



**OUR HOMES,
OUR VOTES**

**The Importance of Voters Lists!
A Key Tool for Successful Mobilization**

July 31, 2018

Presenters



Dan Emmanuel

Senior Research Analyst
National Low Income Housing Coalition

@Dan_Emmanue1

demmanuel@nlihc.org



Sharon Cornu

Strategic Communications Consultant
Opportunity Partners

@sharon_cornu

sc@sharoncornu.net



Jazmin Posas

Project Assistant
Housing California

jposas@housingca.org



Agenda



- Our Homes, Our Votes Overview
- The Importance of a Voter List
- Targeting Low Income Renters for Registration & Mobilization
- The California Case Study
 - Using Voter Lists to Pass Ballot Initiatives
 - Using Voter Lists to Mobilize Advocates
- Veterans and Affordable Housing Act

Our Homes, Our Votes



Our Homes, Our Votes is NLIHC's voter engagement effort focusing on increasing voter registration and turnout amongst low income housing renters and advocates.



Legal Considerations for Nonprofits



501(c)(3) nonprofit organizations ARE allowed to participate in voter registration efforts!

501(c)(3)s **CAN**

- Register voters
- Educate voters
- Engage candidates on issues
- Get voters to the polls

As long as all efforts and activities remain NON-PARTISAN!

501(c)(3)s **CANNOT**

- Make endorsements of any political candidates.
- Donate money, resources, or time to any particular candidate.
- Any staff engaged in partisan political activities **MUST** do so without representing the organization, **NEVER** on staff time, and **NEVER** using 501(c)(3) resources.

New Resource!

www.ourhomes-ourvotes.org



- Step-by-step voter engagement planning resources
- Infographics and images for use in your materials
- Articles and updates on efforts throughout the country
- Recordings of previous webinar presentations
- Helpful links to additional resources and information

OUR HOMES, OUR VOTES

[HOME](#)

[ABOUT](#)

[VOTING](#)

[NEWS](#)

[WEBINARS](#)

[TOOLS](#)

[TAKE ACTION](#)



OUR HOMES, OUR VOTES

Affordable homes are built with ballots every bit as much as they are built with bricks and drywall. Advocates for expanded housing affordability need to be a significant voting bloc in the 2018 election.

[Start planning](#) your *Our Homes, Our Votes* campaign today.

Today's Topic: Voter Lists!



- The most effective voter engagement is ONGOING
- Registering voters only matters if they make it to the polls and cast a ballot
- Maximizing efficiency
- Several different levels of voter lists

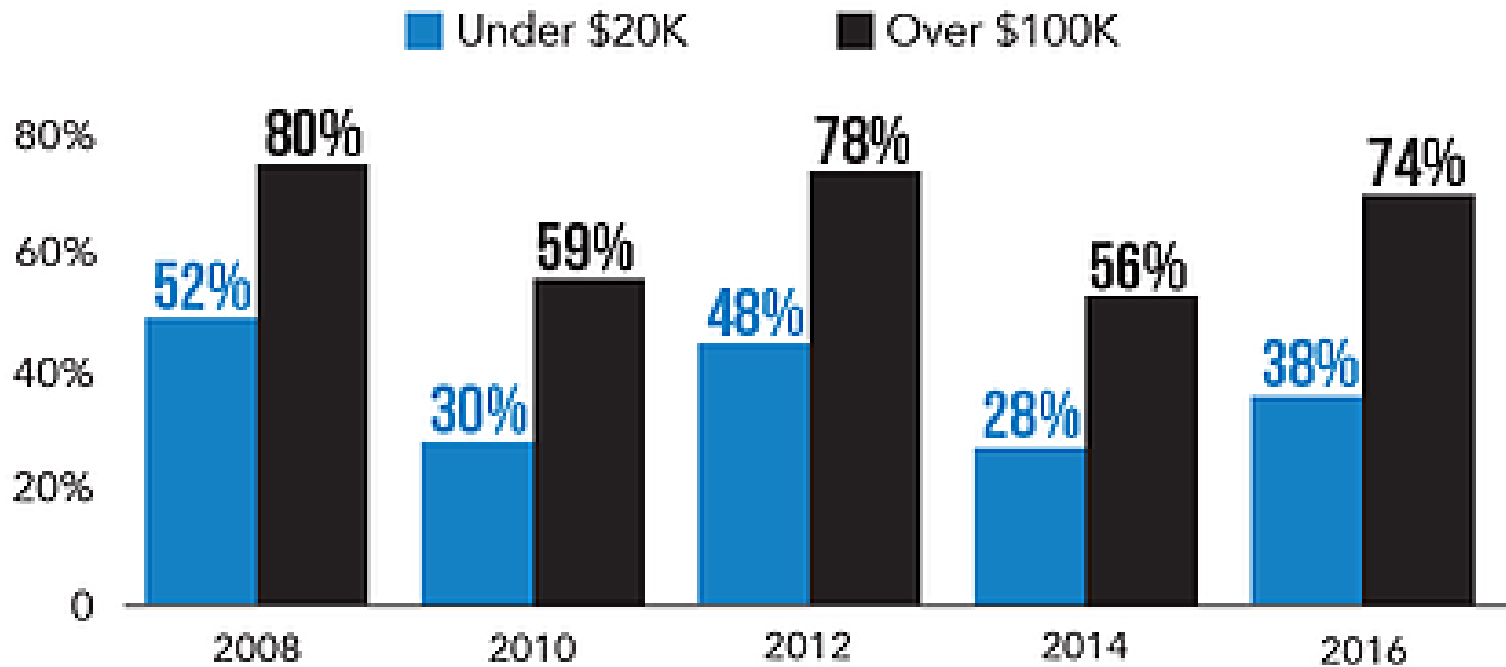


OURHOMES-OURVOTES.ORG

Voter Turnout Rates by Income



U.S. CITIZENS WHO REPORTED VOTING IN NOVEMBER ELECTIONS BY FAMILY INCOME (2008 TO 2016)



Source: November 2006-2016 Current Population Survey data

Finding Low Income Renters Structuring Your Field

Automatic voting machine with privacy
curtains, invented in Iowa, 1939.
Gift of Rockwell Manufacturing Company


**VOTE
HERE**

Using the National Housing Preservation Database (NHPD) for Voter Engagement Efforts

Dan Emmanuel

Senior Research Analyst

National Low Income Housing Coalition

What is the NHPD?

- The National Housing Preservation Database (NHPD) is a research tool created by NLIHC and PAHRC for identifying federally subsidized housing.
 - Its most common use is for research and guiding preservation efforts.

How can we use the NHPD for voter engagement?

- NHPD can also serve as a starting point to guide voter engagement efforts and begin building a voter list for residents of assisted housing.
- We'll walkthrough how to identify assisted properties and share that data through a map.
 - Using tools that are free and accessible to people of all skill levels (NHPD and Google Maps).

Accessing Database

National Housing Preservation Database (NHPD)



Advocate

View annual reports on the aggregate number of affordable housing properties and units by state and county.

[Read more](#)



Register

Access the database and customize your search of affordable housing properties by location, funding stream, or subsidy end date support affordable housing preservation efforts.

[Register here](#)



Locate

Access interactive maps to view where affordable housing is located in your community, identify new affordable properties, and locate properties that are at risk of loss.

[See more](#)



Support

Increase the preservation of affordable housing by supporting this important resource for data-driven preservation strategies.

[Read more](#)

Accessing Database

Browser tabs: Data Access - National Housing Pr..., Data Dictionary - National Housing..., Identifying Expiring Affordable Ho..., Please sign in - National Housing P...
Address bar: nhpd.preservationdatabase.org/Account/Login
Search: central west end
Bookmarks: Most Visited, Getting Started, The Data Visualisation ...

National Housing Preservation Database (NHPD)

HOME ABOUT DOCUMENTATION REPORTS RESOURCES LOGIN REGISTER

Please sign in

Email dan@nlhc.org

Password

Remember Me?

SIGN IN

[Register as a new user](#)

[Forgot password?](#)

Accessing Database

Browser tabs: Data Access - National Housing Pres..., Data Dictionary - National Housing..., Identifying Expiring Affordable Ho..., Account - National Housing Preser...
Address bar: nhpd.preservationdatabase.org/Account
Search bar: central west end

National Housing Preservation Database (NHPD)

HOME ABOUT DOCUMENTATION REPORTS RESOURCES LOGIN REGISTER

Data Access:

Signed in as: dan@nlhc.org

[DATA ACCESS](#)

Account Settings:

[UPDATE YOUR INFO](#)

[CHANGE PASSWORD](#)

[SIGN OUT](#)

THE NHPD IS MADE POSSIBLE THANKS TO

Windows taskbar: Type here to search, icons for File Explorer, Edge, Chrome, Outlook, Word, PowerPoint, Excel, OneDrive, and system tray with date 5:14 PM 4/3/2018.

Applying Subsidy Filters

Data Access - National Housing Pres X +

nhpd.preservationdatabase.org/Data

National Housing Preservation Database (NHPD)

HOME ABOUT DOCUMENTATION REPORTS RESOURCES LOGIN REGISTER

Subsidy Filters

Subsidy Status: (Select all) Active Inactive Inconclusive

Program:

Active and Inconclu

Xlsx

APPLY FILTERS

EXPORT FILTERED GRID

SHOW ADDITIONAL VARIABLES

#	Property Name	Property Address	City	State	Zip Code	Total Units	Active Subsidies	Property Status	Earliest Start Date	Latest End Date	Latitude	Longitude	County	Congressional District	Owner Name	Owner Type	
①	IVY ESTATES	6729 Zeigler Blvd	Mobile	AL	36608-4253	14	1	Active	08/11/2017	08/10/2045	30.708540	-88.200550	Mobile	01	PORT CITY HOUSING INC	Non-Profit	Details
②	RENDU TERRACE WEST	7400 Old Shell Rd	Mobile	AL	36608-4549	24	1	Active	12/14/2017	12/13/2047	30.693016	-88.214826	Mobile	01	RENDU TERRACE WEST INC	Non-Profit	Details
③	MAIN AVENUE APARTMENTS	105 E Walnut St	Sylacauga	AL	35150-3012	24	1	Active	03/13/2018	03/12/2040	33.163565	-86.248770	Talladega	03	COOSA VALLEY SENIORS HOUSING INC	Non-Profit	Details
④	PRESBYTERIAN OAKS III	23 Ironaton Rd	Talladega	AL	35160-5033	18	1	Active	08/22/2017	08/21/2048	33.440600	-86.040970	Talladega	03	PRESBYTERIAN OAKS III INC	Non-Profit	Details
⑤	AHEPA 310-IX	7560 Olympic Ln	Theodore	AL	36582-3868	50	1	Active	12/19/2017	12/18/2043	30.561990	-88.219500	Mobile	01	AHEPA 310-IX INC	Non-Profit	Details
⑥	SUN VALLEY APARTMENTS	375 W Ross St	Batesville	AR	72501-4436	20	1	Active	03/01/2018	02/28/2038	35.774725	-91.662960	Independence	01	SUN VALLEY APTS INC	Non-Profit	Details
⑦	INDEPENDENCE APARTMENTS	4040 Harrison St	Batesville	AR	72501-9768	18	1	Active	01/01/2018	12/31/2041	35.767330	-91.590000	Independence	01	INDEPENDENCE APTS INC	Non-Profit	Details
⑧	OSAGE HEIGHTS SENIOR HOUSING	3303 SE L St	Bentonville	AR	72712-3706	24	1	Active	03/01/2018	02/28/2041	36.338779	-94.193698	Benton	03	OSAGE HEIGHTS SENIOR HOUSING INC	Non-Profit	Details
⑨	MEADOWOOD GARDENS II	907 Meadowood Ln	Bentonville	AR	72712-5441	12	1	Active	08/08/2017	08/07/2045	36.373990	-94.198570	Benton	03	MEADOWOOD GARDENS INC	Non-Profit	Details
⑩	OZARK MEADOWS II	112 Clive St	Berryville	AR	72616-5171	20	1	Active	05/01/2018	04/30/2045	36.365570	-93.551670	Carroll	03	OZARK MEADOWS II INC	Non-Profit	Details
⑪	RUSSIAN JACK MANOR	1260 Delasala Pl	Anchorage	AK	99508-2037	20	1	Active	11/09/2017	10/31/2041	61.210200	-149.797460	Anchorage	01	SENIOR LIVING ALTERNATIVES INC	Non-Profit	Details
⑫	INDEPENDENCE PARK MANOR II	2301 Sentry Dr	Anchorage	AK	99507-4465	20	1	Active	09/11/2017	08/31/2046	61.133450	-149.838830	Anchorage	AL	INDEPENDENCE PARK II SENIOR HOUSING INC	Non-Profit	Details
⑬	INDEPENDENCE PARK MANOR	2401 Sentry Dr	Anchorage	AK	99507-4467	20	1	Active	08/18/2017	07/31/2046	61.133610	-149.837820	Anchorage	AL	INDEPENDENCE PARK SENIOR HOUSING INC	Non-Profit	Details

Type here to search

12:48 PM 7/27/2018

Applying Subsidy Filters

Data Access - National Housing Preservation Database (NHPD)

nhpd.preservationdatabase.org/Data

National Housing Preservation Database (NHPD)

HOME ABOUT DOCUMENTATION REPORTS RESOURCES LOGIN REGISTER

Subsidy Filters

Subsidy Status: Active

Program: Section 8; LIHTC; Public Housing

- (Select all)
- Section 8
- HUD Insured
- Section 202
- LIHTC
- Section 515
- Section 538
- Public Housing
- Section 236
- HOME
- State Subsidy

APPLY FILTERS

Active and Inconclu

Xlsx EXPORT FILTERED GRID SHOW ADDITIONAL VARIABLES

Enter text to search...

#	Property Name	Property Address	City	State	Zip	Earliest Start Date	Latest End Date	Latitude	Longitude	County	Congressional District	Owner Name	Owner Type	Details
①	IVY ESTATES	6729 Zeigler Blvd	Mobile	AL	36601	08/11/2017	08/10/2045	30.708540	-88.200550	Mobile	01	PORT CITY HOUSING INC	Non-Profit	Details
②	RENDU TERRACE WEST	7400 Old Shell Rd	Mobile	AL	36601	12/14/2017	12/13/2047	30.693016	-88.214826	Mobile	01	RENDU TERRACE WEST INC	Non-Profit	Details
③	MAIN AVENUE APARTMENTS	105 E Walnut St	Seacauga	AL	35136	03/13/2018	03/12/2040	33.163565	-86.248770	Talladega	03	COOSA VALLEY SENIORS HOUSING INC	Non-Profit	Details
④	PRESBYTERIAN OAKS III	23 Ironaton Rd	Talladega	AL	35136	08/22/2017	08/21/2048	33.440600	-86.040970	Talladega	03	PRESBYTERIAN OAKS III INC	Non-Profit	Details
⑤	AHEPA 310-IX	7560 Olympic Ln	Theodore	AL	36688	12/19/2017	12/18/2043	30.561990	-88.219500	Mobile	01	AHEPA 310-IX INC	Non-Profit	Details
⑥	SUN VALLEY APARTMENTS	375 W Ross St	Ellettsville	AR	72501-4436	03/01/2018	02/28/2038	35.774725	-91.662960	Independence	01	SUN VALLEY APTS INC	Non-Profit	Details
⑦	INDEPENDENCE APARTMENTS	4040 Harrison St	Ellettsville	AR	72501-9768	01/01/2018	12/31/2041	35.767330	-91.590000	Independence	01	INDEPENDENCE APTS INC	Non-Profit	Details
⑧	OSAGE HEIGHTS SENIOR HOUSING	3303 SE L St	Bentonville	AR	72712-3166	03/01/2018	02/28/2041	36.338779	-94.193698	Benton	03	OSAGE HEIGHTS SENIOR HOUSING INC	Non-Profit	Details
⑨	MEADOWOOD GARDENS II	907 Meadowood Ln	Bentonville	AR	72712-5441	08/08/2017	08/07/2045	36.373990	-94.198570	Benton	03	MEADOWOOD GARDENS INC	Non-Profit	Details
⑩	OZARK MEADOWS II	112 Clive St	Berryville	AR	72616-5171	05/01/2018	04/30/2045	36.365570	-93.551670	Carroll	03	OZARK MEADOWS II INC	Non-Profit	Details
⑪	RUSSIAN JACK MANOR	1260 Delasala Pl	Anchorage	AK	99508-2037	11/09/2017	10/31/2041	61.210200	-149.797460	Anchorage	01	SENIOR LIVING ALTERNATIVES INC	Non-Profit	Details
⑫	INDEPENDENCE PARK MANOR II	2301 Sentry Dr	Anchorage	AK	99507-4465	09/11/2017	08/31/2046	61.133450	-149.838830	Anchorage	AL	INDEPENDENCE PARK II SENIOR HOUSING INC	Non-Profit	Details
⑬	INDEPENDENCE PARK MANOR	2401 Sentry Dr	Anchorage	AK	99507-4467	08/18/2017	07/31/2046	61.133610	-149.837820	Anchorage	AL	INDEPENDENCE PARK SENIOR HOUSING INC	Non-Profit	Details

Applying Property Filters

Data Access - National Housing Preservation Database (NHPD)

nhpd.preservationdatabase.org/Data

National Housing Preservation Database (NHPD)

HOME ABOUT DOCUMENTATION REPORTS RESOURCES LOGIN REGISTER

Subsidy Filters

Subsidy Status: Program: **APPLY FILTERS**

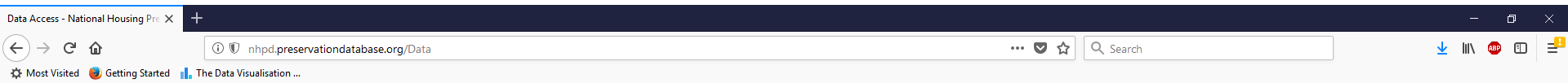
Active and Inconclu **DOWNLOAD COMPLETE DATABASE** Xlsx **EXPORT FILTERED GRID** **SHOW ADDITIONAL VARIABLES**

#	Property Name	Property Address	City	State	Zip Code	Total Units	Total Active Subsidies	Property Status	Earliest Start Date	Latest End Date	Latitude	Longitude	County	Congressional District	Owner Name	Owner Type	
Clear			Mobile	AL													
⊕	RENDU TERRACE WEST	7400 Old Shell Rd	Mobile	AL	36608-4549	50	1	Active	08/11/2017	08/10/2045	30.708540	-88.200550	Mobile	01	RENDU TERRACE WEST INC	Non-Profit	Details
⊕	AHEPA 310 APARTMENTS	2550 Hillcrest Rd	Mobile	AL	36695-3170	96	2	Active	12/14/2017	12/13/2047	30.693016	-88.214826	Mobile	01	AHEPA 310 APTS LLLP	Profit Motivat	Details
⊕	SOUTH OF DAUPHIN	3150 Dauphin St	Mobile	AL	36606-4039	100	2	Active	08/21/2013	09/01/2048	30.638600	-88.190930	Mobile	01	SOUTH OF DAUPHIN APTS LLLC	Limited Dividend	Details
⊕	DAUPHIN NORTH APARTMENTS	3150 Dauphin St	Mobile	AL	36606-4039	223	2	Active	12/01/1971	07/01/2034	30.689821	-88.118933	Mobile	01	DAUPHIN HOUSING ASSOCIATES LP	Multiple	Details
⊕	DICKENS FERRY APARTMENTS	6551 Dickens Ferry Rd	Mobile	AL	36608-3980	80	1	Active	01/01/1972	09/01/2058	30.689821	-88.118933	Mobile	01	DAUPHIN HOUSING ASSOCIATES LP	Multiple	Details
⊕	DICKENS FERRY APARTMENTS	6551 Dickens Ferry Rd	Mobile	AL	36608-3980	80	1	Active	08/01/1974	07/31/2035	30.688776	-88.194603	Mobile	01	DICKENS FERRY LLC	Profit Motivated	Details
⊕	RINGOLD GROUP HOME	2351 Demetropolis Rd	Mobile	AL	36693-3643	6	1	Active	08/10/2017	08/10/2045	30.641820	-88.156810	Mobile	01	RENDU TERRACE WEST INC	Non-Profit	Details
⊕	GIRBY ROAD APARTMENTS	5200 Girby Rd	Mobile	AL	36693-5025	21	1	Active	12/14/2017	12/13/2047	30.618501	-88.160632	Mobile	01	MOBILE SHARED LIVING INC	Non-Profit	Details
⊕	AHEPA 310-VI APARTMENTS	5223 Cottage Hill Rd	Mobile	AL	36609-4269	65	1	Active	04/02/2018	04/01/2038	30.648085	-88.162096	Mobile	01	MOBILE SUPPORTED LIVING INC	Non-Profit	Details
⊕	DEERWOOD GROUP HOME	5730 Deerwood Dr N	Mobile	AL	36618-3072	3	1	Active	01/09/2018	01/08/2038	30.723185	-88.176601	Mobile	01	AHEPA 310-VI INC	Non-Profit	Details
⊕	AHEPA 310-VII	6430 Cottage Hill Rd	Mobile	AL	36695-3709	59	1	Active	02/26/2018	02/25/2039	30.640240	-88.191310	Mobile	01	MOBILE COMMUNITY LIVING INC	Non-Profit	Details
⊕	PINE TRACE APARTMENTS	858 Schaub Ave	Mobile	AL	36609-5102	15	1	Active	03/01/2018	02/28/2040	30.672415	-88.191310	Mobile	01	AHEPA 310-VII INC	Non-Profit	Details
⊕									03/31/2018	03/30/2039	30.672415	-88.186485	Mobile	01	MOBILE ACCESSIBLE HOUSING INC	Non-Profit	Details

Type here to search

12:58 PM 7/27/2018

Exporting Your Data



National Housing Preservation Database (NHPD)

- HOME
- ABOUT
- DOCUMENTATION
- REPORTS
- RESOURCES
- LOGIN
- REGISTER

Subsidy Filters

Subsidy Status:

Program:

APPLY FILTERS

Active and Inconclu

DOWNLOAD COMPLETE DATABASE

Xlsx

EXPORT FILTERED GRID

SHOW ADDITIONAL VARIABLES

- Export All
- Export Properties
- Export Subsidies

#	Property Name	Property Address	City	State	Zip Code	Total Units	Total Active Subsidies	Propert Status	Earliest Start Date	Longitude	County	Congressional District	Owner Name	Owner Type
+	IVY ESTATES	6729 Zeigler Blvd	Mobile	AL	36608-4253	14	1	Active	08/11/2017	-88.200550	Mobile	01	PORT CITY HOUSING INC	Non-Profit
+	RENDU TERRACE WEST	7400 Old Shell Rd	Mobile	AL	36608-4549	50	1	Active	12/14/2017	-88.214826	Mobile	01	RENDU TERRACE WEST INC	Non-Profit
+	AHEPA 310 APARTMENTS	2550 Hillcrest Rd	Mobile	AL	36695-3170	96	2	Active	08/21/2013	-88.190930	Mobile	01	AHEPA 310 APTS LLLP	Profit Motivatd
+	SOUTH OF DAUPHIN	3150 Dauphin St	Mobile	AL	36606-4039	100	2	Active	12/01/1971	-88.118933	Mobile	01	SOUTH OF DAUPHIN APTS LLC	Limited Dividend
+	DAUPHIN NORTH APARTMENTS	3150 Dauphin St	Mobile	AL	36606-4039	223	2	Active	01/01/1972	-88.118933	Mobile	01	DAUPHIN HOUSING ASSOCIATES LP	Multiple
+	DICKENS FERRY APARTMENTS	6551 Dickens Ferry Rd	Mobile	AL	36608-3980	80	1	Active	08/01/1974	-88.194603	Mobile	01	DICKENS FERRY LLC	Profit Motivated
+	RINGOLD GROUP HOME	2351 Demetropolis Rd	Mobile	AL	36693-3643	6	1	Active	03/24/2018	-88.156810	Mobile	01	MOBILE SHARED LIVING INC	Non-Profit
+	GIRBY ROAD APARTMENTS	5200 Girby Rd	Mobile	AL	36693-5025	21	1	Active	04/02/2018	-88.160632	Mobile	01	MOBILE SUPPORTED LIVING INC	Non-Profit
+	AHEPA 310-VI APARTMENTS	5223 Cottage Hill Rd	Mobile	AL	36609-4269	65	1	Active	01/09/2018	-88.162096	Mobile	01	AHEPA 310-VI INC	Non-Profit
+	DEERWOOD GROUP HOME	5730 Deerwood Dr N	Mobile	AL	36618-3072	3	1	Active	02/26/2018	-88.176601	Mobile	01	MOBILE COMMUNITY LIVING INC	Non-Profit
+	AHEPA 310-VII	6430 Cottage Hill Rd	Mobile	AL	36695-3709	59	1	Active	03/01/2018	-88.191310	Mobile	01	AHEPA 310-VII INC	Non-Profit
+	PINE TRACE APARTMENTS	858 Schaub Ave	Mobile	AL	36609-5102	15	1	Active	03/31/2018	-88.186485	Mobile	01	MOBILE ACCESSIBLE HOUSING INC	Non-Profit

Your Excel Data

- Each row is a property
- Delete unnecessary columns (variables)
- Keep:
 - Property Name
 - Property Address
 - City
 - State
 - Zip
 - Total Units
 - Lat/Long (if no geocoder for addresses)
 - County
 - Congressional District
- Save

The screenshot shows an Excel spreadsheet with the following columns: Property ID, Property Name, Property Address, City, State, Zip Code, Total Units, Total Active Inclusions, and Property ID. The data is organized into rows, with the first row being a header and subsequent rows containing property information. The spreadsheet is titled 'NYPD Property List' and is open in the 'Excel' application.

Property ID	Property Name	Property Address	City	State	Zip Code	Total Units	Total Active Inclusions	Property ID
1	CATHEDRAL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	1
2	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	2
3	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	3
4	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	4
5	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	5
6	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	6
7	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	7
8	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	8
9	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	9
10	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	10
11	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	11
12	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	12
13	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	13
14	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	14
15	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	15
16	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	16
17	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	17
18	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	18
19	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	19
20	WINDMILL PLACE APARTMENTS	111 W 42nd St	New York	NY	10036	180	180	20

Creating a Map

The image shows a screenshot of the Google Maps web interface. The browser window title is "Google Maps" and the address bar shows "https://www.google.com/maps/@38.9002,-77.0364146,15z". The search bar contains "austria healthcare". The left sidebar is open, showing a "Menu" button (highlighted with a red box) and a search bar. Below the search bar, there are sections for "Home", "Set a work address", "Heavy traffic in this area", and "Washington" with a weather icon for 89°. At the bottom of the sidebar, there are icons for "Restaurants", "Hotels", "Bars", "Coffee", and "More". The main map area displays a detailed view of Washington, D.C., including landmarks like the White House, National Museum of Women in the Arts, and the United States Capitol. The map is overlaid with a grid of streets and labeled with neighborhood names like "WEST END", "DUPONT CIRCLE", "WASHINGTON CITY NORTH", and "EAST END". The bottom of the screen shows the Windows taskbar with various application icons and the system tray displaying the time as 2:18 PM on 7/27/2018.

Creating a Map

The image shows a web browser window with multiple tabs. The active tab is Google Maps, displaying a map of Washington, DC. The left sidebar contains various map controls, with the 'Your places' option highlighted by a red rectangle. The map shows major roads, parks, and landmarks like the US Capitol and the Pentagon. A search bar at the top right contains the text 'Sedona State by BOO Lodging Sep 2, Sep 3'. The bottom of the screen shows the Windows taskbar with the search bar and several application icons.

Google Maps

- Map
- Satellite
- Terrain
- Traffic
- Transit
- Bicycling
- Location sharing
- Your places**
- Your contributions
- Your timeline
- Share or embed map
- Print
- Take a tour
- Language
- Tips and tricks
- Get help
- Consumer information
- Add a missing place
- Send feedback
- Search settings
- History

Search: Sedona State by BOO Lodging Sep 2, Sep 3

Map data ©2018 Google, United States, Terms, Send feedback, 2 mi

2:31 PM 7/27/2018

Creating a Map

The image shows a screenshot of a web browser displaying Google Maps. The browser's address bar shows the URL: <https://www.google.com/maps/@38.8937091,-77.0846157,12z/data=!4m2!10m1!1e4>. The browser tabs include "Data Access - National Housing Proj...", "Google Maps", "Google Maps", "Untitled map - Google My Maps", and "New Tab".

The Google Maps interface features a sidebar on the left titled "Your places". This sidebar has a red box around the "MAPS" tab. Below the tabs, there is a list of saved places:

- Untitled map (July 27, 2018)
- Manchester, NH Subsidized Housing (March 7, 2018)
- Donut Crawl Map (April 2, 2017)
- Concord, NH Subsidized Housing (November 4, 2016)
- Nashua, NH Subsidized Housing (November 4, 2016)

At the bottom of the sidebar, there is a "SEE ALL YOUR MAPS" link and a "CREATE MAP" button, which is also highlighted with a red box. The main map area shows a detailed view of Washington, DC, with various landmarks and streets labeled. A red box highlights a specific location on the map: "Solons-Slate by B00 Lodging (Sep 2-Sep 3)".

The bottom of the screen shows the Windows taskbar with the search bar and several application icons. The system tray on the right indicates the time as 2:32 PM on 7/27/2018.

Creating a Map

The screenshot displays the Google My Maps web interface. The browser's address bar shows the URL: <https://www.google.com/maps/d/edit?hl=en&hl=en&mid=1bhcNcTKKo-2R9EADJEVkJ85Uj3muvMynb&ll=28.933635355155097%2C-92.4169924>. The search bar contains the text "austria healthcare".

On the left side, the "Untitled map" sidebar is visible, showing "All changes saved in Drive" and a list of layers. The "Untitled layer" is selected and highlighted with a red box, with an "Import" button below it. Below the layer list, there is a yellow tip: "Add places to this layer by drawing or importing data. Learn more".

The main map area shows a satellite view of North America. A dialog box titled "Choose a file to import" is open in the center. It has tabs for "Upload", "Google Drive", and "Photo albums". The "Upload" tab is active. The dialog contains a large dashed box with the text "Drag a CSV, XLSX, KML or GPX file here". Below this box is a blue button labeled "Select a file from your computer", which is also highlighted with a red box. At the bottom of the dialog are "Select" and "Cancel" buttons.

The Windows taskbar at the bottom shows the search bar with "Type here to search" and various application icons. The system tray on the right shows the date and time: "2:17 PM 7/27/2018".

Creating a Map

The screenshot shows the Google My Maps web interface. The browser's address bar contains the URL: `https://www.google.com/maps/d/edit?hl=en&hl=en&mid=1bhcNcTKKo-2R9EDAJEV85UI3muvMynb&ll=30.68643964967584%2C-88.1328942`. The search bar contains the text "greenbow alabama".

On the left side, the "Untitled map" sidebar is visible, showing "2 views" and "All changes saved in Drive". It includes options for "Add layer", "Share", and "Preview". Under "Untitled layer", there is an "Import" button and a yellow box with the text: "Add places to this layer by drawing or importing data. [Learn more](#)".

The main map area displays a satellite-style map of a region in Alabama, including Mobile, Spanish Fort, and Malbis. A dialog box is overlaid on the map with the title "Choose columns to position your placemarks". The dialog contains the following text: "Select the columns from your file that tell us where to put placemarks on the map, such as addresses or latitude-longitude pairs. All columns will be imported." Below this text is a list of columns with checkboxes:

- Property Name
- Property Address
- City
- State
- Zip Code
- Total Units
- Latitude
- Longitude

At the bottom of the dialog are three buttons: "Continue" (highlighted in blue), "Back", and "Cancel".

The Windows taskbar at the bottom shows the search bar with "Type here to search", several application icons (including Chrome, Word, and Excel), and the system tray with the time "2:47 PM" and date "7/27/2018".

Creating a Map

The screenshot shows a web browser window with multiple tabs. The active tab is 'Untitled map - Google My Maps'. The address bar shows a URL: <https://www.google.com/maps/d/edit?hl=en&hl=en&mid=1bhcnTKKo-2R9EDAJEV85Uj3muvMynb&ll=30.68643964967584%2C-88.1328942>. The search bar contains 'greenbow alabama'. The map displays a region in Alabama, including Mobile, Spanish Fort, and Daphne. A sidebar on the left shows 'Untitled map' with '2 views' and 'All changes saved in Drive'. It includes options for 'Add layer', 'Share', and 'Preview'. Under 'Untitled layer', there is an 'Import' button and a yellow box with the text: 'Add places to this layer by drawing or importing data. Learn more'. A dialog box is open in the center of the map, titled 'Choose a column to title your markers'. It contains the instruction: 'Pick a column to use as the title for the placemarks, such as the name of the location or person.' Below this is a list of columns with radio buttons: 'Property Name' (selected), 'Property Address', 'City', 'State', 'Zip Code', 'Total Units', 'Latitude', and 'Longitude'. At the bottom of the dialog are 'Finish', 'Back', and 'Cancel' buttons. The Windows taskbar at the bottom shows the search bar with 'Type here to search' and various application icons. The system tray on the right shows the date and time: '2:48 PM 7/27/2018'.

Creating a Map

The screenshot displays the Google My Maps web interface. The browser tabs include 'Data Access - National Housing Pr...', 'Google Maps', and two 'Untitled map - Google My Map' windows. The address bar shows a URL for a map in Mobile, Alabama, with a search for 'greenbow alabama'. The map shows a large area with numerous blue location pins. A popup window for 'IVY ESTATES' is open, displaying the following information:

IVY ESTATES	
Property Address	6729 Zeigler Blvd
City	Mobile
State	AL
Zip Code	36608-4253
Total Units	14
Latitude	30.70854
Longitude	-88.20055
County	Mobile
Congressional District	01

The map interface includes a left sidebar with 'Untitled map' (3 views), 'All changes saved in Drive', and options to 'Add layer', 'Share', and 'Preview'. A layer named 'Mobile AL Properties.xlsx' is selected with 'Uniform style' and 'All items (71)'. The bottom of the screen shows the Windows taskbar with various application icons and a system tray displaying the time as 2:50 PM on 7/27/2018.

Creating a Map

The screenshot displays the Google My Maps web interface. At the top, the browser address bar shows the URL: <https://www.google.com/maps/d/edit?hl=en&hl=en&mid=1bhcNcTKKo-2R9EDAJEV85UI3muvMynb&ll=30.706940546071444%2C-88.143424>. The search bar contains the text "greenbow alabama".

On the left side, the "Untitled map" sidebar is visible, containing the following elements:

- Map title: "Untitled map" (highlighted with a red box)
- Views: "3 views"
- Actions: "Add layer", "Share", "Preview"
- Data layer: "Mobile AL Properties.xlsx" (checked)
- Style: "Uniform style" (checked)
- Items: "All items (71)"
- Base map: "Base map"

In the center, a data layer popup for "IVY ESTATES" is displayed with the following details:

Property Address	6729 Zeigler Blvd
City	Mobile
State	AL
Zip Code	36608-4259
Total Units	14
Latitude	30.71883
Longitude	-88.20055
County	
Congressional District	

Overlaid on the map is a dialog box titled "Edit map title and description" (highlighted with a red box). The dialog contains the following text:

Map title
Mobile AL Subsidized Properties

Description
This is a map of all federally subsidized properties in Mobile, AL

Buttons: "Save" (blue), "Cancel" (grey)

The map background shows a satellite view of Mobile, Alabama, with numerous blue location pins representing the data points. The Google My Maps logo is visible at the bottom center of the map area.

At the bottom of the screen, the Windows taskbar is visible, showing the search bar with the text "Type here to search" and various application icons. The system tray on the right shows the date and time: "2:51 PM 7/27/2018".

Creating a Map

The screenshot displays a Google My Maps interface with several browser tabs open: 'Data Access - National Housing Pr...', 'Mobile AL Subsidized Properti...', 'Mobile AL Subsidized Properti...', and 'Nashua, NH Subsidized Housi...'. The address bar shows a Google Maps edit URL for Mobile, AL. The map itself is populated with numerous house-shaped markers in red, yellow, green, and blue, representing subsidized properties. A red rectangular box highlights the 'Mobile AL Subsidized Properties' layer settings panel on the left. This panel includes the following elements:

- Layer title: 'Mobile AL Subsidized Properties' with a dropdown arrow.
- Description: 'This is a map of all federally subsidized properties in Mobile, AL. 13 views'.
- Status: 'All changes saved in Drive'.
- Actions: 'Add layer', 'Share', and 'Preview'.
- Layer controls: A checked 'Mob' layer with a dropdown arrow.
- Grouping options: 'Group places by' with a dropdown set to 'Total Units'.
- Coloring options: A radio button for 'Ranges' (selected) with a color scale and a value of '4'.
- Labeling options: A radio button for 'Categories' and a 'Set labels' dropdown set to 'No labels'.
- Base map: A 'Base' map layer with a dropdown arrow.

The map shows the Mobile, Alabama area, including landmarks like the University of South Alabama, Mobile Regional Airport, and USS Alabama. The taskbar at the bottom shows the Windows Start button, a search bar, and various application icons. The system tray in the bottom right corner displays the date and time as 5:51 PM on 7/27/2018.

Share Your Map

The screenshot shows a Google Maps interface with a map of Mobile, Alabama. A sidebar on the left displays the map title 'Mobile AL Subsidized Properties' and a 'Share' button highlighted with a red box. A 'Sharing settings' dialog box is open in the center, also with a red box around the 'Link to share' field containing the URL: <https://drive.google.com/open?id=1bhcNcTKKo-2R9EDAJEVv85UI3muvMynb&usp=s>. Below the link, the 'Who has access' section is highlighted with a red box, showing 'Anyone who has the link can view' with a 'Change...' link. The 'Invite people' section is visible below, and the 'Done' button is at the bottom of the dialog. The Windows taskbar at the bottom shows the search bar and various application icons.

Mobile AL Subsidized Properties

This is a map of all federally-subsidized properties in Mobile, AL.
3 views

All changes saved in Drive

Add layers **Share** Preview

Mobile AL Properties.xlsx

Uniform style

All items (71)

Base map

Sharing settings

Link to share

<https://drive.google.com/open?id=1bhcNcTKKo-2R9EDAJEVv85UI3muvMynb&usp=s>

Share link via:

Who has access

Anyone who has the link can view [Change...](#)

Dan Emmanuel (you)
dan.emmanuel85@gmail.com Is owner

Invite people:

Enter names or email addresses...

Owner settings [Learn more](#)

Prevent editors from changing access and adding new people

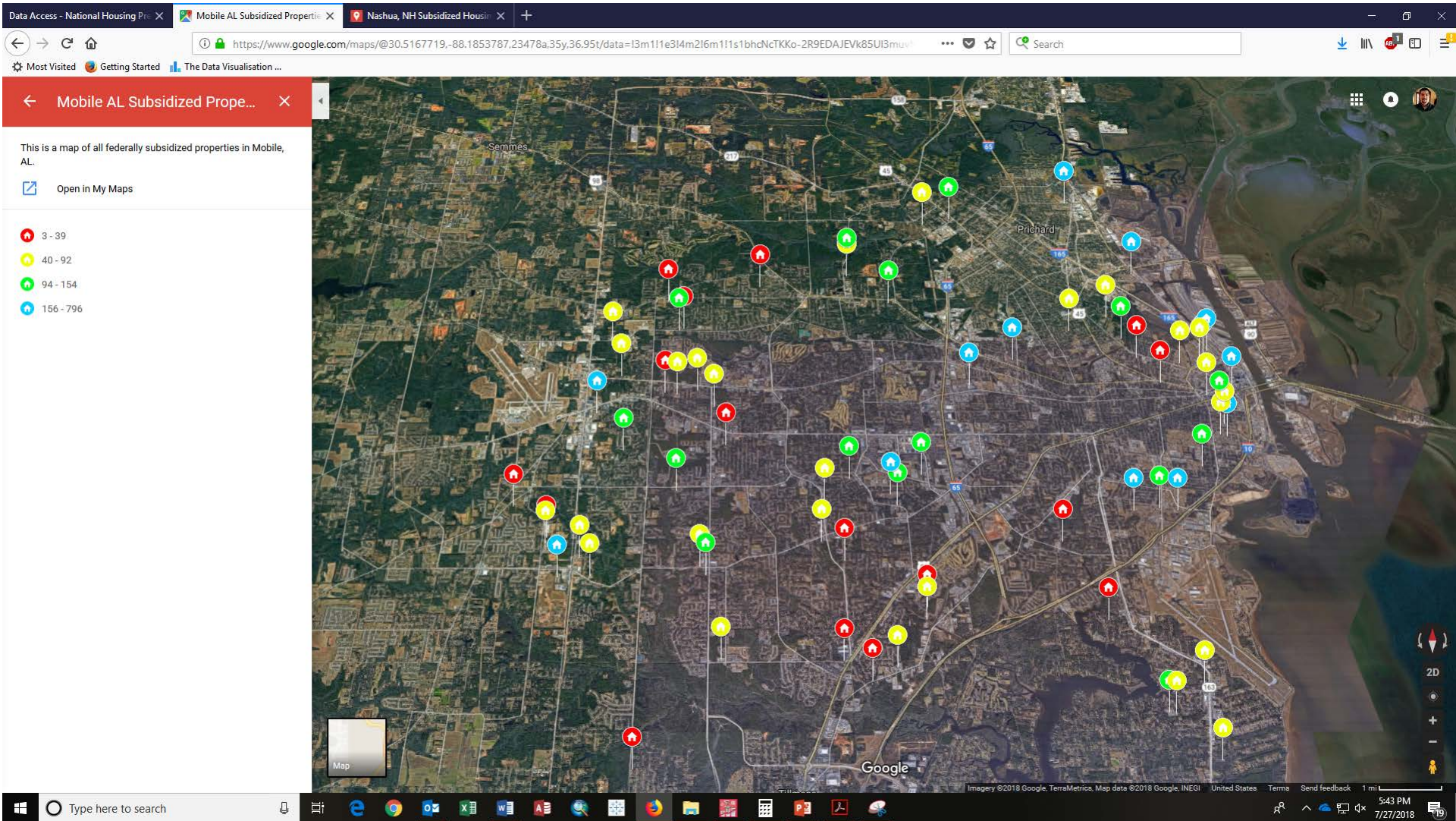
Done

Google My Maps

Map data ©2018 Google, INEGI

2:55 PM
7/27/2018

Example of Final Map





Using Voter Lists Case Studies from California



OPPORTUNITY PARTNERS

Why Create a Voter Database?



New Technology
to Propel Electoral and
Legislative Action

Sharon Cornu for National Low-Income Housing Coalition July 31, 2018

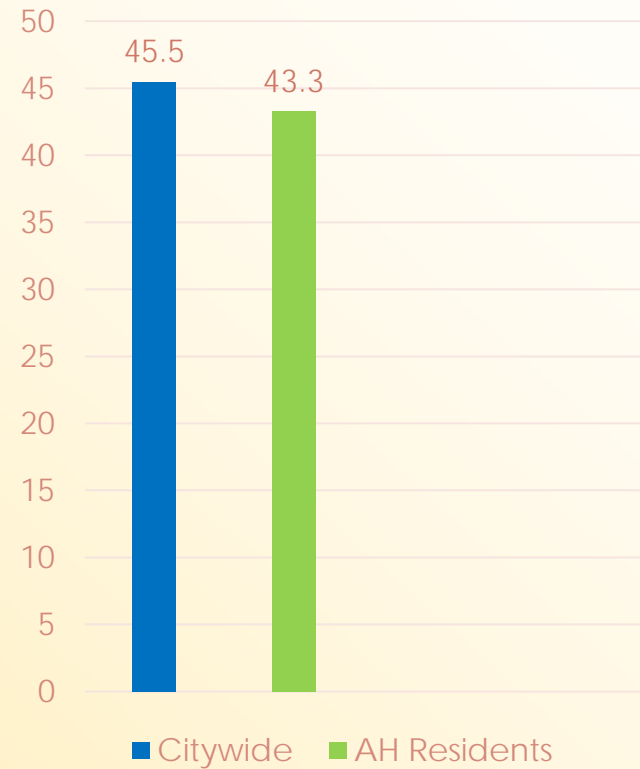
Lessons Learned

- The world of advocacy has changed!
- We need experts and authentic voices
- People directly impacted by issues are the most compelling advocates
- Voter databases can engage residents of affordable housing in wins
– **on the ballot and in the Legislature**

Case Study #1: Electoral

- San Francisco, 2015
- Prop A - \$310M
- 73% Yes
- 2004, 2008 measures failed
- Strong tradition of voter registration and mobilization by community development organizers
- Voter turnout of residents parallels general electorate

Voter Turnout
San Francisco 11/15



Courtesy Non-Profit Housing Assn

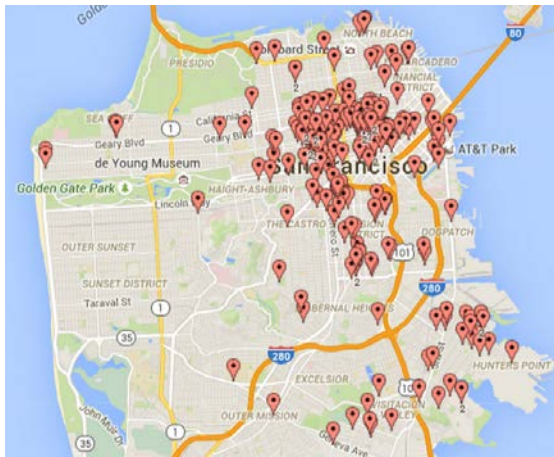


NON-PROFIT HOUSING ASSOCIATION OF NORTHERN CALIFORNIA

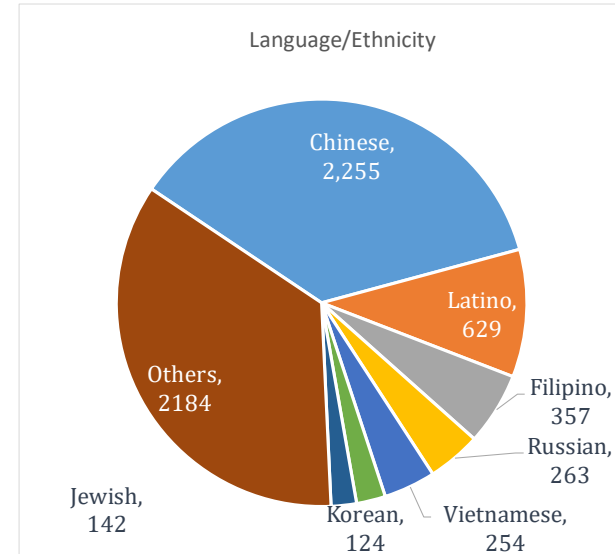
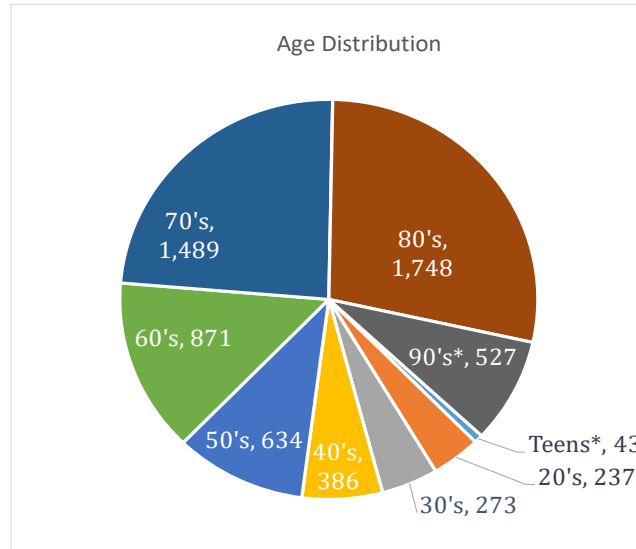
The Voice of Affordable Housing

Demographics of Registered Voters in Non-Profit Housing's San Francisco Voter Match

In September, 2015 NPH created a voter file by matching a roster of properties under members' management to a voter file at Political Data, Inc. More than 6,000 registered voters were identified, and will be contacted with voter education and civic engagement materials.



AGE is recorded at time of first registration, and those flagged below 20 years of age, or at 99 years, may reflect recording or transcription errors. LANGUAGE and ethnicity are estimated through ballot access materials requested, nation of birth or surname filter.



Case Study #2: Electoral

- **Alameda County**
Measure A1 \$580M
Bond. 73% Yes
- **San Mateo County,**
Measure K Sales
Tax, \$44M first year.
70% Yes
- **Santa Clara County,**
Measure A \$ 950 M
Bond. 67.8% Yes –
narrow win

GENERAL PUBLIC

- Strong **external** campaign with mail, TV, social media, voter outreach

HOUSING RESIDENTS

- Strong **internal** campaign with registration, outreach, *fun stuff!*

REGISTERED VOTERS AT NPH MEMBER ADDRESSES

By County and Age Group

Courtesy Non-Profit Housing Assn

	65 yrs+	55-64	45-54	35-44	25-34	18-24	Total
ALAMEDA	6,120	1,508	1,236	1,195	1,675	718	12,452
CONTRA COSTA	2,394	661	654	586	732	396	5,423
MARIN	843	169	105	78	80	61	1,336
NAPA	295	69	40	41	54	57	556
SAN FRANCISCO	6,851	2,161	1,688	1,315	1,530	703	14,248
SAN MATEO	1,519	314	238	238	331	193	2,833
SANTA CLARA	5,661	1,585	1,289	1,197	1,634	1,104	12,470
SOLANO	1,173	415	265	324	530	219	2,926
SONOMA							2,639
Total	24,856	6,882	5,515	4,974	6,566	3,451	54,833

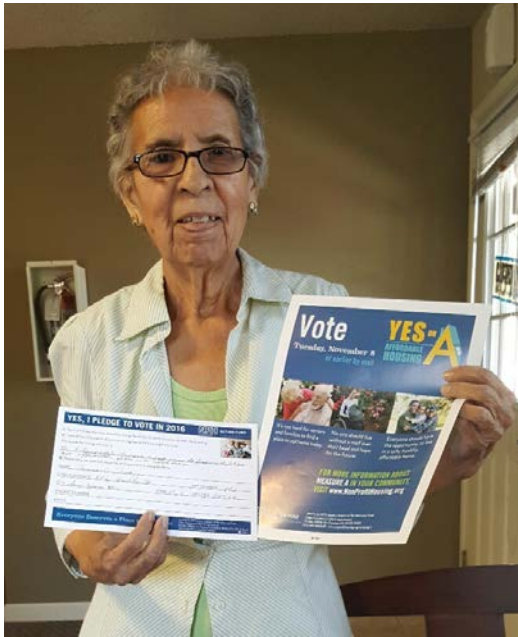
Sample Report to Developers/Providers

Property	TOTAL	Age 18-29	Age 30-44	Age 45-64	Age 65+	Female	Male	Turnout 11/16
Camellia Place	65	21	23	12	9	39	14	59.1%
Cathedral Gardens	63	12	26	22	3	21	25	66.2%
Lorin Station Plaza	17	3	7	3	4	11	2	49.2%
Los Robles Apts	216	59	53	61	43	120	67	58.8%
Rosewood Manor	35	11	12	11	1	18	12	47.2%
Casa Adobe	26	0	1	0	25	20	5	71.4%
Golden Oak Manor	14	1	0	1	12	9	4	47.7%
Golden Oaks	21	0	0	3	18	14	6	71.4%
Oaks	15	2	2	8	3	6	6	61.9%
Rodeo Gateway	19	0	0	4	15	13	6	53.3%
Silver Oak	6	0	1	3	2	3	3	72.7%
The Oaks	17	6	3	5	3	8	6	66.7%

SANTA CLARA COUNTY MEASURE A \$950 MILLION HOMELESS & HOUSING BOND

Affordable Housing Residents a Key Voting Bloc

Database of registered affordable housing residents assists



Ms. Irma Ortiz
Credit: LifeSTEPS 2016
Courtesy Non-Profit Housing Assn.

Resident Registration - June	12,470
Resident Registration – Nov.	15,511
Resident Turnout – Nov.	10,346
Yes – 67.88%	454,284
No	214,968
Margin of Victory	8,060

Case Study #3: Legislative



Take Action for Housing Today!
Contact Your Assemblymember Marc Levine

Mon, Jul 29, 2017 at 9:05 AM

Non-Profit Housing Assn <info@nonprophousing.org>
To: Resident Emails <YourNameHere@yahoo.com>

Dear Assembly District 10 Resident:

Are you concerned about affordable housing, about friends, family and co-workers having a roof over their heads? Join our movement to make sure everyone has a place to call home.

Visit the [Non-Profit Housing Association Housing Action Center](#) and email your State Assemblymember Marc Levine to make sure he know hows important housing affordability is.

Emails to Registered
Voters in *Targeted*
Districts



Gov. Jerry Brown signs a package of bills putting a \$4 billion housing bond on the November 2018 ballot and adding teeth to state housing laws Friday, Sept. 29 in San Francisco. Fifteen bills make up the package. (AP Photo/Eric Risberg)

- 15 bills include funding, policy:
- \$4B Bond
- Permanent source: \$125M+
- Inclusionary Zoning fix
- More!

Voter & Email Counts through Database

<i>Courtesy Non-Profit Housing Assn. Jan. 2017</i>	Assemblymember	Voters	Emails
AD 02 - 2ND ASSEMBLY DISTRICT	Jim Wood	1,013	325
AD 04 - 4TH ASSEMBLY DISTRICT	Cecilia Aguiar-Curry	1,487	462
AD 10 - 10TH ASSEMBLY DISTRICT	Marc Levine	3,131	870
AD 11 - 11TH ASSEMBLY DISTRICT	Jim Frazier	3,585	1,172
AD 14 - 14TH ASSEMBLY DISTRICT	Tim Grayson	3,462	1,113
AD 15 - 15TH ASSEMBLY DISTRICT	Tony Thurmond	3,656	1,126
AD 16 - 16TH ASSEMBLY DISTRICT	Catharine Baker	2,059	748
AD 17 - 17TH ASSEMBLY DISTRICT	David Chiu	14,691	3,487
AD 18 - 18TH ASSEMBLY DISTRICT	Rob Bonta	8,105	2,086
AD 19 - 19TH ASSEMBLY DISTRICT	Phil Ting	1,749	443
AD 20 - 20TH ASSEMBLY DISTRICT	Bill Quirk	2,342	744
AD 22 - 22ND ASSEMBLY DISTRICT	Kevin Mullin	2,146	668
AD 24 - 24TH ASSEMBLY DISTRICT	Marc Berman	3,174	886
AD 25 - 25TH ASSEMBLY DISTRICT	Kansen Chu	3,054	910
AD 27 - 27TH ASSEMBLY DISTRICT	Ash Kalra	5,704	1,677
AD 28 - 28TH ASSEMBLY DISTRICT	Evan Low	3,501	1,023
AD 29 - 29TH ASSEMBLY DISTRICT	Mark Stone	79	21
AD 30 - 30TH ASSEMBLY DISTRICT	Ana Caballero	1,144	410
Total		64,082	18,171

How the Database was Created

- **Power of collaboration and partnership**
- NLIHC Preservation Database
- Non-Profit Housing Assn & Housing CA
- California's premiere online subscription (courtesy of foundation funding)
- **"Keep It Simple, Smartie"** methodology
 - Less may not be more, but it is *faster*
- Skills required to do your own match
- State-specific vendor choices
- Next you'll hear from Jazmin Posas on what we learned about addresses!



OPPORTUNITY PARTNERS

For more information:

- **Shelterforce**, May 2017 article
- Non-Profit Housing Association, nonprofithousing.org
- Housing CA and Residents United Network, housingca.org/run

Sharon Cornu

www.sharoncornu.net

sc@sharoncornu.net

Organize!

How to Get \$2 Billion for Affordable Homes

San Francisco Bay Area voters approve bold new investments after housing advocates ignite successful electoral strategy. BY SHARON CORNU

THE SAN FRANCISCO Bay Area is known for innovation, political action, and extreme housing costs. In 2016, voters and nonprofits were able to put the three together to win \$2 billion in new investment at a critical time. Bay Area job growth and global capital have intensified housing pressure in the nine-county region. Tech companies flood the real estate market with dollars that long-term residents simply cannot

compete against. One county gained 50,000 new jobs in five years while building just 3,000 new homes. Teachers, first responders, and essential workers can't live near their jobs, which puts additional stress on transportation systems.

Voters saw this problem clearly in 2016. They told pollsters that the No. 1 issue they wanted leaders to address—above schools, safety, health care, and even traffic—was affordable housing. But where could investment come from? California's governor and legislature had taken away \$1 billion in annual funding for housing for low-wage workers, seniors, people with disabilities, and veterans by eliminating redevelopment agencies. Coupled with federal cuts, some counties had an 89 percent reduction in affordable housing investment.

A Political Program with Data
The Non-Profit Housing Association of Northern California (NPH)



This model – strategy, data, and resident engagement – offers a powerful opportunity for the future.

or likely voters with property managers. In an off-year municipal election, low-income, senior, veteran, and disabled affordable housing residents voted at nearly the same rate (43.3 percent) as the general electorate (45.5 percent). This turnout was a testament to the strong community organizing history and capacity of San Francisco community development organizations. It was also a roadmap for victory in other counties.

Armed with confirmation that affordable housing residents can affect elections, NPH worked to build a regional voter database for 2016. Funding from the San Francisco Foundation allowed development of special algorithms

the community convened to share best practices and recommend programming, including how to adapt voter registration and voter education programs in order to preserve resident privacy and trust. Subsequent meetings included message training, legal considerations, and success stories from practitioners.

Many organizations had ongoing voter registration efforts, but reviewing hard data about the number of registered voters by property revealed opportunities to broaden our electoral base, expand to new locations, and improve existing programs with low rates of registration. Measuring is the first step in identifying how to improve, and NPH members



2018 Efforts





HOUSING
CALIFORNIA



Jazmin Posas joined Housing California in January 2018. Prior to Housing California, she worked as a Program Coordinator for Student Action with Farmworkers, as a Program Associate at CaliforniaVolunteers, and as an application counselor for the Marketplace Exchange.



- Dedicates \$1 billion to helping veterans have stable, affordable homes.
- Builds affordable homes and provides supportive housing for struggling families and children, people experiencing homelessness and individuals with disabilities.
- Helps people live in the communities where they work, while still having money for basics like groceries, gas and child care.
- Creates 137,000 jobs and pumps \$23.4 billion into California's economy.
- Tackles top priorities for Californians – building homes, creating jobs and boosting the economy.

<https://www.housingca.org>



HOUSING
CALIFORNIA

Residents United Network





Questions?





Additional Resources



Voter Engagement Tools



Our Homes, Our Votes: A Guide to Voter Engagement Activities for Nonprofit Housing Providers and Resident Organizations



Our Homes, Our Votes is NLHC's effort to expand voter engagement work conducted by community organizations dedicated to expanding affordable housing. This guide is designed to help you through the steps of planning your agency's voter engagement work. These materials offer resources for organizations seeking to engage traditionally underrepresented people in the civic process. Beyond this guide, NLHC will offer trainings and additional tools through the 2018 election. Be sure to visit nlhc.org/library/voter-engagement for the most updated materials and announcements.

This voter engagement plan provides all of the steps you need to implement a campaign to integrate registration, education, mobilization, and voter protection without overtaxing your staff or resources, while staying within legal guidelines for nonprofits. Our plan presents a menu of activities for your group to consider. Your organization may or may not be able to undertake all of the suggested activities; plan according to available resources. If this is your first voter engagement project, remember to think long-term. It is usually best to start small and build your project over several election cycles.

Please let us know if you are conducting a voter engagement effort so that we can provide assistance, connect you with helpful resources, and spotlight your election-related work on our blog or in other NLHC publications such as Tenant Talk. Call NLHC's Field Team at 202-662-1530, or email us at outreach@nlhc.org.

WHY ENGAGE IN ELECTION WORK?

Raising housing on the national agenda will happen only when candidates for elected office understand that the issue of affordable housing is important to voters. At the same time, it is vital that low income voters understand how the decisions made by federal elected officials

directly affect their lives; know how to register to vote; and, know how to get to the polls on Election Day.

Census data confirm that low income voters are registered and vote at lower rates than higher income citizens. While 85% of people with incomes over \$100,000 were registered to vote in 2016 and 74% voted, just 60% of people with incomes below \$20,000 were registered, and only 38% actually voted. (U.S. Census Bureau. Voting and Registration in the Election of November 2016. May 2017.)

People in low income communities face several challenges to voting such as less-flexible work schedules that may not allow time off to vote; more difficulty obtaining legal identification; transportation impediments that may make getting to the polls more difficult; and, a greater likelihood of misinformation about their rights as voters. People experiencing homelessness, ex-offenders, and survivors of a natural disaster may face especially tough barriers to voting.

Nonprofit organizations, which benefit from close ties with their members, are a natural fit in helping people overcome these challenges. Nonprofits that have implemented voter engagement projects have identified several benefits of doing so:

- Residents engage in civic life and learn how decisions of elected officials affect their lives.
- The issue of homelessness and housing scarcity is elevated in public debate.
- Elected officials become educated on low



**OUR HOMES,
OUR VOTES**

-1-

<https://bit.ly/2NbgSAO>

2018 Our Homes, Our Votes Engagement Plan



Completing a voter engagement plan for your agency will help you assess how best to incorporate voter registration, education, and mobilization into your agency's work. This plan template presents a menu of activities that your organization may want to consider.

Please let NLHC know you are participating! Contact NLHC's Field Team at 202-662-1530 or outreach@nlhc.org with a description of your project.

WHY BECOME VOTERIZED?

Below are some reasons that organizations have undertaken voter engagement projects. Check those that apply to your organization, and add any others that apply.

- Engage residents in civic participation and help them become familiar with how decisions of elected officials affect their lives.
- Elevate the issue of homelessness and housing scarcity in public debate.
- Educate elected officials on low income housing issues and on how their decisions affect residents.
- Build influential relationships with elected officials. Help develop residents' leadership skills.
- Assist residents in meeting community service requirements, if applicable. Earn positive press for your program or project.
- Other: _____

LEGALLY SPEAKING

501(c)(3) organizations can, and should, engage in nonpartisan election-related activity, including voter registration, education, and mobilization. 501(c)(3)s cannot in any way support or oppose particular candidates. For detailed information on these issues:

- Contact the Office of the Secretary of State or Board of Elections in your state to learn your state's rules for voter registration drives.
- Take a look at the Permissible Activities Checklist put together by Nonprofit VOTE at: www.nonprofitvotes.org/documents/2017/04/nonpartisan-election-activities-501c3-nonprofits.pdf.
- Visit the League of Women Voters at www.women411.org for the latest information on voting in your state.
- Read and review Nonprofits, Voting & Elections produced by Nonprofit VOTE at: <http://www.nonprofitvotes.org/nonprofits-voting-elections-online/documents/2010/11/nonprofits-voting-and-elections.pdf>.

REGISTERING VOTERS

Setting Goals for Registering Voters

- What percentage of your clients will you register? What number? _____
- Will your agency also register other low income members of the community, beyond those served by your program? _____
- How many weeks do you have until the deadline to register voters? _____
- How many people must you register on average per week to meet your goal? _____

-1-

<https://bit.ly/2mjcgNI>

Upcoming Webinars



Tuesday, August 7

An Informed Debate: Effectively Engaging Candidates while Remaining Non-Partisan

Tuesday, August 14

“I Vote for More Affordable Homes!” Educating Voters Before Election Day

Tuesday, August 21

Voter Mobilization: Getting Out the Vote

All Webinars begin at 3:00pm ET
For more information, please visit <https://bit.ly/2KooyTi>

It's never been easy.

Our commitment is unwavering.

**Join us and amplify the voices of
the poorest families in need.**

**OUR MEMBERS
ARE OUR STRENGTH.**



NATIONAL LOW INCOME
HOUSING COALITION

JOIN TODAY
WWW.NLIHC.ORG/MEMBERSHIP

Contact Us



Joseph Lindstrom

Manager for Field Organizing
National Low Income Housing Coalition
202-507-7441
jlindstrom@nlihc.org
Twitter: @JosephLindstrom

Dan Emmanuel

Senior Research Analyst
National Low Income Housing Coalition
202-507-7470
@Dan_Emmanue1
demmanuel@nlihc.org

Sharon Cornu

Strategic Communications Consultant
Opportunity Partners
@sharon_cornu
sc@sharoncornu.net

Jazmin Posas

Project Assistant
Housing California
916-287-9881
jposas@housingca.org