



Apartment Union Building



Allied Place of Worship



Little Havana



Overtown



Ne

Building a House of Justice

County

Slumlord (4)

Building



The Status Quo (3)

1

2



AGENDA



1

Theory of Change

2

Power Ecosystem

3

Values

4

Policies

5

Making it Happen

After a week of challenges,
It's time for solutions

Where we are now



| REAL ESTATE |

Miami Once Again Named Most "Rent-Burdened" City in U.S.

America's 10 Fastest-Gentrifying Neighborhoods

2. Little Haiti/Liberty City (Miami, FL)



↳ NORTH MIAMI BEACH

Crony Capitalism Alert: NMB Commissioner Michael Joseph in the Pocket of Big Development

STEPHANIE KIENZLE | OCTOBER 4, 2020 | 6 COMMENTS



Theory of Change

When we build enough power...

Then we can change any policy, and attain housing justice

Inputs

- Engage residents and stakeholders in strategic planning
- Organize, develop leaders, execute campaigns

Activities

- Organize campaigns
- Transformative experiences
- Advocate for policy change
- Incubate Grassroots Models

Outputs

- Strategic plans created democratically
- Leaders developed and activated

Outcomes

- Tenants win concessions from slumlords
- Residents pledge to values and policies
- Affordable housing is built

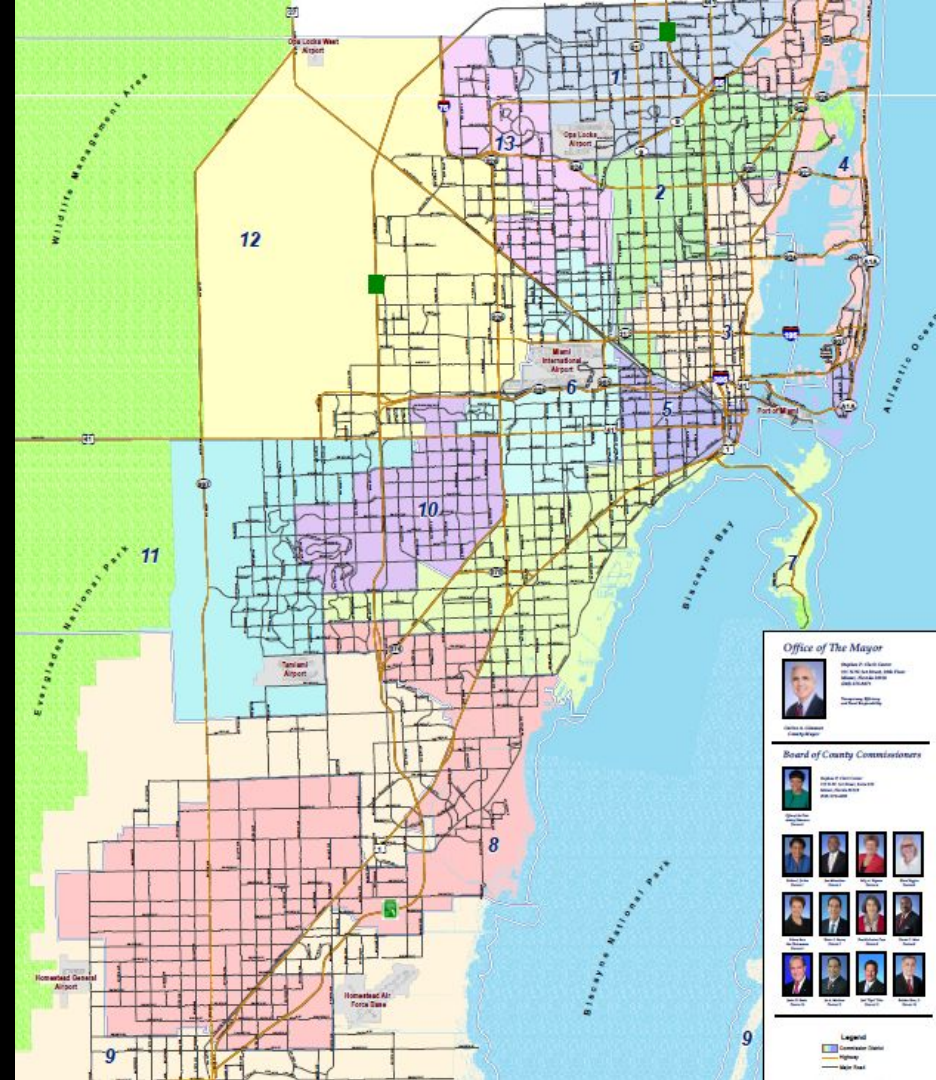
Impact

- Narrative change and momentum
- Just housing policy
- Power shift in favor of historically disenfranchised
- Housing Justice for Miamians

Without Power, we can't do anything.

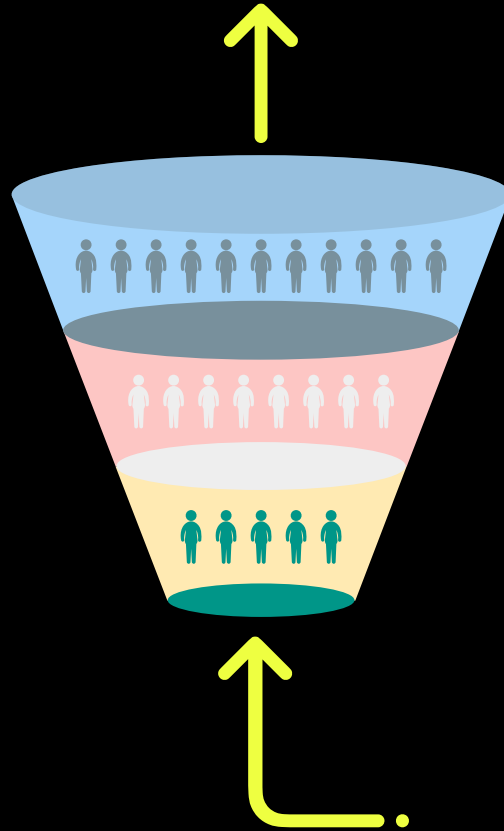
Miami-Dade County Power Analysis:

1. Most votes on housing issues follow a typical pattern
2. Districts 1,2,5 and 8 are pro-affordable housing
3. Districts 6,10,11,12,13 are anti-affordable housing
4. Districts 3, 4, 7 and 9 are swing votes



How MUCH power do we need though?

- People = Power
- More people is more power
- How many people is enough to achieve housing justice in Miami-Dade?



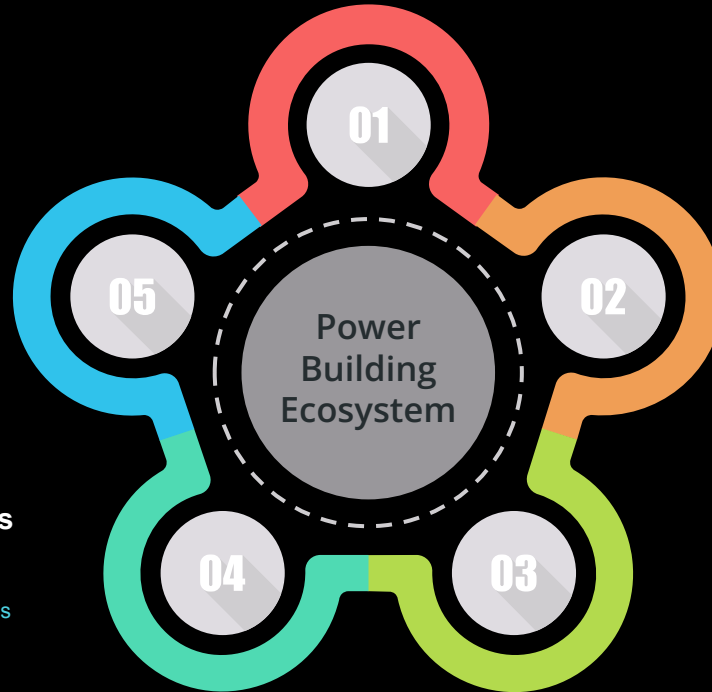
How do we transform people to adopt community values?

1. Changing the institutions that influence people's beliefs
2. Institutions create conditions for personal transformation.
3. Changing people without changing institutions is why that change never lasts.

Healthy housing is a human right VS Healthy housing is for those who can afford it.
La vivienda saludable es un derecho humano VS La vivienda saludable es para aquellos que pueden pagarla.



How Do we Build Power for Housing Justice?



01. Tenant Organizing

Tenants facing slum, gentrification, evictions and rising rents come together to create and win campaigns.

02. House of Justice

Opponents are transformed into advocates via simulation, and pledge their support for the Housing Justice Agenda.

03. Housing Tech

New tech makes houses stronger, faster, and cheaper. Union-led worker-owned cooperative housing construction tech.

05. Policy Change

Affordable housing funding and mandates, public land for public good, rent regulation. More power = more possibilities.

04. Community Land Trusts

Land is decommodified and placed in resident control as permanent institutions that continue building power for justice.

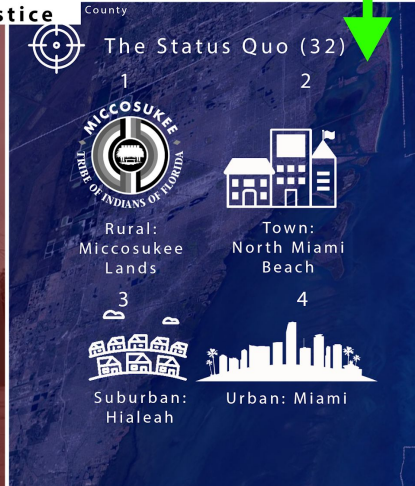
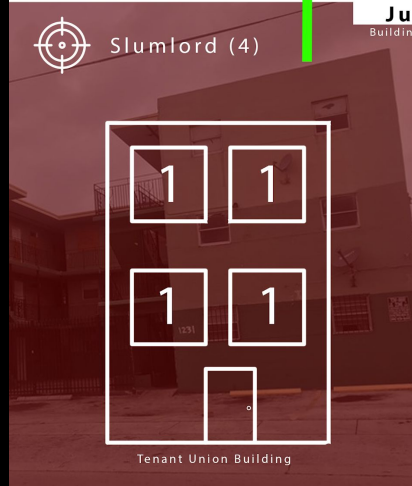
01. Tenant Organizing

In May, 200 residents of Hamilton were given orders to vacate their building by their slumlord AIMCO/AIR Communities. They fought back, and achieved:

- Media condemnation of AIMCO
- Commissioners, Mayor and Congresswoman condemnation of AIMCO
- AIMCO forced to pay equivalent of 3 months rent, plus moving stipend, and extend deadline to Sept.



02. House of Justice



House of Justice

★ Starting Condition: Housing is for Profits, not people.

Winning Condition: Housing is a Human Right in Miami-Dade





Neighborhood City
House of Justice Co.
Building

THE MIAMI STORE



CORONAVIRUS

Dozens of new stores and restaurants are coming, despite COVID-19

By DAVID LYONS

SOUTH FLORIDA SUN SENTINEL | JAN 01, 2021



US News WORLD REPORT

NEWS



Virtual Event: Healthcare of Tomorrow »

Home / News / Cities

Malls Rise From the Grave in Select Cities

Jul 28, 2021

After visits plummeted during the height of the COVID-19 crisis, mall visitor numbers are now exceeding pre-pandemic levels, according to a new report.



03. Housing Tech

The Construction Industry is about to change:

1. Current Cost to build: \$120/sq ft
2. 70% of costs are labor-related
3. Land in Miami is prohibitively expensive
4. Pre-fab and modular tech are taking labor costs out of the equation
5. Who will benefit from the savings and income that tech provides?





"There are many housing developers doing everything they can to avoid employing unionized labor in the construction of their homes. The Labor Council presents a great opportunity to revolutionize the way that housing is made, and how affordable it can be, all the while putting labor in-charge and in the best position to benefit from the innovations. In a city where real-estate is such a critical component of the overall economy, this has the potential to impact the entire construction industry, in Miami and beyond"

- Mark Shaunaman, President, AFL-CIO South Florida Building Trades Council



04. Community Land Trusts

CLTs are permanent institutions that we can embed in every neighborhood that will always be proof that organizing for housing justice results in better, healthier, more affordable housing, and it will be there telling that story long after the original organizers have moved on.



05. Policy Change



\$5 Million for legal/relocation eviction assistance now in proposed City Budget for 2022
Thanks to the work of tenants and organizers

Housing Justice Agenda

Part 1: Values

Our movement is united by core values and beliefs about the world we are working to transform:



HOUSING IS A HUMAN RIGHT. Housing should be built & maintained to meet the needs of communities and provide stability for families and individuals, not create enormous profit for corporations.



THE PEOPLE MOST IMPACTED MUST LEAD! We believe that to win homes for all we need to overturn centuries of racist, sexist, classist and oppressive housing and economic policies that have impacted low-income and working-class communities, Black, Indigenous, Latinxs and Asian communities, women and LGBTQ communities the most. We believe our movement will be strongest when these people, who have seen the impacts of the crisis first hand, are leading the way to transform our world.



LAND & HOUSING SHOULD BE COLLECTIVELY-CONTROLLED BY COMMUNITIES AND SUSTAINED FOR FUTURE GENERATIONS. We believe communities must control the resources – including land and housing – in our neighborhoods. We should relate to land and our earth as stewards, respecting the land with future generations in mind.



Part 2: Policies

Affordable Housing Framework: 230,000 Affordable Units by 2030



Preservation

- Create acquisition/rehab fund to preserve subsidized and unsubsidized housing.
- Form public sector interagency council to prevent the loss of subsidized properties.



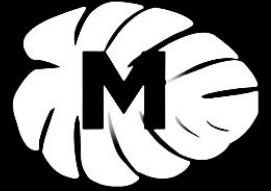
Assistance for Renters + Owners

- Require eviction and foreclosure diversion programs.
- Provide more funding for housing assistance.
- Extend the required notice period for the termination of month-to-month tenancies from 15 to just 30 days.



Land

- Identify an initial inventory of parcels and pilot several deals on assemblages across those jurisdictions.
- Agree upon a formal strategy for the optimal deployment of publicly-owned land.
- Provide incentives to institutional landowners to build new affordable housing.
- Increase the price cap on the Infill Housing Program to a level affordable for homebuyers that earn up to 80% of AMI.



Money for Development

- Advocate for a major federal stimulus package that funds housing for extremely low- and very low-income households.
- Fully fund the Sadowski Affordable Housing Trust Fund.
- Consider new sources of revenue, such as a vacancy tax.
- Create a fund collective that coordinates corporate, philanthropic, and public funding sources.

HOMES FOR ALL STRATEGY TO WIN

Organizing to transition from an unjust, exploitative housing system to a world with just, sustainable homes for all



HOMES FOR ALL

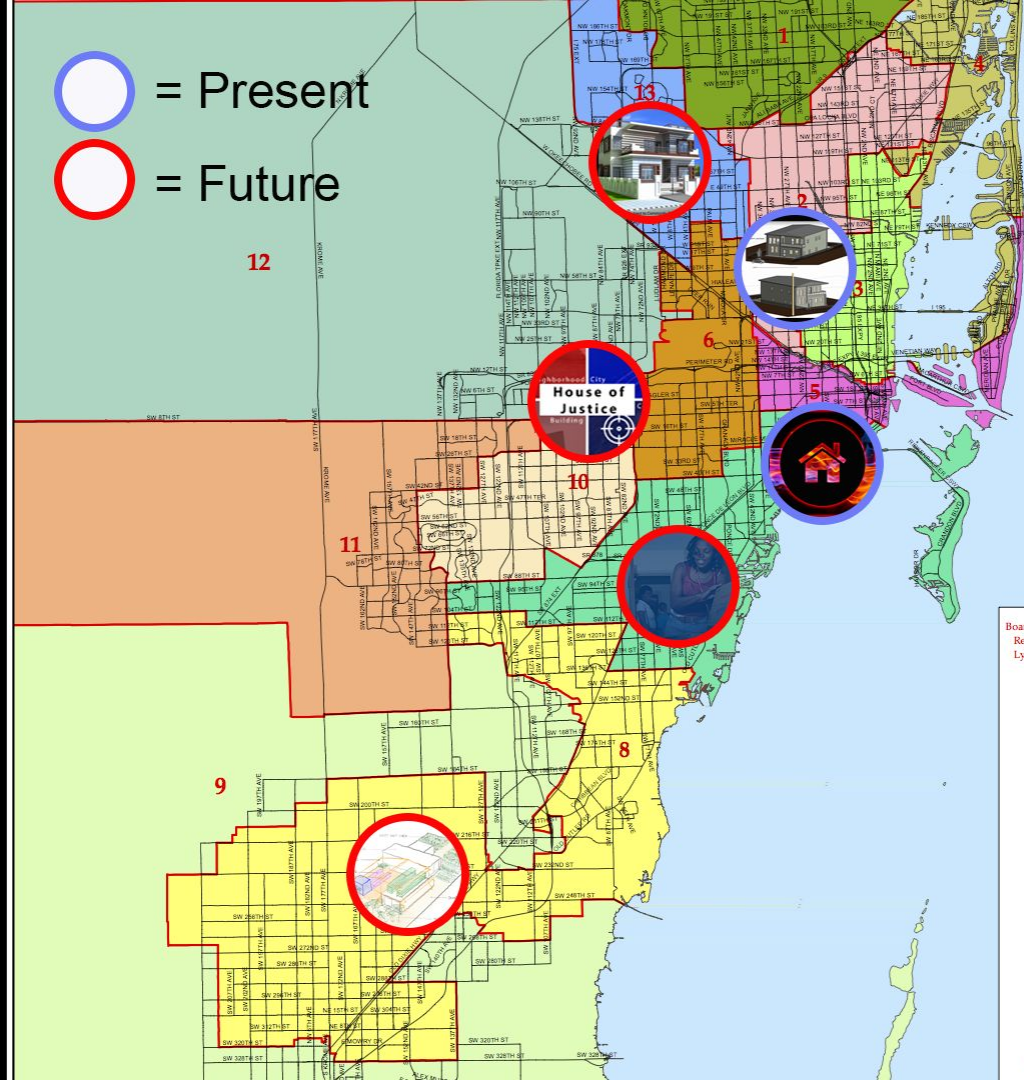
RECLAIM. REMAIN. REBUILD OUR CITIES.

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SMASH Power Moves

1. Maintain presence in Districts 3 and 5
2. Organize coops and CLTs in Districts 7, 8 and 13
3. Establish House of Justice storefront to serve Districts 6, 10, 11, 12



Board of County Commissioners
 Rebeca Sosa, Chairwoman
 Lynda Bell, Vice-Chairwoman

Barbara J. Jordan
 District 1

Jean Moneslime
 District 2

Audrey M. Edmonson
 District 3

Sally A. Heyman
 District 4

Bruno A. Barreiro
 District 5

Rebeca Sosa
 District 6

Xavier L. Suarez
 District 7

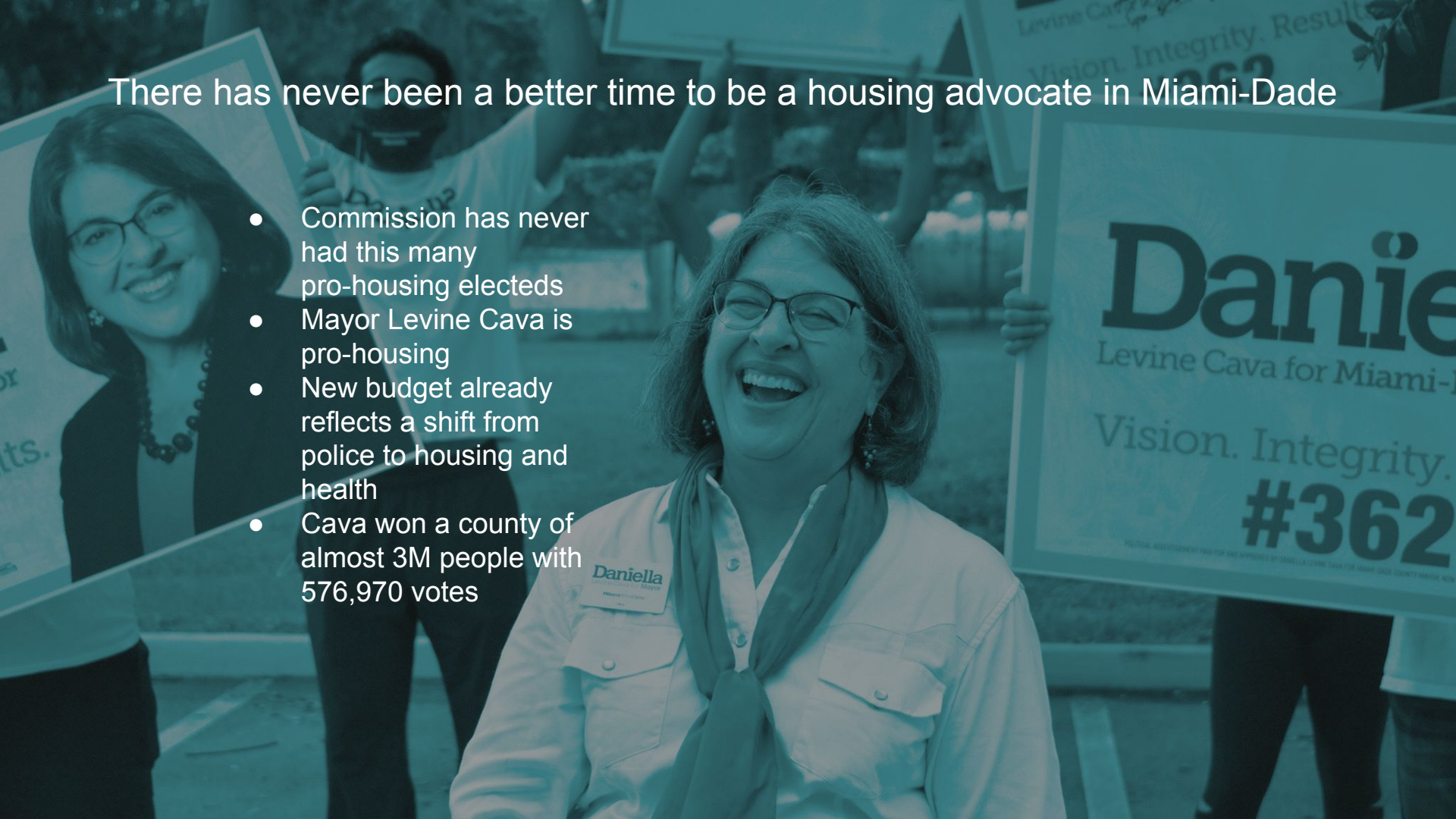
Lynda Bell
 District 8

Dennis C. Moss
 District 9

Sen. Javier D. Souto
 District 10

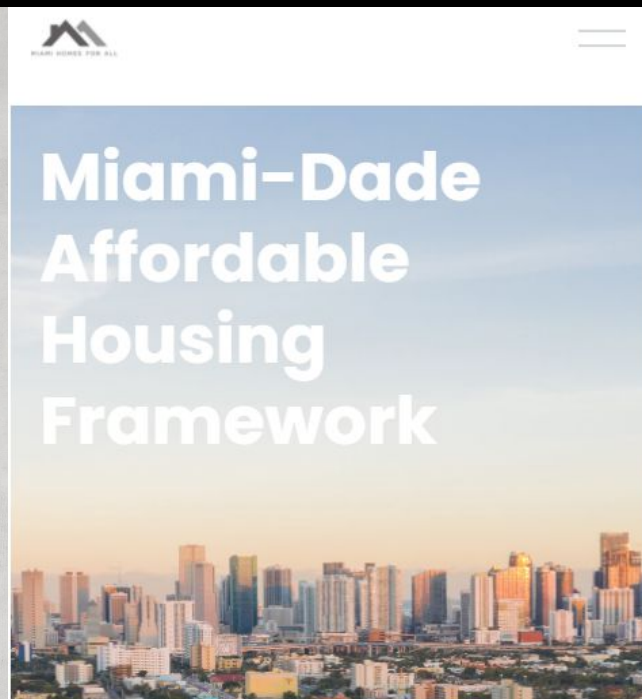
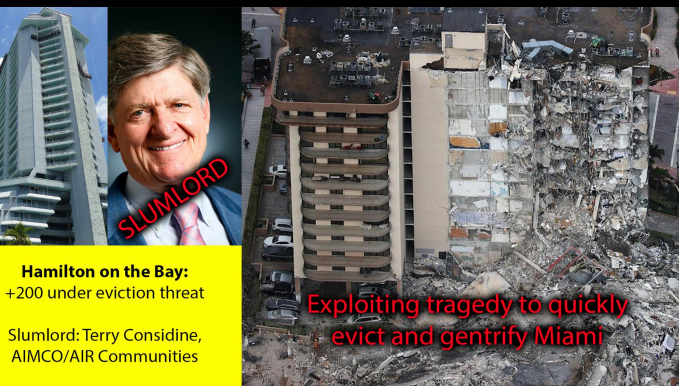
There has never been a better time to be a housing advocate in Miami-Dade

- Commission has never had this many pro-housing electeds
- Mayor Levine Cava is pro-housing
- New budget already reflects a shift from police to housing and health
- Cava won a county of almost 3M people with 576,970 votes



If this is possible with the base we have now...

- It took 40 renters to get the City to pass Mass Evictions Legislation
- It took 200 activists to fund more affordable housing by divesting police budgets
- It took 5 grasstops orgs to capitalize the Affordable Housing Trust Fund



ALL HANDS ON DECK!
WE NEED TO PACK THE CITY OF MIAMI MEETING ON
MONDAY, SEPT 13TH AT 9AM (3500 Pan American Dr)
AND DEMAND IMMEDIATE ACTION ON MASS EVICTIONS!

SIGN THE PETITION AND SHARE:
<https://smash.miami/>

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, red, and blue. In the foreground, there is a large body of water, possibly a bay or harbor, with a bridge crossing it. The city buildings are illuminated, and the overall scene is vibrant and modern.

Imagine what we could do with

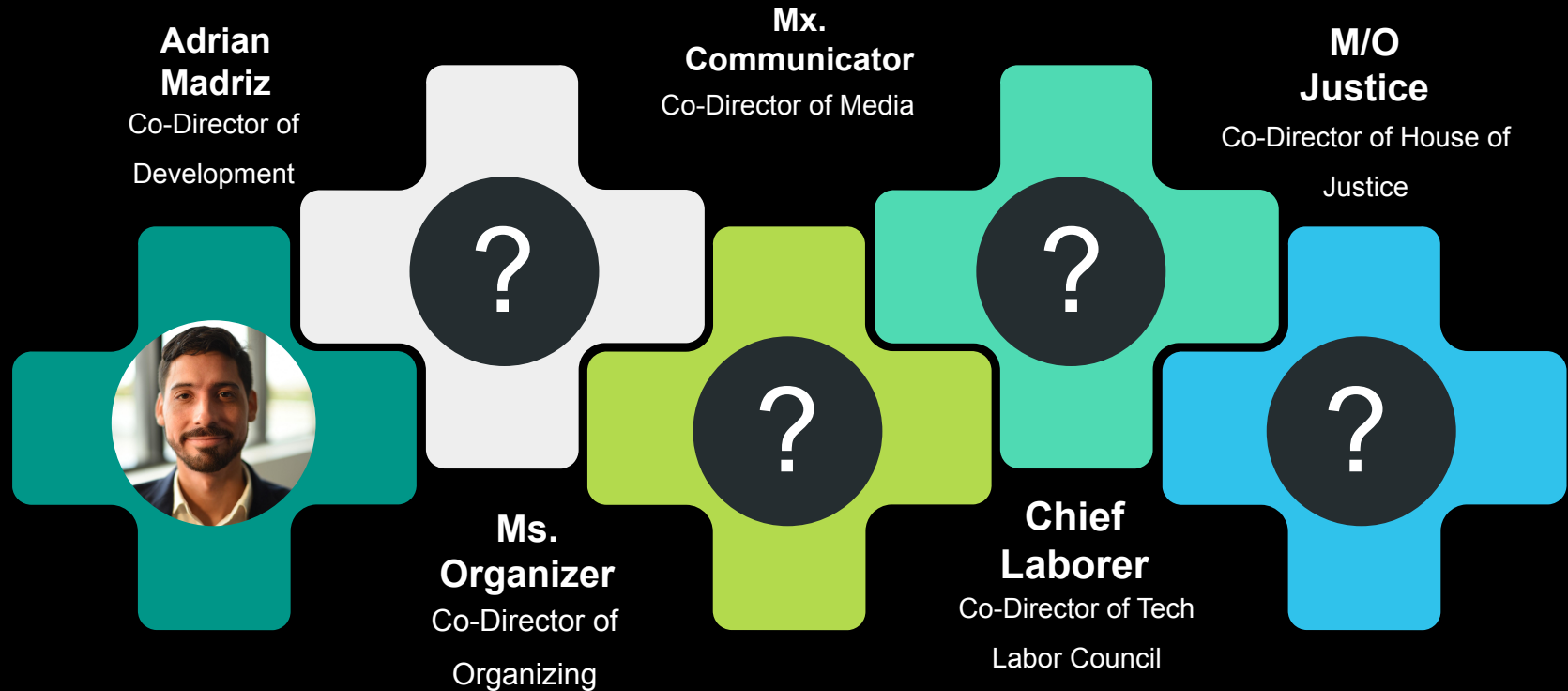
1.5 Million

Pledges to the Housing Justice Agenda

What do we need to make it happen?

Complete the Team

PROFESSIONAL TEMPLATE by HiSlide.io



Please help fund
the full annual
operation

Struggle for Miami's Affordable and Sustainable Housing (SMASH)							
FY 20XX Projected Operating Budget (Phase 2)							
January through December 20XX							
							Projected total
		Ordinary Income/Expense					
			Total Income				935,000.00
		Gross Profit					
			Expense				
			60000 · Personnel				
			Total 60000 · Personnel				471,800.00
			70000 · Support Services				
			Total 70000 · Support Services				21,000.00
			80000 · Office Expenses				
			Total 80000 · Office Expenses				95,000.00
			89000 · Fees, Dues & Miscellaneous				
			Total 89000 · Fees, Dues & Miscellaneous				1,800.00
			90000 · Program Expenses				
			Total 90000 · Program Expenses				220,250.00
			Total Expense				809,850.00
		Net Ordinary Income (Operating Reserves)					125,150.00

Backed by National Partners with Scale and Technical Expertise



∞
florida
community land trust
INSTITUTE

What the future can look like

A base of 1.5 Million



230,000 Units of Housing



A community of values



Thank you to everyone who helped make SMASH Week Happen!



Andreina
Weichselbaumer



Nelida
Jean-Baptiste
Pellot



Taylor Snider



Torrey Mahall

*SMASH is proud to power **Radical Partners** to facilitate these conversations for all voices to be heard and all of us to engage in meaningful dialogue.*



SMASH

STRUGGLE FOR MIAMI'S AFFORDABLE AND SUSTAINABLE HOUSING

FUTURE SITE OF MIAMI'S 1ST COMMUNITY LAND TR...
Affordable Housing... and... for YOU d...
ings happen... free... lots of...
NEXT MEET...

NO DUMPING
UP TO \$1,000
FOR THE ARREST
OF ANYONE WHO
DUMPS ILLEGALLY
CRIME
888-99-3333

Become a member at www.smash.miami
and attend the Annual Meeting, Election, and
Strategy Retreat on Thursday, October 28th
from 6-9PM!



SMASH

STRUGGLE FOR MIAMI'S AFFORDABLE AND SUSTAINABLE HOUSING

VISION

2022 AND BEYOND