

**OUR HOMES, OUR VOTES**

**2020**

BECAUSE HOUSING IS BUILT WITH BALLOTS



NATIONAL LOW INCOME  
HOUSING COALITION

**Voter Registration Part 1**

# General Logistics



- We will allow for time at the end of today's webinar for questions. If you have a question, please use the Q&A box in your webinar browser.
- We will provide access to both a video recording and a copy of today's slides to all participants following the webinar.
- If you are experiencing any technical difficulties, please send an email to Brooke Schipporeit at [bschipporeit@nlihc.org](mailto:bschipporeit@nlihc.org).

# Agenda



1. Brief review of *Our Homes, Our Votes: 2020*
2. Presidential candidate engagement update
3. Effective messaging for voter registration
4. Overcoming voter apathy
5. Voter registration events
6. Question and Answer
7. Upcoming topics for webinars and podcasts

# INTRODUCTION

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Additional voting machine with privacy  
screen. Introduced in 1994.  
City of Oakland, Manufacturing Company

# Engaging Voters and Candidates



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

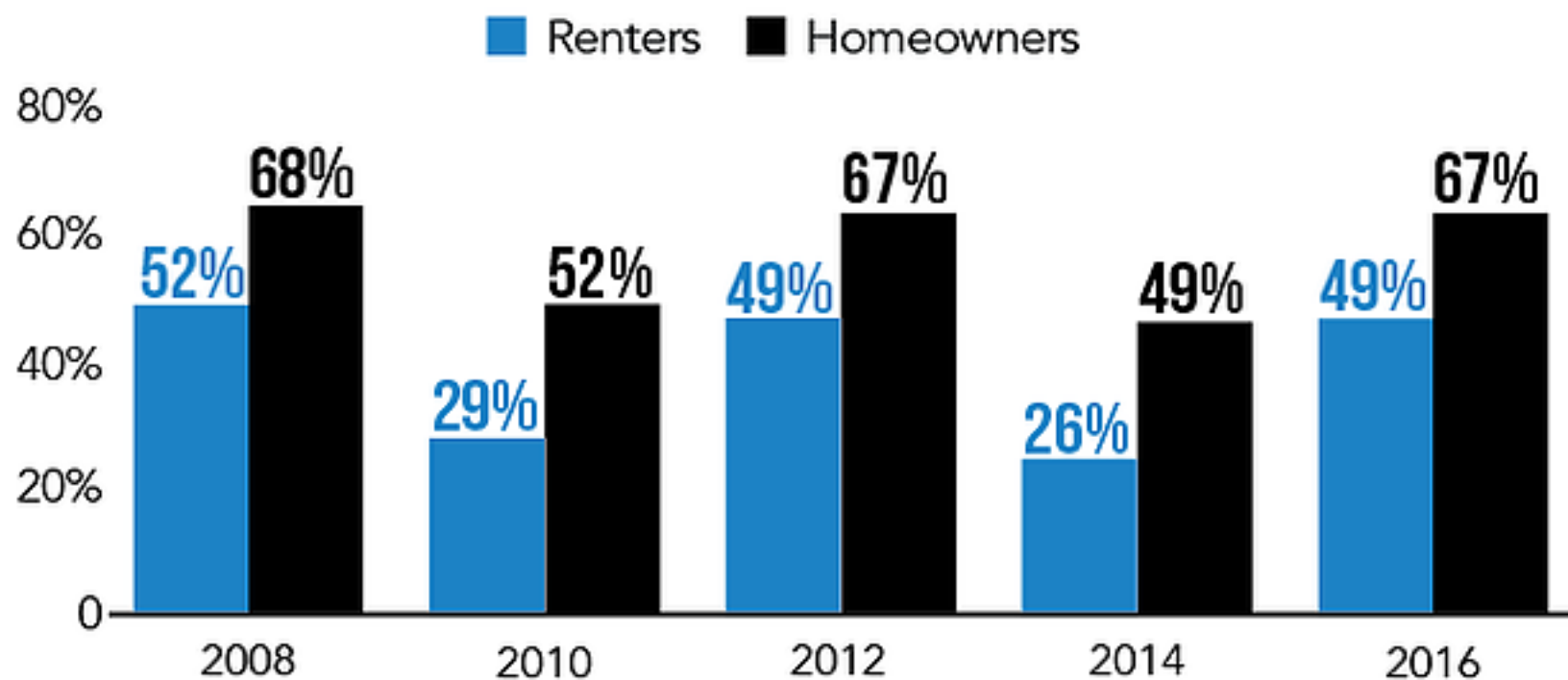
REGISTRATION

MOBILIZATION

I AM A  
RENTER  
AND  
I VOTE

EDUCATION

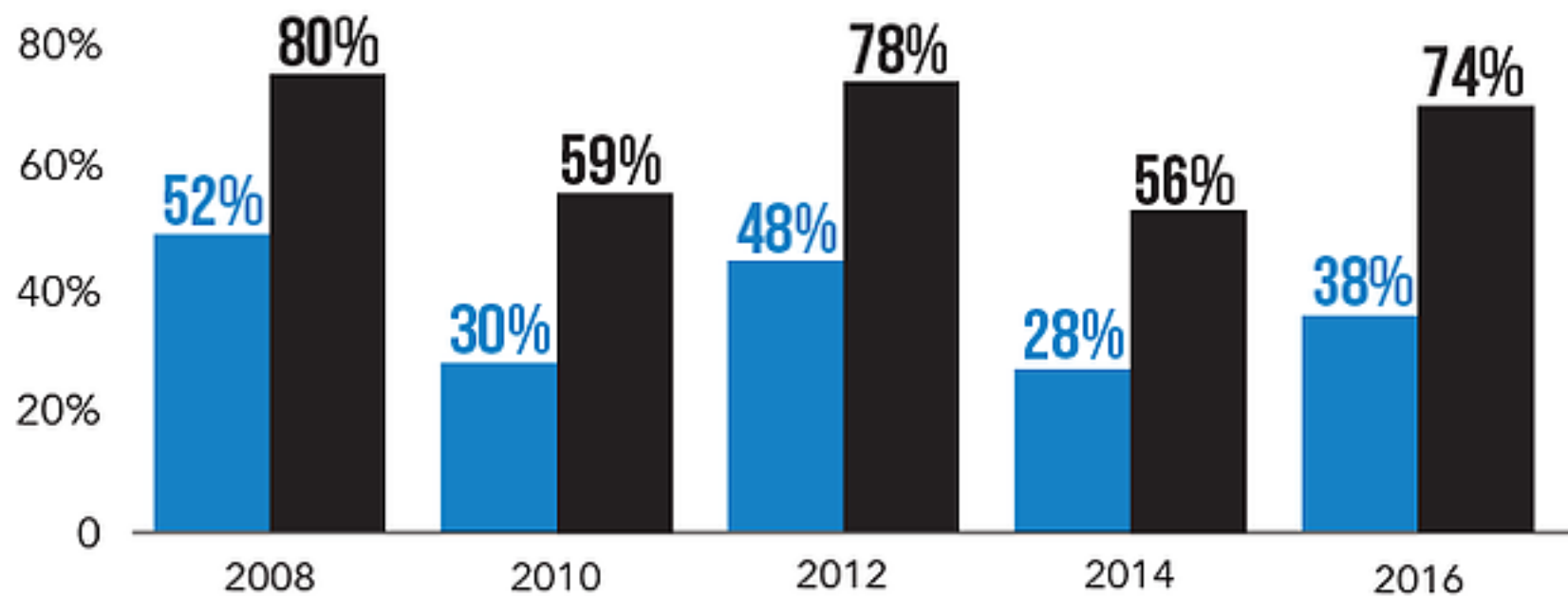
## U.S. CITIZENS WHO REPORTED VOTING IN NATIONAL ELECTIONS BY HOUSING TENURE (2008 TO 2016)



Source: November 2006-2016 Current Population Survey data

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

■ Under \$20K      ■ Over \$100K



Source: November 2006-2016 Current Population Survey data

# 83%

of the public agrees that elected officials are not paying enough attention to the cost of housing and the need for more affordable housing.



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# 76%

say they are more likely to vote for a candidate that has a detailed plan for making housing more affordable.

Source: Public Opinion Poll Feb 25-Mar 4, 2019 Hart Research Associates

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★★★★



# Presidential Engagement Update

Additional voting machines with privacy  
screens. Estimated to start, 2018  
U.S. Postal Service, Sacramento, CA

  
**VOTE  
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# Recent Engagements



- Yesterday: Secretary Castro visits Skid Row with NLHC's Diane Yentel and Inner City Law Center, Downtown Women's Center, and Homeless Health Care Los Angeles



- Today: Sen. Amy Klobuchar joins NLHC's Diane Yentel, St. Paul Mayor Melvin Carter, and California State Sen. Susan Rubio at an affordable housing development in extremely expensive Santa Monica to roll out a new plan on housing first.

# Democratic Presidential Debates



## Moderator Letter in L.A. Times

- 1,024 organizational signers on nationwide letter
- Ran full-page ad in L.A. Times on both December 16 & 17
- Please tweet at the moderators of tonight's debate:
  - Amna Nawaz -- @IAmAmnaNawaz
  - Yamiche Alcindor -- @Yamiche
  - Judy Woodruff -- @JudyWoodruff
  - Tim Alberta -- @TimAlberta
- Use the #OurHomesOurVotes2020



# Democratic Presidential Debates



## Last month, moderators asked the question!

- First time in memory, perhaps in history
- Tom Steyer, Senator Warren, and Senator Booker had opportunities to answer about affordable housing policy
  - Answers covered key issues surrounding rental housing
    - Right to counsel
    - Renters tax credit
    - Gentrification
    - Redlining

**What will we see tonight?**

# New Housing Platforms: Bloomberg, Bullock, Steyer

## SOLUTIONS TO THE AFFORDABLE HOUSING CRISIS

JUNE 14, 2019

**THE NATIONAL AFFORDABLE HOUSING CRISIS CONTINUES TO WORSEN**, making it impossible for the lowest-income seniors, people with disabilities, families with children, and low-wage workers to pay rent and make ends meet. Nationally, there is a shortage of 7 million homes affordable and available to the lowest-income people; for every 10 of the lowest-income people, there are fewer than 4 homes affordable and available to them. Every state and community – whether urban, rural, or suburban – is directly impacted.

**THE AMERICAN PEOPLE WANT ACTION.** According to a recent national poll, 85% of people in America believe ensuring everyone has a safe, accessible and affordable home should be a top national priority, and 8 in 10 want major action from Congress and the White House. Seventy-six percent are more likely to vote for a candidate with a detailed plan on making housing more affordable. Across the political spectrum, candidates with a detailed plan to make housing more affordable are more likely to garner support at the ballot box from Democrats (91%), independents (70%) and Republicans (63%).

## POLICY RECOMMENDATIONS TO ALL PRESIDENTIAL CANDIDATES

### 1. Preserve and build deeply affordable homes.

Ending the affordable housing crisis requires a major investment in developing homes affordable to the lowest-income people. The underlying cause of the affordable housing crisis is the severe lack of affordable rental homes for America's lowest-income households – the only segment of the population for which there is an absolute shortage of affordable and available homes. Because the private sector cannot on its own build or maintain homes at a price these families can afford, the federal government must play a leading role.

The national Housing Trust Fund (HTF) was designed precisely to address this need. It is exclusively targeted to help build, preserve, rehabilitate, and operate housing affordable to people with the lowest incomes. The HTF is administered by HUD as a block grant, giving each state the flexibility to decide how to best use HTF resources to address its most pressing housing needs. **The HTF should be expanded significantly to at least \$40 billion annually.**

Restrictive local zoning is a significant barrier to addressing the nation's affordable housing needs. **The federal government should incentivize or require local governments to eliminate restrictive zoning policies** by tying changes to local zoning to federal transportation, infrastructure or housing dollars.



Just also do more to preserve our nation's existing affordable housing infrastructure. Public housing is home to more than 2.6 million low-income people. Congress has put homes at risk of decay and disrepair through chronic underfunding. Between 2000 and 2016, funding for public housing repairs was cut in half. As a result, many public housing agencies are unable to make needed repairs to preserve these homes, and our country loses 10 to 15,000 public housing apartments annually. **The funding needed to address 10 years of deferred repairs in public housing is estimated to exceed \$50 billion.**

### Provide rental assistance.

Since 1960, renters' incomes have increased by 5%, while their housing costs have increased by 100%. Despite the growing gap between wages and housing costs, only one in four renters gets the housing assistance it needs because of chronic underfunding. **Candidates should call for a major expansion of Housing Choice Vouchers and/or the creation of a new federal renters' tax credit** to help families keep more of their incomes for other essentials like food, medicine, education, and transportation.

### Prevent families from facing evictions and homelessness.

Our country needs a National Housing Stabilization Fund, a new national program to help prevent evictions and, in worst cases, homelessness. The program could provide temporary rental assistance to help cover rent for households experiencing unexpected economic shocks (e.g., loss of work hours, unreimbursed medical bills, a broken-down car). Coupled with other rental stability services, such as counselors and legal aid, this program would extend an emergency cushion to low-income people in crisis, helping them avert the downward spiral of increasing instability and homelessness.

### Protect renters from discrimination and abuse.

All 2020 presidential candidates should support a broad array of renter protections. Candidates should endorse federal legislation to ban housing discrimination on the basis of race, sex, age, income, gender identity, and sexual orientation, and pledge to increase enforcement of existing fair housing laws, including state and local obligations to actively further fair housing. Candidates should also consider proposals to support a federal right to counsel for renters facing eviction.

For more information, contact NLIHC President and CEO Diane Yentel at: [dyentel@nlihc.org](mailto:dyentel@nlihc.org)

1000 Vermont Avenue, NW | Suite 500 | Washington, DC 20005 | 202-662-1530 | [www.nlihc.org](http://www.nlihc.org)

## Candidates with Housing Plans

- Bennet
- Bloomberg
- Booker
- Bullock
- Buttigieg
- Castro
- Delaney
- Gillibrand
- Harris
- Inslee
- Klobuchar
- O'Rourke
- Sanders
- Steyer
- Warren

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# Voter Registration – The Basics

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# Preparing a Registration Campaign



- Define your goals
- Connect with the local Board of Elections or County Clerk
- Registration trainings
- Consider resources

# Goal Setting and Voter Registration



- Define your constituency
- Produce an intended registration number
  - Increases over previous years can be strong goals
- Establishing roles
- Volunteer recruitment



# Know the Law of Registration



- Voter registration laws vary from state to state
  - Some states require trainings of voter registration deputies
  - Some states have rules on when registration forms must be turned in
- Get information from local election officials
  - Often either County Clerk or Board of Elections
- NonProfit VOTE resource: Voting in Your State
  - <https://bit.ly/2mEwUlf>

# Registration Trainings



- All staff and volunteers must be trained on voter registration
  - Legal considerations
  - Filling out forms correctly
  - Ensuring forms are handed in promptly
- Invite local election officials to conduct trainings, if available

# Resources and Tools



- Always have enough registration forms
- Pledge cards
  - Mailed back to registrants to remind them of their pledge to vote
- Sample ballots
  - Demystify voting process
- Factsheets on issues impacted by elections

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# Voter Registration – Best Practices



# Registering Voters



- Build registration activities into day-to-day work
- Plan specific activities
- Door-to-door campaigns
- Establish a community presence
- Keep records



# National Voter Registration Day

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**September 22, 2020**

- National day of coordinated volunteer registration events throughout the country.
- Excellent website to post local events that volunteers can find.
- Participating event hosts receive free promotional materials to promote events.



# Online Voter Registration



- 38 states now allow online voter registration.
- Registration drives can now be done with tablets or smartphones instead of clipboards and paper forms.
- League of Women Voters maintains an excellent online voter registration resource.
  - <http://www.vote411.org/register#.W1JP2NJKhQA>

# Updating Registrations



## When in Doubt, Re-Register!

- Renters change addresses with more frequency than homeowners and are more likely to need to update registrations
- Voter roll purges
- Consider: Municipal ordinances similar to Minneapolis & St. Paul requirement that all landlords provide registration forms to new renters



# Tips for Effective Registration Campaigns



- Get to know local election officials
- Build a coalition
- Its never too early to start planning
- Recruit volunteers and staff
- Incorporate “Active Tabling”
- Find captive audiences
  - Waiting rooms, people standing in line, etc.

# Tracking Progress



- Be sure to record total number of registrations collected, and new addresses
  - Include updated registrations
- Demonstrating a large block of registered voters will help with engaging candidates

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# Overcoming Common Obstacles

Additional voting machines with privacy screens. Expected to start, 2018.  
City of Oakland, Homelessness Campaign

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# Common Obstacles



1. Voter Apathy
2. Locked Apartment Buildings
3. Formerly Incarcerated Voters
4. Voting without an Address

# Confronting Voter Apathy



## Effective Messaging

- Focus on a better future
- Connect voting with personal struggles of a given voter
- Use language that refers to civic duty

I CAN'T VOTE...  
BUT YOU CAN VOTE FOR ME

- ✓ Access & quality healthcare
- ✓ Better schools
- ✓ Safer communities
- ✓ Jobs

**My future depends on you.**



**I VOTE, I COUNT.**

For more information about registering to vote or poll locations, contact your health center or go to [www.communityhealthvote.net](http://www.communityhealthvote.net)

LOCAL VOTING INFORMATION:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

 Community  
Health Vote  
[www.communityhealthvote.net](http://www.communityhealthvote.net)

# Locked Apartment Buildings



- Voter registration is NOT soliciting, and simple indications of “no soliciting” do not apply to civic engagement.
- Most owners and operators will allow non-partisan door-to-door registration when it is requested in advance.
- Neighbors can always engage neighbors.

# Locked Apartment Buildings: Finding Subsidized Residents



- Use the National Housing Preservation Database produced by PAHRC and NLIHC.
- [www.preservationdatabase.org](http://www.preservationdatabase.org)

**National Housing Preservation Database**

Filter Criteria      Filtered Properties

National Housing Preservation Database Filters

Number of features found: 578

● Target Tenant Type	Missing
Occupancy Rate	
One Bedroom Units	
Two Bedroom Units	
Three Bedroom Units	
Property Assisted by HOME	No
Property Assisted by HUD Insured Mortgage	No
Property Assisted by LIHTC	Yes
Public Housing Property	No
Property Assisted by Section 515 Rental Housing Loans	No
Property Assisted by Section 538 Guaranteed Rural Rental Housing Program	No
Property Assisted by Section 202 Direct Loans	No
Property Assisted by Section 236	No
Project Assisted by Section 8 Project Based Rental Assistance	No
Property Assisted by State Subsidy	No

The map shows a grid of streets in Minneapolis, Minnesota, with numerous red dots indicating the locations of subsidized properties. Major streets like W Broadway Ave, N 36th Ave, and I-394 are visible. The map is overlaid with a grid of streets and includes labels for various parks and landmarks.

# Voting for Formerly Incarcerated Individuals



- Generally, a person with a conviction who has completed all parole and probation requirements is eligible to vote, but **THIS VARIES BY STATE**.
- States where all people with felony convictions are **PERMANENTLY** banned from voting are Virginia, Kentucky, and Iowa.
- Only two states allow people with convictions to vote while still in prison: Vermont and Maine.
- American Civil Liberties Union (ACLU) maintains a great map resource at: <https://bit.ly/2t8ioyn>



# Voting without an Address



- People experiencing homelessness CANNOT be prevented from voting due to lack of an address
- Complication is deciding which ward a homeless voter should be assigned to, and which ballot they should be given
- Rules for registration vary by state
  - Many states allow for descriptions of outside sleeping locations to be entered as a voting address
  - Some states allow homeless service providers to sign a form that is used to establish a voting address
  - Some states require voters to “swear” on a document that their non-traditional sleeping location is their address for voting
- Be in contact with local election officials for more details

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# Questions?

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# Third Thursdays at Three Webinar and Podcast Series

Supporting policy-making with primary  
sources. February 6, 2020, 10AM  
U.S. History Learning Center

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# Upcoming Training and Discussion Topics



1. Voter Registration Part 2 – Registering residents of subsidized housing (January 16, 2020)
2. The role of housing providers (February 20, 2020)
3. Getting candidates on the record – issue surveys, town halls, and forums (March 19, 2020)
4. Educating voters – voting logistics and candidate positions (April 16, 2020)
5. Housing issues and ballot initiatives (May 21, 2020)
6. Overcoming common obstacles to voting (June 18, 2020)
7. The challenge of voting while homeless (July 16, 2020)
8. Voter Mobilization Part 1 – Early voting and vote-by-mail (August 20, 2020)
9. Voter Mobilization Part 2 – Protecting against voter intimidation (September 17, 2020)
10. Election Day! Getting Out The Vote (October 15, 2020)
11. Holding candidates to their promises (November 19, 2020)

Other webinar recordings available at [www.ourhomes-ourvotes.org/webinars](http://www.ourhomes-ourvotes.org/webinars)

**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](http://WWW.NLIHC.ORG/MEMBERSHIP)**

# Stay in Touch



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