Sample Hill Visit Talking Points – October 2019

1. Introductions
   • Thank the staff members for their time and their work in Congress; offer to exchange business cards  
   • Introduce yourself personally: Highlight any connections to the legislator’s state or district  
   • Introduce yourself professionally: What is your role in your company and what brings you to the Hill?

2. Background Info – Tell a compelling human story!
   • What does affordable housing property management consist of and why is it important for the state / district?  
   • What affordable housing programs are you involved in? (PBRA, Senior, LIHTC, Rural, etc.)  
   • How many units do you have and where? Whom do they serve?  
   • What impact does affordable housing have in your area? What challenges and opportunities do you face?

3. Program Needs / Ask – Illustrate with Examples!
   • Renew Funding for Affordable Housing and Community Development Programs
     Every state has a shortage of affordable homes (see NAHMA factsheet). Thanks to leaders in Congress for funding affordable housing at increased levels in fiscal years 2018 and 2019 – let’s keep up the momentum for 2020:  
       o Prevent shutdowns and short-term funding bills (Continuing Resolutions) that create uncertainty for communities, inefficiencies for agencies, and payment delays for practitioners  
       o Enact robust, full-year funding bills for HUD and USDA to help address critical affordable housing shortages  
       o Invest in IT infrastructure to modernize outdated portfolio oversight systems at HUD and USDA
   • Strengthen and Expand the Low-Income Housing Tax Credit (LIHTC) Program
     The LIHTC is critical for both industry and community – let’s keep protecting and strengthening the LIHTC:  
       o Support the “Affordable Housing Credit Improvement Act” to enact enhancing provisions, like a permanent 4% rate, additional development incentives for rural areas and veterans, and student rule improvements.
   • Apply Proactive Solutions to Housing Challenges for Families, Seniors and Rural Communities
     Meeting the housing needs of working families, senior households, and rural communities becomes more urgent as cost-burdens increase, baby-boomers age, and the affordable housing portfolio matures:  
       o Ensure the preservation and expansion of rural housing programs by fully funding USDA’s Rural Affordable Housing programs, including Multifamily Preservation and Revitalization (MPR)  
       o Expand service-enriched housing options for low-income seniors, such as new construction in the HUD 202 (Housing for the Elderly) program and funding for new service coordinator contracts  
       o Support HUD’s Family Self-Sufficiency (FSS) program by funding FSS programs at Multifamily projects

4. Next Steps / Follow-Up Items
   • Make a follow-up plan, like sending additional information about your discussion; letting the staff know the next time you are in town; or inviting the legislator for a property tour (see NAHMA property tour resources)  
   • Send a quick thank you email following your visit and stay in touch with the staff (see NAHMA sample email)  
   • Fill out NAHMA’s “Share your Advocacy Story” form or email us to help us coordinate national outreach efforts  
   • Share photos of your experience to amplify your advocacy efforts #NAHMA19 #ScoreMoreHousing
Map of House and Senate office buildings at the opposite sides of the Capitol.