



MHAction Leadership Cross Train in Orlando, FL

MHAction

Mid-Year Report

July 2016

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Building Leadership, Winning Campaigns

MHAction has kicked off another successful year of Leadership Cross Trains (LCTs). LCTs are designed to develop strong neighborhood based, leadership teams that can advocate for their communities and lift up local issue campaigns that have impact on the state and national level. Most importantly, LCTs provide an opportunity for homeowners to build life-long friendships. Strong relationships are the key ingredient in creating powerful, game-changing campaigns

LCTs rely upon two main factors: 1) a 'host site' that will take responsibility for turnout and a training location and 2) a 'visiting team' of homeowners from other locales that develop an agenda which includes interactive training pieces that cover local, state and national level issue campaigns

Our first LCT of 2016 occurred in Orlando, Florida in January. 82 homeowners from Starlight Ranch, an Equity LifeStyle Properties, Inc. – owned community, hosted MHAction's leadership team for a bi-lingual LCT that covered issues related to lot fee increases, capital improvement needs and ways to join the national fight to protect and strengthen our nation's Social Security system.

Many thanks to key local organizers, Curt DeLong, Carmen Viera, Dave Wegman, Mary Stivale Rivera among many others for hosting the LCT and to the visiting team of Richard Robinson and Connie Hill from Utah, Terry Nelson from Illinois, and Shandra BP-Weeks, MHAction's Organizing Director, for facilitating a successful training.

The Orlando LCT was followed up by a Town Hall Meeting that included a presentation on the SAVE Benefits Act. The SAVE Act would give Social Security recipients a one time, emergency, payment equal to a 3.9% increase, or about \$580. It would pay for this increase by closing corporate compensation loopholes that currently exempt corporate executives from paying Social Security taxes on bonus and performance based pay. Please contact your Member of Congress to support this important piece of legislation.

Additional LCTs have happened in Northern California, Utah and Illinois this year. So far, MHAction has trained 295 community leaders! If your community is interested in hosting a LCT, please contact MHAction at info@MHAction.org.



Taking Our Message to Chicago!

MHAction community leaders and staff from seven different states attend Equity Lifestyle Properties, Inc. Annual Shareholder Meeting in May.

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Our New Logo!

Thanks to all for weighing in on MHAction's new logo. The vote was close between two final entries with the logo above prevailing.

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Bringing Our Message to Equity Lifestyle Properties Annual Shareholder Meeting!

In May, MHAction Community Leaders and staff from Minnesota, Utah, Florida, Michigan and New York attended the annual shareholder meeting of Equity LifeStyle Properties, Inc., the nation's largest corporate owner of manufactured home communities.

MHAction leaders have expressed ongoing concerns as manufactured home communities increasingly have gone from "mom and pop" enterprises to ownership by large, multi-state corporations. The increase of multi-state, corporate ownership has brought with it an unsustainable business model that is based on rapidly escalating lot fees and decreasing investments in community infrastructure. As a result, families in manufactured housing communities across the country are buckling under the pressures of increased financial stress.

MHAction leaders brought these issues directly to the ELS Annual Shareholder Meeting. We were able to win two concessions with the company. The first is a complaint system process that ELS will



advertise to all homeowners. This will provide homeowners clearer guidelines on how to raise community issues. The second was an acknowledgement that Regional Managers should visit with homeowners on a quarterly basis. MHAction is circulating an online survey to ensure ELS follows thru on their commitments.

This is a small, but important step, in ensuring that larger corporate owners are accountable to homeowners.

A WIN IN GOLF VISTA ESTATES IN ILLINOIS!

As part of the leadership trip to Illinois, MHAction leaders facilitated an Illinois LCT in Monee. MHAction was able to work with local leaders to ensure that ELS paves potholes that had become increasingly hazardous for local homeowners. Organizing wins come in all shapes and sizes and this is an important development to ensure ELS manages its communities in ways that protect the health and well-being of homeowners.

New Organization, New Look



Many, many thanks to those that voted in MHAction's logo contest. MHAction supporters from over ninety communities in twenty-five state and Canada helped choose our new logo. MHAction will be in the process of updating our current website, www.mhaction.org to reflect the following changes.

The choice of our logo comes at an important time in terms of organizational development. For the past three years, MHAction has been a special program of the Center for Community Change (CCC), a national non-profit based in Washington, D.C. that works to build the power and capacity of low-income people, especially low-income people of color, to change their communities and public policies for the better. CCC's support

for MHAction work has been and continues to be a key component for our success.

CCC and MHAction Core Team leaders felt the time was ripe for MHAction to spread its wings as an independent organization. On May 1st, MHAction became an independent organization that is fiscally sponsored by the SocialGood Fund, www.socialgoodfund.org.

MHAction leaders are excited to keep our organizational relationship in tact with CCC and will continue to participate with CCC in future conferences and gatherings.

Remember to stay up to speed on MHAction's work by liking us on Facebook (www.facebook.com/MHAction/) and on Twitter ([@MHAction](https://twitter.com/MHAction)). Onward and upward!

Humboldt County Lot Fee Stabilization Campaign

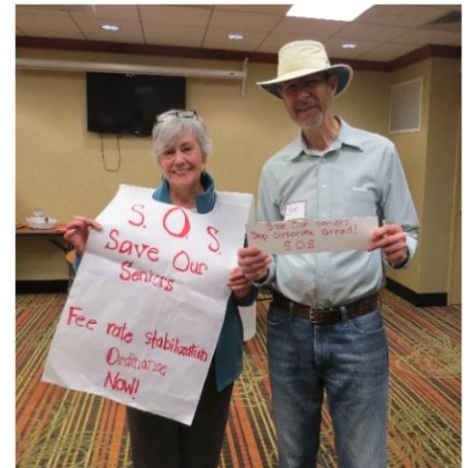
In California, MHAAction's work is targeted to communities located in rural and exurban areas of Humboldt County. MHAAction has worked closely with a volunteer network known as the Humboldt MobileHome Owners Coalition (HMOC). We are coaching HMOC's community leaders on issue campaign development, investing in their online and communication strategies and seeking to coordinate key local relationships with Humboldt County-based non-profits. HMOC leaders are currently pursuing the passage of a county-wide lot fee stabilization initiative for the November 2016 ballot.

Humboldt County's affordable housing shortage and homelessness crisis has been well-documented and has an adverse impact on the health and safety of all of Humboldt's residents. MHAAction's and HMOC's work also emphasizes engaging Humboldt area seniors, especially senior women. Seniors make up nearly 40% of Humboldt county's manufactured homeowners.

The leadership team in Humboldt County has recently [submitted 5,135 signatures](#) to qualify a county-wide lot fee stabilization initiative and have effectively spurred a discussion of affordable housing in local newspapers, online and in public forums.

MHAAction has also supported HMOC and other local leaders as they secured agreement from with the City of Arcata to study strategies for protecting the affordability of manufactured housing communities. This feasibility study is an important first step in terms of creating community driven solutions to the overall affordable and homeless crisis in Humboldt.

Hats off to incredibly powerful and inspiring organizing work being performed by committed community leaders with HMOC. Look for more updates soon as we move forward out voter outreach and education effort on this important ballot initiative.



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www.mhaction.org
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Many Thanks to MHACTION's Supporters!

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