



# Keep Massachusetts Home



- Keep Massachusetts Home is led by Homes for All Massachusetts, a statewide coalition of tenant organizing groups, and key labor partners like SEIU and MTA.
- Over 50 organizations - community, labor, and faith - came together to collect signatures to get rent control on the ballot in 2026



# The impact of rising rents in Massachusetts



MA is in a severe affordable housing crisis and rents are continuing to increase.



MA has the 2nd highest cost of living in the United States.

**\$3.94 billion**

If Massachusetts renters were not rent-burdened, this is how much they would gain in disposable income in 2020.



MA is losing residents due to rental costs.



Over 50% of MA renters spend more than 1/3 of their income on rent.

**\$93,268**

Annual household income needed to afford a two-bedroom rental home in MA at HUD's Fair Market Rent

# The Housing Crisis...

*is actually many interconnected crises.*

- Our shelter system is struggling to support families & individuals facing homelessness
- We don't have enough affordable housing across the state
- Exclusionary zoning laws make it easy for people to oppose new housing
- Tenants are facing high rent increases and no-fault evictions
- Low-income homeowners are facing foreclosures





## **‘We deserve a home’: 25 Investigates finds renters, homebuyers facing off against investors**

Big money investment groups are buying up Massachusetts properties and pricing homebuyers and renters out of our local communities.

25 Investigates found as this trend continues across the state – investors are hidden in a maze of LLCs.

“It never, ever, even, you know, came into my mind that at this age, I would be in jeopardy of losing the one home that I’ve had for years,” Mattapan resident Annie Gordon said.

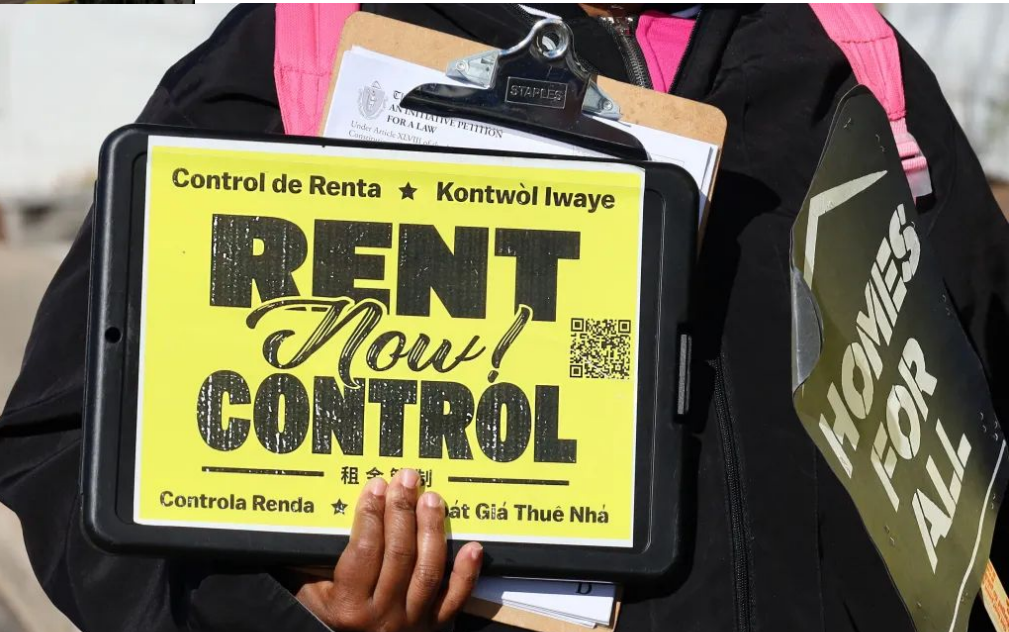
## **Aging into uncertainty: Baby boomers feeling crushed by housing crunch**

Instead of finding a safety net, a wealth gap means that many are unable to afford to pay rent.





# The campaign for rent control



## CAMPAIGN OVERVIEW

Whether we own or rent, **everyone should be able to afford a place to call home.**

But right now, **corporate real estate investors are driving up housing costs** to increase their profits, making it impossible for Massachusetts residents to make ends meet.

High rents **displace workers and seniors** from their communities, **force people to work multiple jobs** just to pay the rent, pressure seniors to **put off retirement**, and **make it impossible for young families to save money** for the dream of owning a home.

**By coming together to put rent control on the ballot, we can Keep Massachusetts Home for ALL of us.**



# We are pursuing two strategies



Ballot Initiative

Legislative Campaign

We are pursuing BOTH legislation and a ballot initiative. The rent stabilization bill could be moved forward as standalone legislation or included in another bill. If the Legislature fails to act on the bill, then the ballot initiative is another option to finally pass rent control in Massachusetts.

At the end of the day, both initiatives **work towards the same goal** — passing rent control in Massachusetts.



## BALLOT CAMPAIGN OVERVIEW

**Limit annual rent increases in Massachusetts to the cost of living** (as measured by the annual increase in the Consumer Price Index), with a cap at 5%

- For an apartment that costs \$2,000/month, that means an annual increase in monthly rent of no more than \$100/month
- The limit on rent increases will **continue to apply when new renters move in**, meaning rent cannot be drastically increased between tenants

**Support small landlords, not big corporations**, by exempting owner-occupied buildings with four or fewer units

**Encourage continued housing production** to address housing shortages, by applying rent limits to new construction after a building's first 10 years



## CAMPAIGN OVERVIEW

These enormous rent increases and resulting evictions cause enormous disruption to people's lives, and can even be a matter of life or death. Families become homeless, children are ripped out of their schools, workers can lose their jobs, and seniors are forced to delay retirement. **Many families never recover.**

Sky-high rents make it impossible for young families who are aspiring homeowners to save money for a down payment. We need to stabilize rents to promote homeownership and **stabilize** our local communities.

Housing stability is essential for our children's education and success; having to move and switch schools is highly disruptive for a child's development. By protecting access to affordable and consistent housing, we can ensure children in Massachusetts are able to **put down roots in their community** and stay close to their friends, families, and teachers.

Stabilizing rents will also **protect seniors** who wish to age in place or remain in communities close to family and friends. Older adults are the fastest growing population of people experiencing homelessness, as rents are increasing far more than many can afford.

