



# Recommended Frame & Messages

*The chart below offers tested and proven language that you can adapt and apply in your own work. The frame is the high-level idea that comprises the narrative; the outcome messages offer effective language to move audiences toward the specific outcomes noted.*

The *California Dream* narrative is the culmination of robust research to find an effective narrative that advocates can use to meet a broad cross-section of Californians where they are in order to garner more support for housing reforms over the short and long term. We've tested this narrative with California voters who hold multiple, overlapping, and often conflicting beliefs about housing issues. The *California Dream* narrative frame was one of the most compelling in our tests and was most effective at persuasion and engagement when used in messaging. This frame also proved effective for use in advocating a range of solutions on housing.

This narrative — focused on redefining the American Dream in a way that works for Californians — is effective at moving Californians to support housing as a basic right, to support production of housing in their communities, and to increase their likelihood to take action in support of housing solutions.

Even in the context of entrenched prior narratives and an increasingly heated public debate over how to best address California's housing crisis, this narrative frame, along with its accompanying messaging, is effective at shifting opinion toward actionable solutions.

# The California Dream = Build What Matters to You

## FRAME

*It's about time we redefine the American Dream, and we Californians are the right ones for the job.*

We need to reboot our idea of the American Dream to reflect the values of our present-day state. Californians know that when we bring people together from all different walks of life, we're able to spark new ideas, pioneer groundbreaking innovations, and solve big problems the Californian way. That's why we need to ensure we build communities where people from different incomes, beliefs, and backgrounds can live, work, and create together.

The California Dream of an inclusive, hopeful future must be open to people from all kinds of backgrounds and all walks of life. Every Californian has the right to a decent place to live, regardless of race or income, so they can be part of our shared future.

**Desired Outcome:** Housing is viewed as a fundamental human right (to be guaranteed) and not a privilege (to be earned)

**Message:** Californians know how important an inclusive, hopeful future is for people from all kinds of backgrounds and all walks of life. These values drive innovation, keep businesses and communities thriving, and bring California's unique culture to life. Let's make sure all Californians have the right to a decent place to live, regardless of race or income, so they can be part of our shared future.

**Desired Outcome:** Higher propensity to act (e.g., donate money, write to officials, sign petitions) in support of housing reform

**Message:** Californians know how to dream big, innovate, and lead the way. We know housing is a top priority for our community, and it's up to us to use our voices, our votes, and our dollars to make it a priority for lawmakers. Let's take bold action to solve one of the most urgent problems of our time and make sure everyone has a decent place to live.

**Desired Outcome:** Increase support for producing additional housing in one's community

**Message:** Rising housing costs are driving business, workers, and young people out of our communities, and if we wait to take action, the problem will only get worse. Let's expand housing options right here, right now, to protect the good jobs, great schools, diverse communities, and unique opportunities that matter to our families and neighbors.

