

HOW RESIDENT SERVICES WINS FUNDING FOR AFFORDABLE HOMES

Thanks for all you do every day to improve the lives and housing of people in need. You make a difference in the Bay Area's quality of life! Now we are asking you to help make a difference in our campaigns to win increased public investment in affordable homes through county ballot measures this fall.

As we hope you have heard, Santa Clara, Alameda and San Mateo Counties have placed measures before voters. State law requires a 2/3 supermajority for passage, so every votes counts – and makes a difference. NPH members, working with Silicon Valley @Home, East Bay Housing Organizations, and Housing Leadership Council of San Mateo County are playing leadership roles on campaign committees as permitted by law and our non-profit status, to reach voters in each county.

There's a critical role for Resident Services teams to play in educating voters and lifting up the voice of affordable housing residents. By law, this is different from campaigning, and we'll be able to provide you with materials you can use in a non-profit setting.

Here's what we are asking:

- **REVIEW VOTER REGISTRATION IN AUGUST & SEPTEMBER:** Review our preliminary data report on voter registration in your properties. This data is a match between public HUD lists of affordable housing addresses and the California voter file, so it is not perfect – and probably misses many registered voters.
- **Conduct non-partisan Voter Registration outreach** at events, meetings, and orientations in August and September. This helps makes sure residents' votes are counted in this important year. We'll be updating our lists and matching against new registrants, so our numbers should grow.

- **INCORPORATE VOTER EDUCATION INTO SEPTEMBER & OCTOBER MEETINGS:** Use NPH-provided materials to inform residents about local measures and voting mechanics. In many years of voter education, we find people very responsive and appreciative of reminders and how-to information! This Presidential year ballot will be long, and voters will need reminding to get all the way to the “down ballot” items. We'll have front lobby signs and flyers in multiple languages.

NPH can provide Speakers Bureau training for staff teams so that people are confident and comfortable reaching out to residents, and have the materials you want.

Some organizations prefer to have on-site property staff at arms-length; that's a decision you'll make to fit your organization.

Pledge-to-Vote Cards have proven to be a very effective way to increase voter turnout. The voter writes a self-addressed postcard and the campaign mails it back at the right time. How would this be adapted in your communities?

Campaign partners will be doing the phone banking, door knocking, and mailings to get the vote out.

If we increase voter registration, and help voters vote their whole ballot, we will make a difference!

If you have any questions, please contact Sharon Cornu, political director, at sharon@nonprohousing.org or (415) 989-8160x35.