

REMOVING BARRIERS TO HOUSING AFFORDABILITY

A MODEL FOR SPREADING POLICY CHANGE

step 1

IDENTIFYING A GREAT IDEA THROUGH OUR NETWORK OF TALENTED LEADERS: RENTER'S CHOICE

fall 2019
Long-time NewDEALer Cincinnati Councilmember P.G. Sittenfeld becomes the first policymaker to propose requiring that renters have the choice to replace traditional cash security deposits that can pose a significant barrier to housing affordability with a lower-cost alternative.



P.G. Sittenfeld

**Councilmember,
Cincinnati, OH**

The proposal addresses the challenge that, nationwide, more than \$45 billion is locked up in cash security deposits, while more than 40% of Americans have less than \$400 in savings. With support from fellow NewDEALer Mayor John Cranley, Sittenfeld ultimately develops legislation that ensures all Cincinnati renters are offered low-cost alternatives to full cash security deposits that protects landlords and renters -- either low-cost security deposit insurance or a modified security deposit.

step 2

PROVIDING THE PLATFORM TO SHARE THE IDEA, ALONG WITH EXPERT INPUT, WITH A LARGER NETWORK



november 21, 2019

The NewDEAL provides a platform for Sittenfeld to announce his idea, and share it with policymakers from across the country, at the [annual NewDEAL Leaders Conference in Washington, D.C.](#) More than 60 leaders from state and local governments attend, along with NewDEAL partners in the non-profit and private sectors. They hear not only from Sittenfeld, but also from Ankur Jain, co-founder of the insurtech startup Rhino, which was founded to eliminate the burden of cash security deposits and replace it with a low-cost alternative.

step 3

CONNECTING LEADERS WITH THE RESOURCES THEY NEED TO PURSUE THE IDEA IN THEIR COMMUNITIES

december 2019 - january 2020

After the conference, NewDEAL Leaders connect with Sittenfeld and Jain, and reach out to NewDEAL, for more information, including lessons from Sittenfeld's experience in Cincinnati and a draft ordinance. NewDEAL facilitates follow up with these Leaders to offer any support they need to get this idea off the ground in their states and cities.



ideas that work



DEVELOPING
EXCEPTIONAL
AMERICAN
LEADERS

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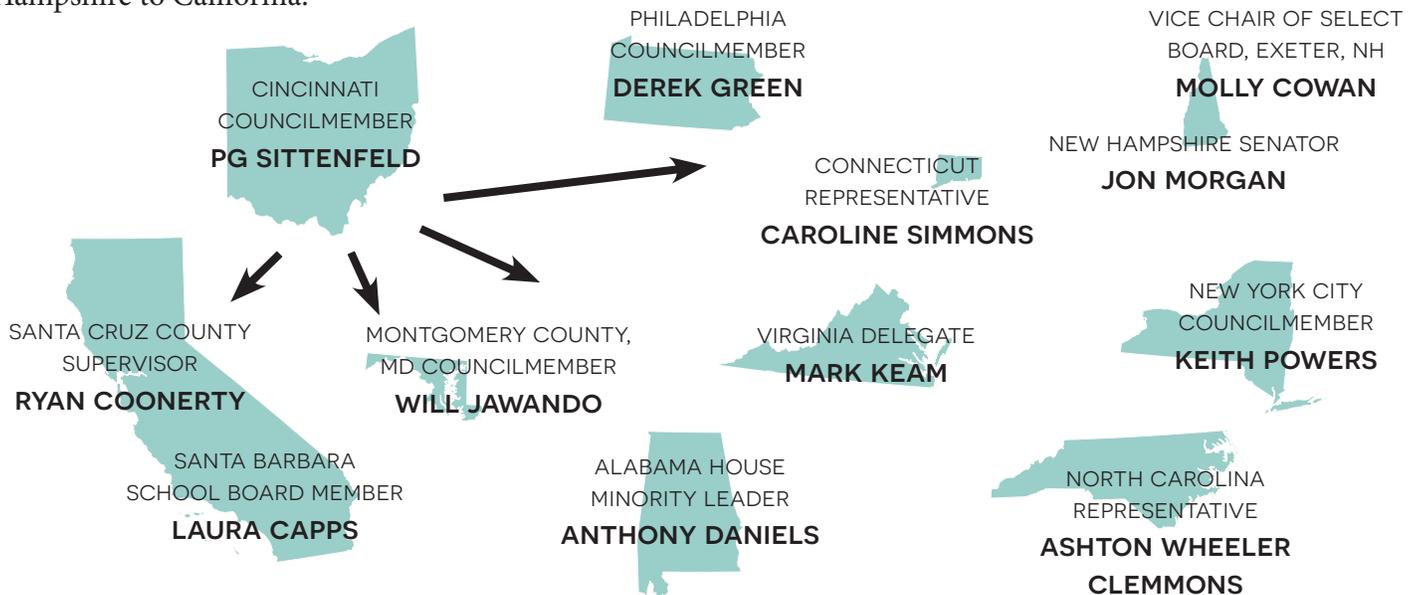
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step 4

TRACKING THE IDEA'S SPREAD AND ENCOURAGING LEADERS TO SHARE THEIR INTEREST WITH US

dec 2019 - present

NewDEAL promotes further spread of Renter's Choice legislation through outlets like our weekly newsletter and social media. Leaders have pledged support for bringing the legislation to counties, cities, and states from New Hampshire to California.



step 5

THE WORK CONTINUES

national attention

NewDEAL Leaders have featured prominently in national press, including Supervisor Coonerty, Senator Morgan, and Representative Wheeler Clemmons, in addition to Sittenfeld. Check out articles in the [Wall Street Journal](#) and [The Hill](#) for more.

legislative progress

Progress continues to build across the country:

- [Renter's Choice signed into law in Cincinnati](#) in January 2020
- The [Virginia Legislature passed a bill](#) sponsored by Del. Keam
- [Councilmember Powers is working on a Renter's Choice plan for New Yorkers](#) in response to the COVID-19 crisis

FIND MORE EXAMPLES OF HOW NEWDEALERS ARE SPREADING GOOD POLICY ON ISSUES LIKE RETIREMENT SECURITY, PORTABLE BENEFITS, AND WORKFORCE TRAINING AT WWW.NEWDEALLEADERS.ORG

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