

## PHONE CALLING CAMPAIGN

### Before the Call

1. \* Find your district councilmember's contact information.
2. Have your Mills Act property details ready (if applicable).
3. Be prepared to leave a voicemail if no one answers.

### Introduction

*"Hello, my name is [YOUR NAME], and I'm a resident of [YOUR NEIGHBORHOOD] in District [#]. I'm calling to speak with Councilmember [NAME] or a staff member regarding the City's proposed changes to the Mills Act program and its impact on affordable housing and historic preservation in San Diego."*

### Main Message

*"I'm deeply concerned about the City's review of the Mills Act program, which could lead to new restrictions, reduced benefits, and weakened protections for historic properties. These changes would make it harder for homeowners to maintain historic homes and could accelerate the loss of Naturally Occurring Affordable Housing (NOAH) in San Diego."*

*"Historic neighborhoods are some of the last remaining areas where middle- and working-class residents can afford to live. The Mills Act keeps these homes viable by providing tax relief that offsets the high costs of homeownership, preventing displacement, and ensuring these properties remain livable."*

### [If you own a Mills Act property, personalize your message here. Examples:]

- *"Thanks to the Mills Act, I've been able to afford necessary repairs and upkeep on my home, keeping it livable without having to sell."*
- *"Without the Mills Act, I would not have been able to buy my home, which has provided me with stable housing in an otherwise unaffordable market."*
- *"Cutting back the Mills Act would force many homeowners to sell, increasing gentrification and pushing out long-time residents."*

*"The program is not only about historic preservation—it's an essential housing policy that helps working-class homeowners and retirees afford to stay in their homes. Weakening it would lead to more turnover, more speculation, and higher housing costs."*

**ACTION:** *"I urge Councilmember [NAME] to protect affordability and historic preservation by opposing any changes that would restrict, limit, or roll back Mills Act benefits. Instead, I ask for support in:"*

1. Expanding the Mills Act program to protect more homes and ensure they remain NOAH properties.
2. Improving the program's administration without reducing its benefits.
3. Recognizing the Mills Act as a key tool for keeping historic housing affordable for low- and middle-income residents.

*"I hope Councilmember [NAME] will commit to preserving this vital program, which protects San Diego's historic character while ensuring affordable homeownership and preventing displacement."*

### Closing

*"Thank you for your time. I can be reached at [YOUR PHONE NUMBER] or [YOUR EMAIL] if the Councilmember or staff would like to discuss this further. I, along with many other concerned residents, will be closely following this issue and hope to see strong support from our City Council."*

### Sample Voicemail (30-45 seconds)

*"Hello, my name is [YOUR NAME], and I live in [YOUR NEIGHBORHOOD] in District [#]. I'm calling about the proposed changes to the Mills Act program, which could reduce affordability and increase displacement in historic neighborhoods. As a [MILLS ACT PROPERTY OWNER/RESIDENT WHO VALUES HISTORIC PRESERVATION], I strongly oppose these changes and urge Councilmember [NAME] to protect and strengthen the Mills Act instead. You can reach me at [YOUR PHONE NUMBER]. Thank you for your time."*

\* Find your representative's contact information <https://www.sohosandiego.org/main/politiciansplus.htm>