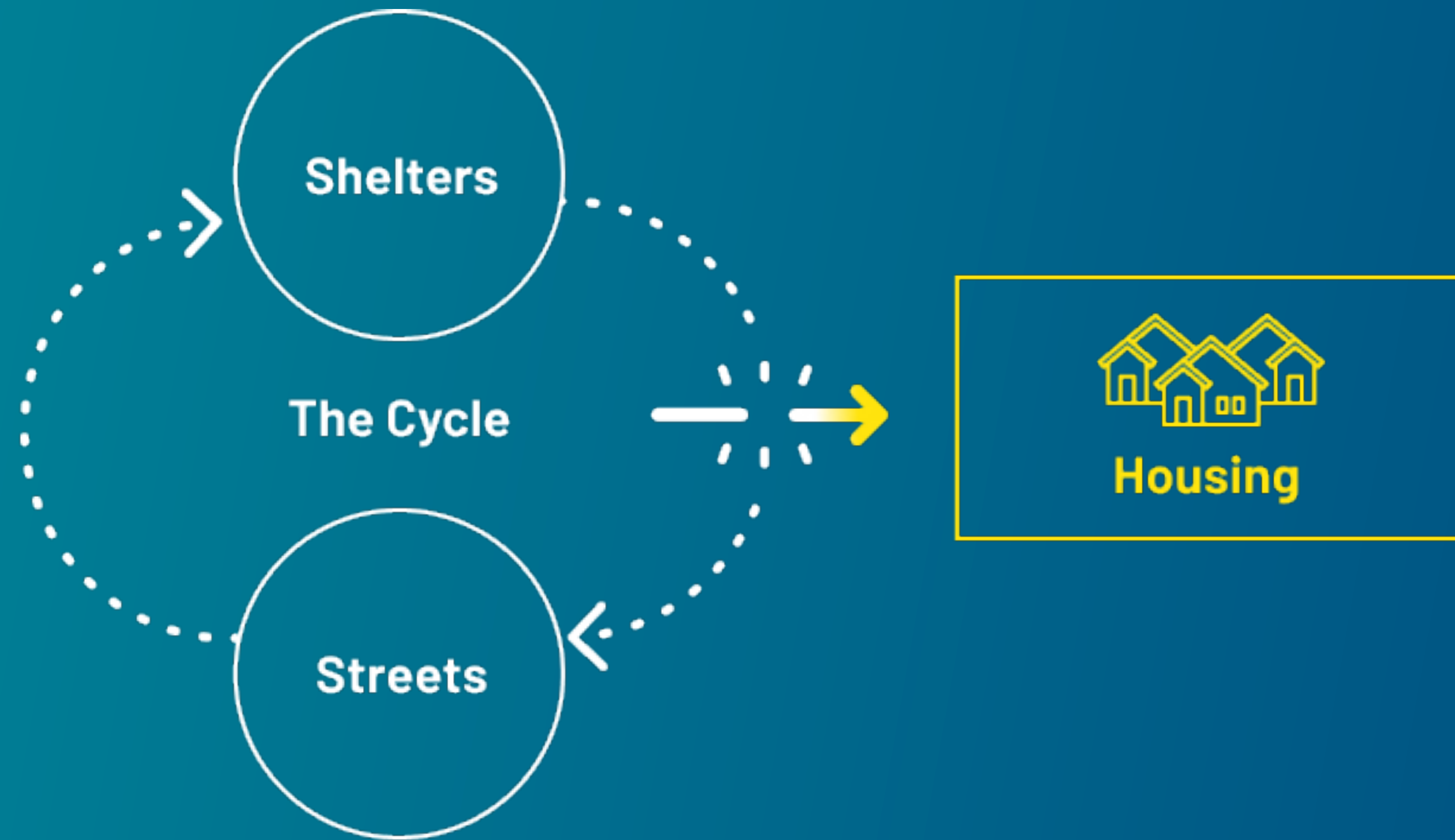
# As housing increases homelessness decreases

- Since the United States began to prioritize ongoing funding for permanent housing, homelessness has **fallen nearly 10% nationwide**.
- Federal rental assistance for veterans led to a **40% decrease** in veteran homelessness nationwide.
- Due in part to federal rental assistance, from 2020–2021 **over 3 million evictions** were avoided—most of which were in largely low-income Black neighborhoods



# Housing does what shelters can't

You can end the cycle in homelessness by dedicating **ongoing funds** to making **deeply affordable and supportive housing** accessible to everyone who needs it.





# Contact Us

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