



ASK AN ADVOCATE:

How do I talk about Proposition C?

Today's political climate requires us all to be informed, vote and advocate for issues we care about. To show your support for ending homelessness in San Francisco, talk to voters about Proposition C, on the ballot this November.

Prop. C is a comprehensive measure that would fund permanent supportive housing, homelessness prevention, additional shelter beds, and mental health and substance use services by implementing a small tax on the wealthiest corporations doing business in our city. Helping to end homelessness would improve the lives and health of people without housing, including people living with and at risk for HIV who are homeless.

How can I bring up this issue in conversation?

Homelessness is a hot topic that seems to come up a lot these days. That makes it pretty easy to address a complaint and move it to a solution.

Here's what a conversation might look like:

Your friend: "Someone was sleeping on my doorstep this morning when I left my house. I get so tired of homeless people everywhere in San Francisco!"

You: "I hear what you're saying. It's outrageous that we only have 1,200 shelter beds for about 7,500 homeless people in the city. That's why this November, I'll be voting for Prop. C, a local ballot initiative that will address the homeless crisis in SF. Have you heard of Prop. C?"

Extra credit if you can build empathy for people experiencing homelessness in our city with the people you're talking to!

San Francisco is experiencing a homeless crisis and we hear a lot of frustration from people who don't know what to do or how to help. Build compassion and direct people's frustration toward constructive solutions to the problem. Move away from scapegoating vulnerable groups of people.

What should I tell people about Proposition C?

Simply put, Prop. C would provide \$300 million of funding annually for housing, homelessness prevention and homeless services. Talk about the highlights and refer people to the website OurCityOurHomeSF.org.

Here are the highlights:

Prop. C would levy a small tax (on average, about 0.5%) on corporations that make over \$50 million in San Francisco.

It would pay for four things:

1. Affordable housing
2. Mental health services
3. Homelessness prevention programs
4. Shelter beds

What are some questions I might get once I start talking about Prop. C?

Here's how we respond to a few questions that can come up about Prop. C.

Are you concerned that Prop. C will drive business out of San Francisco?

Just last year, corporations received a generous 14% tax break thanks to President Trump's Tax Cuts and

Jobs Act. **This average 0.5% tax is pretty small in comparison.** Many small- and medium-sized businesses across the city fully support of Prop. C. They recognize this is a great opportunity for our business community to invest in our community and to ensure that everyone continues to benefit from being part of our dynamic and profitable city.

Is Prop. C just a temporary fix? How do we know this will really make a difference?

Prop. C is meant to be a comprehensive solution that will help many people. Prop. C was developed thoughtfully with input from many stakeholders who are already working to serve people experiencing homelessness. (Check out the list of organizations that support Prop. C.)

Doesn't San Francisco already spend a lot of money on helping homeless people?

The city does spend money on homeless services, but it's less than 3% of the overall budget (\$11.05 billion). Half of the money spent on homelessness in the city goes towards maintaining housing for formerly homeless folks or people who are at risk of becoming homeless. Prop. C would bring homeless spending to about 6% of the overall budget.

Why do people who stay in San Francisco who can't afford to live here? Can't they go somewhere else?

Many people are already leaving the city as it becomes more and more expensive. And, housing affordability is an issue affecting many places across the country. But, leaving is not an option for everyone—some people aren't able to leave because they have jobs or social support

networks here. Some people receive crucial services here that aren't accessible in other places, like quality HIV care. Our cities have a responsibility to ensure that the people who call that place home are housed safely.

Aren't most people who are homeless from outside of San Francisco?

No—the most recent estimate from the Department of Homelessness and Supportive Housing estimates that 2/3 of people who are homeless resided in San Francisco County before they lost their housing. Many are from vulnerable populations such as LGBTQ young people. No matter who people are or where they are from, San Francisco has been (and should remain) a sanctuary city for everyone.

Jennifer Friedenbach, director of the Coalition on Homelessness, corrects misinformation about Prop. C in an article by 48hills. Find the article at <https://48hills.org/2018/09/dirty-desperate-lies-on-prop-c/>.

What are other ways to get involved?

If you're interested in advocating for Prop. C, contact Ande Stone, Community Mobilization Manager, San Francisco AIDS Foundation, astone@sfaf.org, 415-487-8010.

Stay involved with advocacy related to housing and homelessness by joining the HIV Advocacy Network. Text SFAF to "52886" to join.