



# Sample: VSPA Message Model

*This message model draws from the [Opportunity Agenda's Values, Problem, Solution Action \(VPSA\) approach](#). The VPSA approach is a starting place for developing messages and talking points that are based in values and motivate your audiences. Building out your messages using this model can be a starting place to organize and refine your thinking about a project or campaign, and inform your external communications.*

*The VPSA messages below draw from advocacy efforts to ensure that California cities comply with the California HOME Act (SB 9), drawing on [this recent advocacy example](#). See also a [template for developing a VPSA message model](#).*

## Sample VSPA Message Model

|                 |   |
|-----------------|---|
| <b>Values</b>   | <p><b>Everyone has a right to a place to live that they can afford</b>, and no one should have to pay more than 25% of their income for housing.</p> <p>Everyone deserves access to a safe, affordable home.</p> <p><b>It's important to come together to build inclusive communities where people from different backgrounds can live, work, and thrive. This is part of what makes California the unique place we love to live.</b></p>                                     |
| <b>Problem</b>  | <p>Our state's severe housing shortage is driven in part by cities' lack of compliance with housing laws, and that problem continues. Cities across the state are acting in bad faith and attempting to skip out on their requirements to build more homes under the California HOME Act.</p> <p>When cities continue to prevent new homes from being built, it adds to overall housing costs, which drives businesses, workers, and young people out of our communities.</p> |
| <b>Solution</b> | <p><b>California is a state that knows how to innovate, and we must find ways to build more housing that is good for everyone in our communities.</b></p> <p>Homeowners should be able to build a duplex on their lot to address our state's housing shortage. That's why the California HOME Act (SB 9) was passed into law, to create more homes for Californians and easing housing costs overall by allowing changes to zoning laws.</p>                                  |



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### Action

When cities attempt to prevent housing development as required by the California HOME Act, it's important that we come together to make clear that we need to expand – not limit – housing options. We're tracking the cities that are attempting to prevent new development of homes under SB 9 and reporting them to the California Attorney General for enforcement.

**We need your help to make sure that our city and state remains a place where people from all walks of life can thrive and work together to keep making California the place we love.**

Let's use our voices to make sure elected officials understand that all **Californians have the right to a safe and affordable place to live**. Let's take bold action to ensure that cities build additional homes so that we can **keep our businesses and communities thriving**.

