



### Call To Action

#### **Oppose Senate Bill #462 and Allow for Mandatory Inclusionary Zoning**

Thanks again for the support that you have all shown! However, the bill was passed by the House Committee on Municipal, Parochial, and Cultural Affairs on Wednesday. Again, this bill seeks to preclude the possibility of mandatory inclusionary zoning, or our Smart Housing Mix. The bill will be heard on the **House floor next week!** Please reach out to your representative and help us #PutHousingFirst! If you are not sure which legislator represents you in the House, you can enter your home address [here](#). Please also share this call to action with your friends, families, and networks. There is sample script/email below. Thanks, again!

*Sample Email:*

Dear Representative,

I am contacting you to **vote no** on Senator Martiny's Senate Bill 462. The bill will be up for vote on the House Floor. As my representative, I want you to know that SB 462 is detrimental to the development of affordable housing in our state. *(Add your chosen targeted message from below).*

Thank you,  
*(Your name)*

**Choose one or more targeted messages below:**

*By changing wording from “inclusionary zoning” to “voluntary economic incentive policies,” this bill seeks to preclude the possibility of mandatory inclusionary zoning, which, as you know, is well in the works in New Orleans with our Smart Housing Mix and in talks around the state.*

**Mandatory inclusionary zoning addresses economic segregation**

One study found that a parent’s income makes less of a difference to a child’s future economic success than the zip code where they grow up. Mandatory inclusionary zoning proposes housing policies that help ensure people with lower incomes still have quality housing choices.

**Mandatory inclusionary zoning is needed because federal housing programs are shrinking**

Historically, affordable housing developers have relied heavily on federal dollars to fund the purchase of land and to pay for construction. With federal funding drying up, local solutions are becoming more important across the country, especially local solutions where the market growth can help pay for more affordable homes.

**We need a mandatory inclusionary zoning because the market won’t correct itself**

The economics are such that the only way that market rate developers can afford to build something new is to build for higher income residents. That way, they can charge high prices to recoup their costs and also pay back their debts to investors.

**Mandatory inclusionary zoning addresses sustained affordability**

Several cities in Louisiana are facing an affordable housing crisis. Housing costs are rising, yet wages have remained stagnant. Increasingly, we are seeing awareness around affordable units coming offline now and in the coming years. This will only serve to aggravate the issue.

**Cities across the country are adopting Smart Housing Mixes.**

Over 800 jurisdictions across the country have adopted inclusionary zoning policies, and the Supreme Court has upheld Inclusionary Zoning laws in a recent case in November, 2017.

[\[https://www.planetizen.com/news/2017/11/95626-us-supreme-court-wont-overturn-californias-inclusionary-zoning-laws\]](https://www.planetizen.com/news/2017/11/95626-us-supreme-court-wont-overturn-californias-inclusionary-zoning-laws)