

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. 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.

➤ **INCORPORATE VOTER EDUCATION INTO 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 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 voter education materials in multiple languages.

As we hope you have heard, multiple counties and cities throughout the Greater Bay Area 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.

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

Here’s what we are asking:

Voter Education Materials: have proven to be a very effective way to increase voter turnout.

➤ **REVIEW VOTER REGISTRATION:** Review our preliminary data report on voter registration in your properties. This data is a match between 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. This helps make 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.

Local campaigns will be doing the phone banking, door knocking, and mailings to get the vote out. If you are interested in participating in these activities, please let JR know.

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

If you have any questions, please contact JR Starrett, Advocacy and Community Engagement Director, at jr@nonprofithousing.org or (415) 989-8160x35.