



State of California

# BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY

Gavin Newsom, Governor  
Lourdes M. Castro Ramírez, Secretary



## BCSH Governor Gavin Newsom 2021-2022 State Budget Highlights Social Media Toolkit

**Website:** <https://bcsh.ca.gov>

**Hashtags:** #HousingIsKey

**Tags:** @CABCSH

**Run Dates:** Friday, January 8 – Friday, January 15, 2021

### Background

Governor Gavin Newsom unveiled his proposed 2021-22 budget today which included significant investments in housing and homelessness resources, as well as relief to people and businesses impacted by COVID-19. Over the last year, California has made meaningful progress in creating safe, affordable housing and ending homelessness. The state continues to make progress in meeting its Housing for All goals through a multi-pronged approach including housing grants, loans, and tax credits, property acquisitions, and supportive services. The Budget includes \$70.6 million one-time General Fund to provide fee waivers to individuals (including barbers, cosmetologists, and manicurists) and smaller entities (restaurants and bars) heavily impacted by health and safety restrictions imposed in response to the pandemic.

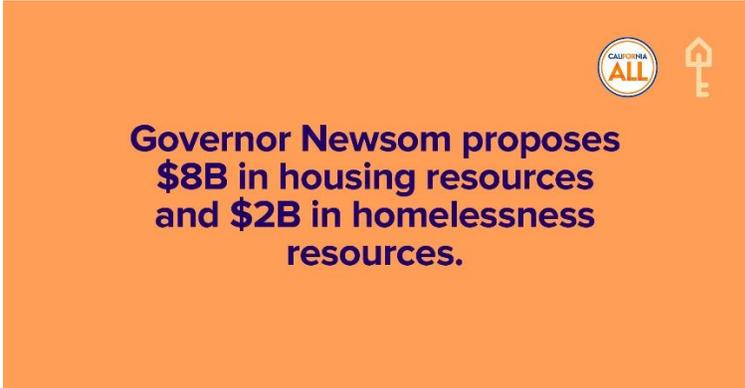
### Topline Messaging

- Governor Newsom's proposed budget keeps the momentum in preserving and expanding safe, affordable housing, keeping families housed, and making meaningful progress to end homelessness.
- Millions of Californians are struggling due to COVID19. California must do what it can to keep people housed. The proposed budget invests \$8 billion in housing resources and \$2 billion in homelessness resources.

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- Economic recovery will be vital in helping California through the pandemic. The budget provides relief to individuals and businesses impacted by COVID-19.
- BCSH in partnership with HCD is excited to continue the success of the Homekey program. The budget calls for an additional \$750 million investment in Homekey.
- Progress has been made over the last year to align our housing finance system and improve the affordable housing funding process. This progress will continue with the investment of \$2.7 million to help HCD implement AB 434 to align its major rental housing programs with a single application and scoring system by 2022.
- In order to build more housing, we need to stimulate housing construction. The budget includes \$500 million for the Infill Infrastructure Grant Program to accelerate economic recovery through the creation of jobs and long-term housing development.

### Suggested Social Media Posts

POST 1	
 <p><b>Governor Newsom proposes \$8B in housing resources and \$2B in homelessness resources.</b></p>	<p><b>Facebook</b> Did you hear? California Governor Newsom announced his proposed budget which included \$8B in housing resources and \$2B in homelessness resources. #HousingIsKey Read the budget at: <a href="http://ebudget.ca.gov">http://ebudget.ca.gov</a></p> <p><b>Twitter</b> Did you hear? California Governor Newsom announced his proposed budget which included \$8B in housing resources and \$2B in homelessness resources. #HousingIsKey Read the budget at: <a href="http://ebudget.ca.gov">http://ebudget.ca.gov</a></p>

**POST 2**



**Facebook**

#Homekey was a great success. We are happy to see additional funding for #Homekey in the Governor's proposed budget. Let's see how many more units California can develop.

**Twitter**

#Homekey was a great success. We are happy to see additional funding for #Homekey in the Governor's proposed budget. Let's see how many more units California can develop.

**POST 3**



**Facebook**

Keeping individuals and families housed during this pandemic is a public health imperative. @CAGovernor's 2021-22 #CABudget proposal calls for immediate action to extend the eviction moratorium and expedite CA's share of federal rental assistance to the lowest-income tenants. #CaliforniaForAll #HousingIsKey

**Twitter**

Keeping families housed during this pandemic is a public health imperative. @CAGovernor's 2021-22

	<p>#CAbudget proposal calls for immediate action to extend the eviction moratorium and expedite CA's share of federal rental assistance to the lowest-income tenants. #CaliforniaForAll</p>
<p style="text-align: center;"><b>POST 4</b></p>  <p style="text-align: center;">It's important to provide economic relief to those most impacted by COVID-19. @CAGovernor's proposed budget does just that – help individuals and businesses during this pandemic.</p> <p style="text-align: center;"><b>HOUSING IS KEY</b></p>	<p><b>Facebook</b></p> <p>It's important to provide economic relief to those most impacted by COVID-19. @CAGovernor's proposed budget does just that – help individuals and businesses during this pandemic.</p> <p><b>Twitter</b></p> <p>It's important to provide economic relief to those most impacted by COVID-19. @CAGovernor's proposed budget does just that – help individuals and businesses during this pandemic.</p>