

# 2025 Spring Campaigns Council Report: Social Housing

Submitted on: 3/28/25

Leadership		
List the members of your leadership and their roles. Identify any gaps in leadership positions.		
Co-chairs: David Poms, John Qua		
Roles we're recruiting for:		
Membership Engagement Lead		
Grassroots Lead		
Coalition Lead		
More co-chairs		

Roster Count		
Core <i>(active weekly or leadership)</i>	Involved <i>(active monthly/bimonthly)</i>	Orbital <i>(active for wide calls to action)</i>
5	4	8

Campaign Overview	
<b>Issue</b>  What is <b>the</b> problem you are trying to address? Ex: Wards 7 and 8 in DC only have 3 grocery stores, creating a food	<b>Demand</b>  What is <b>the</b> solution to that problem that this working group proposes?

<i>desert.</i>	<i>Ex. Establish a District government run grocery store in each Ward through Council legislation.</i>
The city needs to build permanently affordable housing that keeps working class households in the District in areas central to their communities and jobs.	Establish a social housing developer through Council legislation

Strategy and Tactics				
	<b>Strategy</b> <i>What will you do to make your demand a reality in 2025?</i>	<b>Tactics</b> <i>What will that strategy look like as organizing tasks?</i>	<b>Timeline</b> <i>When do you plan to do these tactics?</i>	<b>Marker of Success</b> <i>How will you measure progress towards your demand through this strategy?</i>
<b>Ex.</b>	<p>1. Mobilize resident support</p> <p>2. Build legislative buy in</p>	<p>Canvass for signers on pledge in support; table at farmer's markets; attend events by other organizations to build coalition relationships</p> <p>Write an ANC resolution to be passed in Wards 7 and 8; write a research white paper outlining the need; meet with Ward 7 (and 8) Councilmembers</p>	<p>1 canvass a month, 1 tabling event a month, 5 organizers attending community meetings at least every other month</p> <p>White paper by end of spring; Summer ANC campaign; meeting requests in fall</p>	<p># of pledge signers</p> <p># of views on white paper</p> <p># of ANC resolutions</p> <p># of meetings with Councilmembers</p>
<b>1</b>	<p>Build community support.</p> <p><i>(Our bill likely won't pass till 2027 due to Republican</i></p>	<p>Canvassing! We want to garner 1,000 petitions in support of the bill in 3 target wards.</p>	<p>Spring: 8 Sunday canvass starting April 13</p> <p>Late summer / fall:</p>	<p>1,000 new petition signatures</p>

	<i>trifecta + Bowser, so building for that)</i>		Another series of 8	
<b>2</b>	<p>Targeting 3 councilmembers</p> <p><i>Their support of the bill would a) cement our current support on Council and b) get us a supermajority. Those are: Pinto (current cosponsor, want to ensure she stays so), Frumin, Felder</i></p>	<ul style="list-style-type: none"> <li>-Canvassing: targeting their wards with events above</li> <li>-ANC engagement: targeting their wards with tactic below</li> <li>-Lobbying: working with larger DC for GND coalition to regularly lobby them on their constituents' support</li> </ul>	<ul style="list-style-type: none"> <li>-Canvassing: spring, fall</li> <li>-ANC: ongoing</li> <li>-Lobbying: spring, fall (around recess, leg session)</li> </ul>	<ul style="list-style-type: none"> <li>-Canvassing: 1K signatures</li> <li>-ANC: 30 new commissioners, 5 new resolutions</li> <li>-Lobbying: 10 coalition lobby meetings over year</li> </ul>
<b>3</b>	Expand ANC support	Presenting to ANC commissions with ask to pass a resolution in support of bill or individually signing support letter	Ongoing	<ul style="list-style-type: none"> <li>-30 new commissioners in support</li> <li>-5 new resolutions</li> </ul>
<b>4</b>	Expand social housing coalition	<ul style="list-style-type: none"> <li>-Hold bimonthly meetings to recruit, educate, and mobilize the grasstops coalition for the bill</li> <li>-Target labor, tenants groups, and progressive advocacy groups to join</li> <li>-Better utilize our labor support</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>-6 new coalition members</li> <li>-Event highlighting labor support for social housing bill</li> </ul>

		(currently all major unions) through digital and in person events showing their support		
<b>5</b>	(if needed)			

Learning		
	What is a barrier to achieving each strategy outlined above?	What could you do to address that barrier?
<b>Ex.</b>	<i>Low DSA member density in Wards 7 and 8</i>	<i>Attend other community organizations events to build relationships and trust; partner with DSA formations to host more DSA socials and events in these wards</i>
<b>1</b>	Absorption of new members into leadership roles	In part this is a newer problem, we've had a ton of new members in the last 3 months are biweekly meetings. Our current strategy is to formalize the 3 campaign groups we have in the working group, designate leads for each, regularly ask members to take on leadership in each, and start holding seasonal public meetings where we are explicit with our asks to take on leadership.
<b>2</b>	Political hurdles like Congress and Mayor Bowser who could veto our bill if passed by Council.	Congress: hoping to wait to have it go to a vote till a hopeful Dem trifecta in 2027 and focus on community education and grassroots support in the meantime.

		Bowser: 1) Targeting 3 councilmembers that could get us to a supermajority; 2) finding ways to engage in the 2026 mayoral primary to ensure candidates back social housing early.
<b>3</b>		
<b>4</b>	(if needed)	
<b>5</b>	(if needed)	

Celebrating our Wins		
	Highlight any wins so far in 2025, or end of 2024 not yet reported, for your formation.	Identify factors that made this win possible.
<b>1</b>	We got every major DC union to support our bill!	Held a series of meetings with Metro Labor Council, in part facilitated by DSA members like many in the Labor WG!
<b>2</b>	We garnered 350 new signatures to our petition and wheatpasted at least 50 posted in Ward 7	Lots of canvassing and speaking at or tabling at community events!
<b>3</b>	Held 2 larger public events with 40 attendees each!	DSA's own internal recruitment structures! But also our connections to local partners and strong
<b>4</b>	Wrote in GGW's blog on the need for social housing and	David Pom's and allies at GGW's strong editing skills!

	a land tax	
<b>5</b>	Worked with GND for DC to launch a bimonthly coalition meeting for the bill's efforts aiming to bring in new coalition members	Strong support and outreach among our members and the coalition's
<b>6</b>		