

Messaging Guide for **Tenant and Community Opportunity to Purchase Policies**

- TOPA/COPA will **stabilize communities** through preservation of existing sources of affordable housing.
- TOPA/COPA will **empower tenants to lead on housing solutions.**
- TOPA/COPA will create **ownership opportunities** during a time when homeownership is out of reach for the majority of residents throughout the Bay Area.
- TOPA/COPA will **remove homes from the speculative market, creating new sources of permanently affordable housing.**
- During a time when local jurisdictions struggle to finance and build new sources of affordable housing, TOPA/COPA will establish a process where cities and counties can create affordable housing through **acquisition and rehabilitation** faster than through new construction.
- **As rent increases continue to push tenants further from their jobs and out of the region altogether, TOPA/COPA will set rents at affordable levels, which will ease displacement pressures.**
- TOPA/COPA will **stabilize communities**, keep children in their school districts, and allow parents to live in the communities where they work.