

Community Advocacy & Voter Engagement Workbook

A guide to building a collaborative housing justice movement

2021 EDITION

COMMUNITY ADVOCACY & VOTER ENGAGEMENT PROFESSIONAL CERTIFICATE PROGRAM

Acknowledgements:

Written & Conceptualized by Azul Cortez

Edited by Yesenia Jameson

Graphic Design by Cesar Ramirez

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INTRODUCTION

Welcome to the Community Advocacy & Voter Engagement (CAVE) Professional Certification series! We at NPH are excited and honored to be a part of your professional development.



This workbook is intended to supplement your educational journey in earning your CAVE Certification. **The CAVE program is for Resident Services (RS) staff who want to develop leadership strategies, learn more about the history of affordable housing organizing in the Bay Area, and discover how digital organizing can support their on-site efforts to engage residents.** These program goals are aimed toward building a sustainable housing justice movement with community at the core, ensuring that those who work in affordable housing sites everyday have a voice in decision-making.

The creation of the CAVE program came out of a desire to invest in the impactful work of RS staff who help make affordable housing communities throughout the nine Bay Area counties thrive. Through the CAVE program, RS staff will find a long-term pathway for advocacy and movement building toward civic participation on a local and regional level. The approach of the program is collaboration in a cohort setting, which will enable RS staff to engage with their peers throughout the region and discuss advocacy opportunities.

NPH believes deeply that the affordable housing movement is strengthened with voter engagement. The NPH Advocacy & Community Engagement team, in partnership with member organizations and local advocacy partners, is working diligently to foster a **regional learning community where affordable housing RS staff have the tools and support they need to engage residents on the importance of voting and civic participation as a whole.** Additionally, we want to honor our long-standing commitment to racial equity and inclusion within the affordable housing sector, and we believe that the CAVE Certification Program **is one way to create a clear pathway in elevating voices and Black, Indigenous, and all People of Color (BIPOC) leaders in the RS community.**

We recognize and want to thank you for your participation in the CAVE 2021-2022 series! We can't do this work without you!

Andrea Bañas,
Senior Program Manager, Campaigns
& Community Engagement

Amie Fishman,
Executive Director



WHY IS RESIDENT VOTER ENGAGEMENT IMPORTANT?

Voter registration and turnout among residents is one way we can ensure that the affordable housing movement has a voice. **Imagine the power of 200,000 affordable housing residents in all nine Bay Area counties turning out to the polls and voting for housing for all!**

The process of electing city, state, and national officials and voting on housing policy can be confusing, overwhelming or unclear. For residents of affordable housing, there are oftentimes barriers to obtaining the information needed to be informed on public policies and voting processes, such as lack of internet access. **Voter registration of affordable housing residents is a critical first step to helping them become more engaged in processes whose outcomes impact them.**

BUILDING A MOVEMENT LED BY RESIDENT SERVICES STAFF

By design, Resident Services (RS) staff are community advocates, as **you are the everyday heroes of the affordable housing industry**. Every single day, RS staff create operational processes, engage in community outreach and provide a feedback loop between residents and property management to **enhance the housing sites** where they work. RS staff have the power to build meaningful and authentic relationships with residents and have been doing so for decades.

Your ability to build and maintain lasting relationships with residents is important to advocacy and civic engagement, as you have built the key elements for successful community engagement: **trust, authenticity and relevance.** Relationship building is key for successful advocacy, civic participation and movement. Through conversations with community members, RS staff have an opportunity to highlight the importance of a specific issue or topic that impacts their lives.

By having an existing relationship with affordable housing residents that is rooted in similar experiences or genuine personal investment in their well-being, RS staff are able to better communicate to residents how an affordable housing policy relates to them personally. More generally, these relationships provide a clear opportunity to encourage resident voter participation by making voter registration a part of everyday conversations. In turn, the process can become more accessible to residents who may feel nervous, uneasy or do not know where to go to register to vote. When considering how diverse the Bay Area truly is, engaging consistently about voter registration with affordable housing residents who may be monolingual, seniors, first-time youth voters or new citizens to the United States can make a lasting impact on representation in local, state-wide and national elections.

As a collective of RS staff within an organization, there are **powerful opportunities for you to integrate advocacy and resident voter engagement into your internal processes.** At NPH, we have seen RS staff who incorporate voter registration into their resident lease up or re-certification process who have succeeded in increasing resident voter registration. This has been especially true in new affordable housing developments that are being leased-up for the first time. Other opportunities include creating curriculum for seniors who participate in community spaces, programming opportunities for youth ages 17 and up, hosting first-time voters social events and strategic get out the vote (GOTV) campaigns that span all sites. Depending on your organization's overall buy-in and your personal capacity, you can choose to try several different methods at once. **In the process of creating community advocacy channels, trial and error is encouraged and reflective of a healthy environment where folks understand that there is no one-size fits all.**



 **Personal Activity**

RS staff have so many opportunities to encourage voter registration and turnout as well as other civic engagement. Can you think of one opportunity at your housing site to engage residents in registering to vote? Please write in your answer for your personal reference.

 **Team Activity**

As an organization, what is one way your RS staff can collaborate with each other to create and implement communication channels and opportunities for residents to engage in voter activities consistently?

HER-STORY/OUR-STORY OF AFFORDABLE HOUSING

Overview

In our first Resident Services (RS) community learning session, we explore the importance of designing community advocacy strategies that center historical narratives. History can tell us a lot about what strategies have worked in the past, the roots of how affordable housing became scarce and inaccessible and how and why racial justice is interconnected to housing justice.



This first CAVE session is intended to build a collective space of understanding historical narratives. In this section, you will gain a deeper understanding of **historical examples of housing justice organizing and the formation of government agencies that fund affordable housing as well as explore racial inequities that have persisted over time within the housing sector.** By creating a baseline of understanding of the differing dynamics within the affordable housing sector, we can become better community advocates.

We will be applying the concept of **Her-Story/Our-Story** to our learnings. **Her-Story/Our-Story directs us to consider the historical realities of those who are often left out of mainstream history books, like the stories of Black, Indigenous, and all People of Color, as well as Women, LGBTQIA (Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, A-Sexual) people and low-income communities.**

As advocates, it is important for us to understand and take into account narratives of people who have been historically vulnerable and not always considered when affordable housing policy decisions are being made. **As advocates, it is our job to ensure we make space for conversations about representation, inclusion and resource allocation for communities whose Her-Stories/Our Stories have been historically undervalued.** In the Bay Area, we find multi-cultural and multi-ethnic communities throughout, and we need to find positive ways to affirm and engage with each other. By understanding our historical affordable housing challenges we can enhance our advocacy base and gain power as a collective community. Taking back our forgotten history and centering it at the core of our advocacy work, we can support our collective goal of affordable, stable and safe housing for all, no matter race, sexual identity, gender, or income level.

In 2005, Urban Habitat created a poem book centering housing and Her-Stories/Our Stories of the Bay Area.



LOST OR FORGOTTEN?

Lost or forgotten? -
 I can't grasp or comprehend my Father's language
 Cause he never taught me

It's mine like DNA and Fingerprints
 But words clumsily
 slip off my tongue
 mimic the phone
 conversation in the
 next room
 We are not written
 down and will be
 erased from history
 And the effects
 of imperialism are
 like asbestos in old
 ceilings
 It's never leaving and
 It's just so much more
 than language -

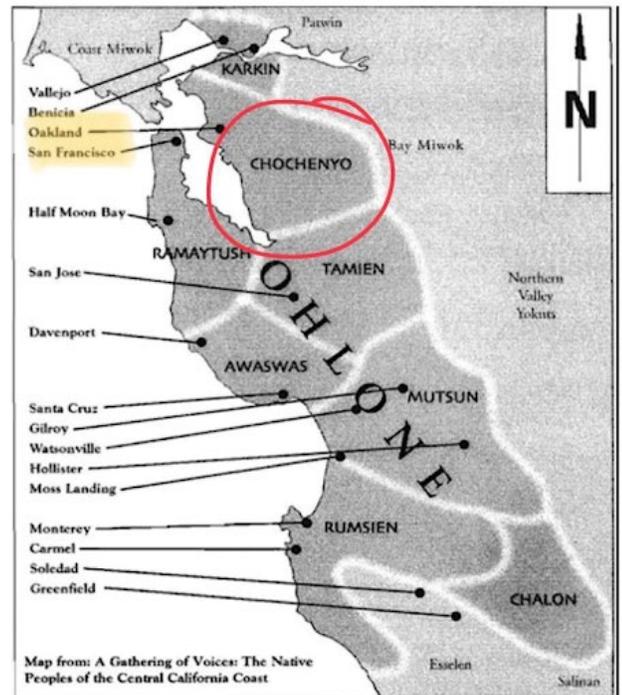
* At NPH, we acknowledge and support the gender spectrum. Her-Story/Our-Story is intended to encompass transgender, non-binary and cis gender identities.

RACIAL INEQUITY & HOUSING IN THE BAY AREA

What is Redlining?

To begin an ethical and profound conversation about access and inclusion in the Bay Area's affordable housing, we must remember our beginnings of **exclusion — we live, work and reside on Ohlone land.** "During the California gold rush in the 1850s, private militias organized violent campaigns against Native Americans across the state, resulting in over 100,000 killed, an estimated loss of two-thirds of the Native population" (Roots, Race & Place, 2019). **We cannot heal our present until we come to terms with and acknowledge our past.**

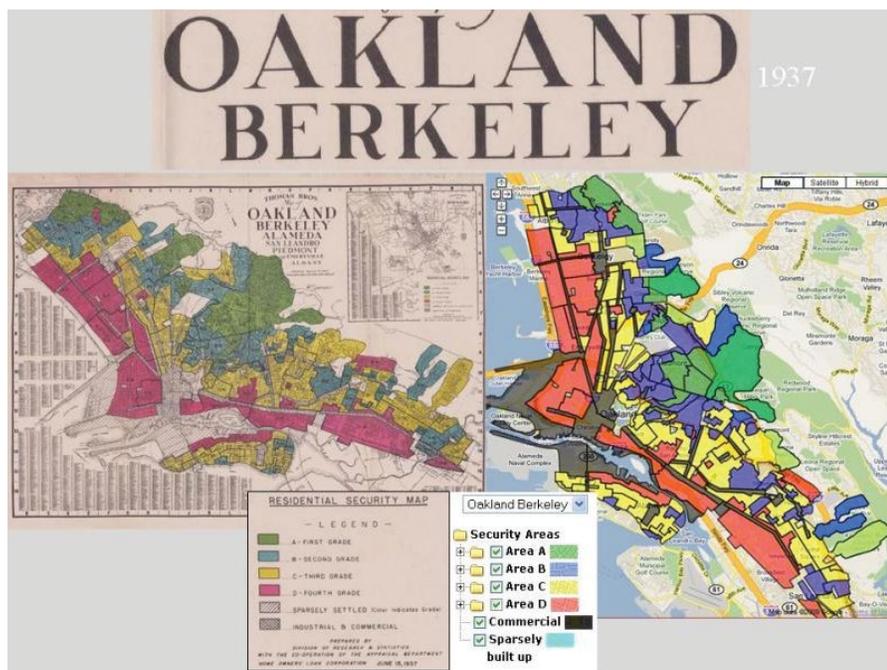
During the Great Depression in the 1930's, a key feature of President Roosevelt's New Deal was to create a Federal Housing Administration and federally backed lending corporation, called the Home Owners Loan Corporation (HOLC), to guarantee home mortgages for homebuyers. Historically, these programs are acknowledged as successful, enabling first-time home buying to be financially accessible to families. Thus, the vision of the "American Dream" was born. Families were able to buy single family homes in suburban areas where they could begin to build intergenerational wealth, or wealth they could pass on to their kids. However, let's dive deep into this idea of "success" and consider the concept of Her-Story/Our-Story once more. **The reality for many communities of color is not so positive; rather, upon second glance, we are met with the historically forgotten reality that the outcomes of these homebuying programs have extremely racist outcomes.**



The HOLC was responsible for assessing, grading, and ultimately defining what areas of a city or neighborhood in the United States were considered risky for lending. HOLC based their grading and assessments of neighborhoods by assigning a color, and areas that were deemed "red" were considered unfavorable for mortgage lending. **Considering the historical data, white folks in the United States were disproportionately lifted up into affordable homeownership opportunities and the premise for the practice of redlining began. Redlining is a clear example of systemic racism.**

Redlining was built into the federal banking and lending system, making it difficult for people of color to access homeownership in their communities. To make things worse, exclusionary zoning practices were very common, keeping people of color out of white neighborhoods and forcing them into devalued, low-income neighborhoods (Western Center of Advocates, 2021). Cities all throughout the country have historical maps, such as the one below featuring Alameda County, where areas with communities of color were deemed “unfavorable” or “hazardous” by the HOLC.

Discrimination and inequity did not stop at affordable homeownership opportunities. Communities of color were historically barred from renting units in specific areas of cities and neighborhoods. It was common practice to have rental buildings segregated by floors, for example a Black/African American only floor and an Italian American only floor, etc (HUD, 2012). Finally, after the assassination of Martin Luther King Jr. and the civil rights movement in 1968, the Federal Housing Administration (FHA) prohibited discrimination against applicants and tenants based on race (HUD, 2020). Protection against housing discrimination for LGBTQIA people did not come until 2012, when HUD published regulations prohibiting discrimination on the basis of sexual orientation, gender identity or marital status (HUD, 2020).



The Present Impact of Systemic Racism & Inequities

The impact of redlining and housing inequities are still present today, as Latine/a/o and non-Latine/a/o Black homebuyers are **twice as likely to receive a subprime mortgage** than non-Latine/a/o White and Asian applicants (Race Counts, 2020). **A subprime mortgage is a mortgage loan that is less affordable as it usually has higher monthly payments and/or interest – which directly reduces how much home equity and ultimately, wealth a homebuyer has.**

Nearly 1 in 10 borrowers get denied a mortgage, according to a 2019 LendingTree report. The report also found that **African American borrowers have the highest mortgage denial rates**, at 17.4%, and non-Hispanic white Americans have the lowest, at 7.9%. Redlining has financially re-enforced more prosperous communities where folks are able to own homes, as they disproportionately accumulate wealth through refinance, equity and resale pricing, which increases property taxes. In turn, this means better funding for their local schools, more public agencies for

community resources and higher upkeep of their streets. **In essence, the historical realities of redlining created a feedback loop that perpetuates inequity in neighborhoods, cities and regions to this day.**

Renters in general are less likely to accumulate wealth in their lifetimes, (Center for American Progress, 2020) and half of all renters are moderately or severely cost-burdened, with at least 30 to 50 percent of their household income going toward housing costs. **Renters of color are even more cost-burdened, and are the most at risk of eviction due to the increased likelihood of missing rent payments.** People of color, who have faced higher rates of lost employment during the pandemic, continue to be disproportionately cost-burdened and at increased risk of eviction (American Progress, 2020).

These inequities exist due to a historical legacy of racist housing policies, as well as other unfair and discriminatory practices that people of color continue to contend with not only within housing, but at their places of work, school, and society at large. **During the coronavirus pandemic, disparities by**

Household net worth varies by race

Median Net Worth (2016 Dollars)			
Race/Ethnicity of Household Head	All Households	Household Head only Completed High School	Household Head has College Degree
White, not Hispanic	\$162,770	\$100,600	\$391,000
Hispanic (any race)	\$21,360	\$26,800	\$73,910
Black	\$16,300	\$10,010	\$68,300
Other	\$102,000	\$52,301	\$368,600

SOURCE: Board of Governors of the Federal Reserve System, 2016 Survey of Consumer Finances



*Aerial of the Fillmore in the early 1970s
Photo: SFRDA via SF Public Library, aaz-0828*

race have continued to persist: Renters of color reported having less confidence in their ability to pay rent and experiencing greater difficulties (American Progress, 2020). At the local level, in San Francisco, “24% of Latine/a/o households and 21% of Black households were threatened with eviction from 2013-2018, compared to only 12% of white households” (San Francisco Planning Department, 2021).

Historical Case Study: Real World Impacts of Housing Policy

Fillmore District Redevelopment in San Francisco

The Fillmore District is a historical neighborhood in San Francisco located to the southwest of Nob Hill, west of Market Street and north of the Mission District. After the San Francisco earthquake of 1909, which destroyed and flattened large parts of the city, the Fillmore district became a busy area for political gatherings as well as new markets (Peppin-Garcia & Watts, 2006).

San Francisco in the early 1900’s was

segregated. The Fillmore District, however, had become a melting pot where various people of color were “**allowed**” to live because of blurred neighborhood lines after the earthquake. Compared to other parts of the city, **the Fillmore District had inexpensive real estate and historically was made up of immigrant residents.** Throughout the early 1900s - 1940s, communities such as Filipinos, Mexicans, African Americans, Russians, Japanese Americans and Jewish people lived together in this community. **It was considered one of the most integrated neighborhoods in California** (KQED, 2020). The Fillmore district exists within the larger Western Addition, which was home to Japantown and the largest concentration of Japanese Americans in the country in the 1950s (Roots, Race and Place, 2019).

The Fillmore District gained the nickname the “Harlem of the West”, after New York City’s neighborhood Harlem. Harlem in New York City is historically known for being the heart of a major Black/African-American cultural movement, popularly known as the Harlem Renaissance in

the 1920's-1930's (New York Times, 2010). Jazz, performance art, and new wave political ideology were all products of the Harlem Renaissance. In California's Fillmore District, similar cultural events were taking place as **the Black/African American community laid their roots, built the Jazz Renaissance of the West, and economically prospered, creating thriving businesses.** By the late 1940s and 1950's, Black jazz artists such as Billie Holiday, Ella Fitzgerald and Thelonious Monk could be found enjoying the scenery in the Fillmore and being a part of the core community (KQED, 2020). "It contained 183 black-owned businesses, including 29 jazz, blues and supper clubs.

After the city bulldozed the neighborhood, the lots lay barren for more than 30 years" (San Francisco Chronicle, 2016).

For the Japanese community of Western Addition, the Fillmore re-development project (urban renewal efforts to shut out people of color from the community) would only further destabilize their ability to access safe and stable housing in San Francisco. During World War II, Anti-Asian sentiments grew as Japanese Americans were profiled as informants and spies despite some families having roots in San Francisco since the 1860's (San Francisco Chronicle, 2017). **On February 19th, 1942,**



The impact of the Fillmore redevelopment project created a ripple effect that is still felt today. By 2020, the Black/African American community who rent or own a home in San Francisco had been reduced to just 5.6% of the population (Census, 2019). Japantown has been reduced to just a few blocks of the Western Addition. To make small amends, the Mayor's Office of San Francisco adopted the Certificate of Preference, which gives number one priority within the affordable housing lottery to folks who were historically displaced by the re-development of the Fillmore, more broadly known today as the Western Addition. However, only 4% of the certificates have ever been used (PBS, 2013). Affordable housing advocates can find the preference featured on the San Francisco affordable housing application website called "Dahlia San Francisco." (screengrab below)



DAHLIA
SAN FRANCISCO HOUSING PORTAL

Eligibility for the Certificate of Preference

- Your household must have been displaced by the former SF Redevelopment Agency in the 1960's and 1970's.
 - Being displaced by the SF Housing Authority does not make you eligible for COP.
- Addresses affected were in the Western Addition Area Two (A-2) and Hunters Point.
 - Not all addresses in these neighborhoods are eligible.
- The Certificate of Preference is not transferable between family members.
- You must provide 1 form of identification, such as:
 - Social Security card. [Request a replacement Social Security card >](#)
 - Birth certificate. [Request a birth certificate](#)
 - State-issued ID

3 Lottery Preferences

Preference holders will be given highest ranking in the lottery process.

Anyone may enter the housing lottery for this listing. If your household has one of the following preferences, you will be considered in the order shown here. Each preference holder will be reviewed in lottery rank order.

Holistic approach: A holistic approach provides advocacy support that looks at the whole person, not just their voter engagement work. Our advocacy support and programming should also consider residents’ **physical, emotional, social and spiritual well-being and encourage a sense of place-based identity.** This can create a sense of **agency, ownership and belonging** on affordable housing sites. Building trusting relationships of mutual respect and feedback loops will have the best outcomes when engaging residents.



FOCUSING ON HOLISTIC RESIDENT VOTER ENGAGEMENT

The Second CAVE section will focus on the importance of considering resident voter engagement and community advocacy from a **holistic organizing and community building lens. If we want to efficiently and effectively engage with residents and with each other as staff, we need to create systems and processes that support multiple channels of engagement.** Examples of holistic organizing and community building can be wellness check-ins where we can tie into their whole well-being

their engagement as a voter, demonstrating how the issues around housing and racial justice impact them personally. This could create an appropriate opportunity to inquire directly about the resident’s voter status.

Additionally, digital outreach campaigns can be opportunities to provide resources that encompass multiple needs for residents when meeting in person is not feasible. Door-to-door flyering and community spaces where residents can engage with NPH coloring books or other educational literature can also encourage resident community building.

It is just as important to create a sense of belonging, ownership and agency within resident communities as it is to operationalize our voter engagement if we want to have success; the two go hand-in-hand. Also, we always want to keep in mind the resident’s age, disabilities, personal workload and family situation when we discuss voter engagement and civic participation, in order to honor their individual needs,

HOLISTIC ENGAGEMENT



Operations



Health & Wellness



Community Building



Advocacy & Voter Engagement

● **Over-the-Phone Opportunities**
to obtain information

● **Digital Opportunities**
to obtain information

● **In-Person Opportunities**
to obtain information

● **Measure for Best Practices:**
what works for each resident(s) in an accessible way via CRM, excel sheet, survey opportunity posted on door, in wellness check in or other method

● **Digital Literacy Support:**
centering community events, workshops or other communal opportunities on digital literacy, providing community computer labs, tablets to staff, partnering with local organizations centering digital literacy

limitations, and preferences. Once we take these differing perspectives and factors into consideration, we can begin the process of operational planning and systems design that will make the engagement process accessible and inclusive for both residents and RS staff.

Operationalizing Resident Voter Engagement: Roles, Frameworks, & Structures

RS staff have so much on their plate, and **the best way for organizations to support their staff in creating resident voter engagement campaigns is by encouraging an organizational culture shift.** Ideally, this would see that **resident engagement planning is operationalized and implemented into annual work plans, job descriptions and goal setting that support staff’s professional growth via learning opportunities,** like trainings and continuing education. By creating structures, priorities, incentives and opportunities, staff become excited about doing the resident voter engagement work rather than feeling it is a last minute add-on to their role.

To begin creating these structures, it is helpful to meet staff and residents where they are at. Provide survey opportunities as a part of get out the vote (GOTV) planning efforts to gain an understanding of staff capacity, specific needs, and gauge resident interest. Using the

information collected in the surveys, you may begin to create opt-in committees with strategic and actionable goals rooted in incentive programs. For example, NPH saw one of our member organizations have success in culture shift and staff buy-in by creating a gift card incentive program: those who had registered X amount of residents to vote received a gift card of their choice. Other examples of incentives could be offering a PTO day for program participation, additional professional development funds, bonuses, salary increases for consistent annual engagement and staff fun days with team building activities.

To support the process of operationalizing resident voter engagement, you can create a **Resident Services-led task force.** In the task force teams, segment the work to meet staff interests as well as get the work done. Another idea to consider is a **resident led task force** where residents interested in this work can be offered professional development avenues and/or stipend opportunities. We want to continue to apply and feed into a holistic organizing and community building lens where we are supporting the resident’s sense of ownership and agency within their communities, helping them see that they can truly make a difference and that their voice matters.



Systematic Data Management at Organizational Level

When we are creating organization-wide strategies to promote resident voter engagement and community advocacy, it is advised to track our knowledge of residents' voter status, preferences, and outreach touchpoints onto your organization's CRM (Customer Relationship Management) or other dataset software, or simply create a running Excel sheet.

Consistent and organized resident data management will help make resident voter engagement efforts more targeted and outreach efforts more accessible across staff members.

A well-maintained database of residents will mean less staff time in the long run, when it comes time to pull reports to help guide engagement efforts. Examples of helpful reports can be who needs support to register to vote, who has opted into being supported, and what types of specific support is needed.

To promote this cultural shift and implement these systems, organizations can consider sending out information via one-sheeters with step-by-step processes or work together to train RS staff on new data entry methods. Member organizations of NPH can also reach out to the Advocacy & Community Engagement department to get a report on which residents in their communities are registered to vote. NPH can provide a free Political Data Inc. (PDI) report to support data management and targeted outreach efforts.

COMMUNITY GET OUT THE VOTE PLAN

Our Resident Services Department's priority in October is assisting residents with voter registration and get out the vote. We are doing this by:

- Promote voter registration and GOTV as part of the outreach calls
- Distribute door-to-door October Resident Newsletter by 10/9/2020
- Distribute door-to-door Voter Registration door hangers by 10/16/2020
- Create and implement a Community Get Out the Vote plan

SAHA
SATELLITE AFFORDABLE HOUSING ASSOCIATES

The most effective way for my residents to receive information is:

By call
 By text
 By email
 Printed information

My residents are likely to be motivated to participate if they:

Have the option to attend a virtual ballot and voting info session
 Get personalized printed information such as a map and information about where to vote
 Get assistance with creating a voting plan
 Get assistance with transportation
 Get assistance with dropping off their ballot
 Other: _____

Based on the proximity from the property, what's the likelihood my residents would need transportation assistance or ballot drop off assistance?

Likely
 Not likely

The most effective way for my residents to receive information is:

By call
 By text
 By email
 Printed information

Property: _____
Service Coordinator: _____
Nearest Ballot Drop Box Location: _____
Proximity from the Property: _____
Nearest Accessible Voting Location: _____
Proximity from the Property: _____
Population: seniors, families, etc. _____

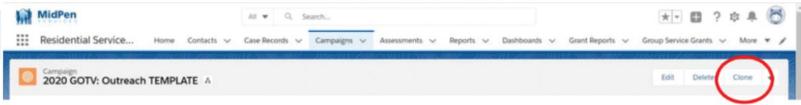
Salesforce Data Entry Expectations

Please reach out to [REDACTED]

CATALOGING GROUP/MULTI-PEOPLE OUTREACH

- Utilize Campaigns to capture
1. Group events where activities around the GOTV initiative take place (passing out supplies, informational flyers, etc.)
 2. Group events around voter education/voter registration activities take place (social distanced interactions at food distributions, etc.)
 3. Group efforts conducted via talking to multiple residents throughout a day about the GOTV effort.
NOTE: This will minimize the need to enter multiple 1:1 Services Provided, especially if talking points/conversations were all around similar topic.

- TO START:
1. If you are cataloging an activity around the GOTV initiative, search for the "2020 GOTV: Outreach TEMPLATE" in Campaigns
 2. Click "Clone" to clone the 2020 GOTV: Outreach TEMPLATE.



3. Once a cloned campaign opens on your screen, rename your Campaign – example: "2020 GOTV: Outreach Villas del Paraiso"
4. Add in the Start/End Date for your group event

Campaign Record Type: Group Service

Start Date: 10/1/2020

End Date: 10/1/2020

*Campaign Name: 2020 GOTV: Outreach Villas del Paraiso

5. Add the Property
- Group Service: Voter Registration
- Property: Villas Del Paraiso



The Value of Story Collection: Data Practices for Legislative Advocacy

If we are starting from scratch in our advocacy efforts and want to be involved in legislative advocacy, there are quick ways to get started! **Creating survey opportunities via google sheets, survey monkey or your preferred platform, can support your organization in tracking resident feedback and stories that can help make the case for more affordable housing production, preservation and protections.**

RS staff can practice story collection processes while making wellness calls, sending out emails that residents can respond to, or giving paper-form opportunities that residents can turn into the main office, either anonymously or not. You can merge individual survey responses into a consolidated tracking sheet that your team members (who are engaged in legislative advocacy efforts) can easily access.

These collected stories or other feedback from residents are great advocacy

tools. Check with your policy/advocacy and/or communications departments to see how they may be used for advocacy purposes. You can also use the collected stories in your outreach and engagement efforts with your residents directly, such as featuring in flyers or handouts. Also, you can always submit collected resident stories to NPH! We can always use more resident stories for our advocacy efforts, so you can be sure they will be put to good use. You can also perform advocacy and support residents by elevating their voices via social media campaigns (with their consent), while in turn also supporting your organization’s legislative advocacy goals and the goals of the wider affordable housing movement.



Narrative Advocacy Template Example							
Resident Survey Date	Policy Title	Impact of Policy	Shared File Link with Letter Templates	Date to Recieve Narratives	Narratives Collected?	Notes	
4/21/21	SB 739 (Cortese) The Universal Basic Income for Transition Age Foster Youth Act (Hypothetical Example)	Senator Dave Cortese (D-San Jose), has introduced, SB 739, the "Universal Basic Income for Transition Age Foster Youth Act", which would provide direct cash assistance through a statewide universal basic income (UBI) Pilot Program for the approximately 3,000 youth who age out of Extended Foster Care in California	https://www.asbmb.org/advocacy/toolkit/write-a-letter-to-your-legislator	6/15/2021	<input checked="" type="checkbox"/>	Have collected 15 resident narratives via google survey sent out in email as well as over wellness calls, residents have consented to us sharing their stories to support this bill	
5/15/21	SB 65 (Skinner) Maternal care and services (Hypothetical Example)	This bill would establish the department, which is to replace the California Pregnancy-Associated Review Committee, and would require the committee to, among other things, identify and review all pregnancy-related deaths and severe maternal morbidity.		7/30/21	<input type="checkbox"/>	Still need to collect narratives, the goal is at least 5 residents or resident services staff who want to share their story to support	



MAKING AN IMPACT:

Resident Voter Turnout

As affordable housing advocates, it's important to acknowledge and understand the historical inequity and systematic racism impacting low income communities throughout the Bay Area. We must use this critical and relevant context to help us identify what educational tools, state policies, local measures and other civic engagement opportunities can be most impactful for our residents and can also engage them in their ability to make a difference. **One way to engage residents on the issues and legislation that impact them the most is to create conversations on the importance of voter registration and turnout in their communities.**

Recent polling by EMC Research (commissioned by NPH) indicates that **79% of Bay Area voters surveyed identify affordable housing as a funding priority for the region**, and nearly three-quarters (74%) would additionally support a regional approach to housing in the Bay Area. Alarming, over half of Bay Area voters (52%) are also concerned about their own ability to find a safe, stable and affordable home (NPH's "The Road Ahead", 2020). The report also cites the growing support among Bay Area voters for action to address affordability and access to housing for all. **Affordable housing residents represent a critical potential of untapped collective power that can be used to further housing and racial justice in the Bay Area not only for their own benefit, but for the advancement of all our neighbors and communities.**

COLLECTIVE IMPACT:

NPH Offerings for Resident Services Staff

In 2020-2021, RS staff from across the Bay Area region were offered free workshops to discuss resident voter registration in the era of COVID-19, learning how to encourage voter turnout and long-term advocacy opportunities. Some of these workshops were offered via the professional development series **Community Advocacy and Voter Engagement (CAVE)**. Leading up to the election, 70 RS staff from 27 NPH member organizations participated in one or more of these resident voter engagement program opportunities. We provided the following three resource tracks for member organizations to gain knowledge and refine their get out the vote (GOTV) skill set:

1

Resident Voter Engagement 101 Workshop

NPH offered ten region-specific, 90 minute workshop sessions featuring non-partisan voter registration information covering themes such as legal compliance and voter engagement strategies during COVID-19. Guest speakers included members from the Women League of Voters and workers from the County Registrar of Voters.

2

Community Advocacy & Voter Engagement (CAVE)

CAVE is a three part, 6 hour professional development certification program for RS staff who are interested in becoming regional advocates. Areas covered by the CAVE program include the history of affordable housing advocacy in the Bay Area, data management strategies to enhance outreach, and interpersonal leadership development centering voter registration.

3

NPH Vote and Voter Registration Collateral

NPH offered educational collateral opportunities in the form of window posters, door hangers and palm cards in eight different languages. Each piece offered resources for new voter registration, voter renewal, and the 2020 voting process. **With the help of our member organizations, NPH distributed 75,000 pieces of collateral throughout the nine Bay Area counties.**

NPH & RESIDENT SERVICES STAFF:

Working Together to Win

NPH bases programming and advocacy goals on member-led priorities, from the COVID-19 response effort, to direct voter engagement, to policy wins at the ballot box. For the 2020 election season and in partnership with NPH member RS teams who participated in the Community Advocacy & Voter Engagement (CAVE) program and Voter Engagement 101 training series, we worked together as an affordable housing community to bring power and access to voter registration for affordable housing residents. **By focusing on increasing our voter engagement work, we are strengthening our collective regional power as a movement and industry.**

In 2020, NPH sent 130,000 pieces of get out the vote (GOTV) mailers to affordable housing residents in the Bay Area. Additionally, we offered a series of “Resident Voter Engagement 101” training sessions, as well as produced 75,000 pieces of voter registration and engagement collateral in 8 languages for resident services staff to distribute to affordable housing residents. **Together our impact was strong, with 43,057 affordable housing residents turning out to vote, representing a 69.9% percent turnout rate of the registered population. Affordable housing properties saw an increase of 18,233 new voter registrations within Bay Area properties.**

CAVE aims to support RS staff and provide valuable regional conversations to continue to build momentum and win at the ballot box. **We believe the RS teams in the Bay Area region are becoming more critical and instrumental in developing strong, engaging resident voter programming.**

For this reason, becoming more involved in the legislative process at the state and local level will be key to our industry’s sustainability and power to continue to produce affordable housing. CAVE is a key way to ensure that there are avenues for professional development and growth for RS staff that supports the affordable housing movement and its goal of housing for all, regardless of race and income.

Advancing Housing Justice at the Ballot Box: Recent Wins

2020

NPH supported two important measures that passed in 2020: Alameda County Measure W and Sonoma County Measure O, two local revenue measures that will help prevent homelessness by providing essential services. Measure W will help keep Alameda County residents who are at risk of homelessness in their homes and shelter people who are without a home. Measure O will provide Sonoma County residents with essential mental health and homelessness services, which have become more critical with the COVID-19 pandemic. While two statewide propositions supported and advocated for by NPH failed to pass, Proposition 15 (Schools and Communities First) and Proposition 16 (Reinstate Affirmative Action), they represent colossal efforts toward advancing racial and economic justice in California. These statewide campaigns took on the status quo and demonstrated that there is strong public demand for addressing racial and economic disparities. NPH staunchly continues to advocate for racial and economic justice through our agenda and priorities.

2019

NPH was proud to work with our members, partners, and legislative champions in 2019 to pass priority bills and bring forward critical solutions and new investments for our seniors, veterans, low-income families, working people, and other vulnerable community members in the Bay Area and around the state.

NPH and partners led a winning campaign to pass 10 coalition bills, including NPH top Priority Bills AB 1486 (public lands for public good), AB 1487 (Bay Area regional housing solutions), and AB 1482 (tenant protections). AB 1482 creates the largest expansion of

tenant protections in the nation, offering immediate relief to California renters and protecting families from enormous rent increases and unfair evictions. AB 1486 ensures that we are using our public lands for the public good, such as repurposing unused parking lots for affordable homes. AB 1487 authorizes the Bay Area to develop regional programs and investments to respond to our regional housing needs for affordable housing, homelessness prevention, and tenant protections. These – and many other bills – set the stage so our region and state can plan and act for today, tomorrow, and the next generation.



REFLECTIONS

- ⦿ Did anything surprise you about NPH’s legislative advocacy work?
- ⦿ What are opportunities for affordable housing residents to be more involved in the decision making process for affordable housing state and local initiatives?
- ⦿ How can we build-in leadership development strategies in our work?



ENGAGE WITH STRATEGIES:

Explore Your Personal Learnings

What do you believe is the role of RS staff in developing relationships with residents and identifying potential community leaders in their affordable housing sites?

What tools would RS staff need to develop leadership in their residents and engage them in advocacy campaigns?



YOUR ADVOCACY & RESIDENT VOTER ENGAGEMENT ACTION PLAN

The purpose of this activity is to map out your personal advocacy journey. Use this advocacy and engagement action plan to think about your short-term, long-term and biggest wishes when it comes to this work. It is okay if the goals change over time or if you are not able to achieve everything you set for yourself. If it is useful for you, print out the sheet and add it to your workstation as a personal reminder or collaborate with your teammates about your “advocacy next steps.”

Instructions (add two or three goals per section):

- ⦿ Use the short-term goal section to plan what you would like to do for the next two months.
- ⦿ Use the long-term goal section to plan what you would like to do in the next year.
- ⦿ Use the personal advocacy section to set goals for where you want to be professionally or emotionally and how these relate to your overall goals.

Resident Advocacy	Resident Engagement	Personal Advocacy
Short term goals:	Short term goals:	Short term goals:
Long term goals:	Long term goals:	Long term goals:
Biggest hopes & dreams:	Biggest hopes & dreams:	Biggest hopes & dreams:

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