

OUR HOMES, OUR VOTES

2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



NATIONAL LOW INCOME
HOUSING COALITION

**Please standby.
We will begin momentarily.**

OUR HOMES, OUR VOTES

2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



NATIONAL LOW INCOME
HOUSING COALITION

Let's Get Started!

July 31, 2019

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.

Presenters



Diane Yentel
President and CEO
NLIHC
Twitter: @dianeyentel



Elissa Margolin
Director
Housing Action NH
Twitter: @HousingActionNH



Lauren Johnson
Policy & Communications
Coordinator
Polk County Housing
Trust Fund
Twitter: @OHOV2020_IA
or @laurenrayej



Joey Lindstrom
Manager for Field
Organizing
NLIHC
Twitter: @JosephLindstrom

Agenda



1. Introduction to *Our Homes, Our Votes: 2020*
2. Engagement in Presidential primary elections
3. Update from New Hampshire
4. Update from Iowa
5. Reminders on legal considerations for 501(c)(3) organizations
6. Features and resources at www.ourhomes-ourvotes.org
7. New voter engagement toolkit
8. Question and Answer



INTRODUCTION



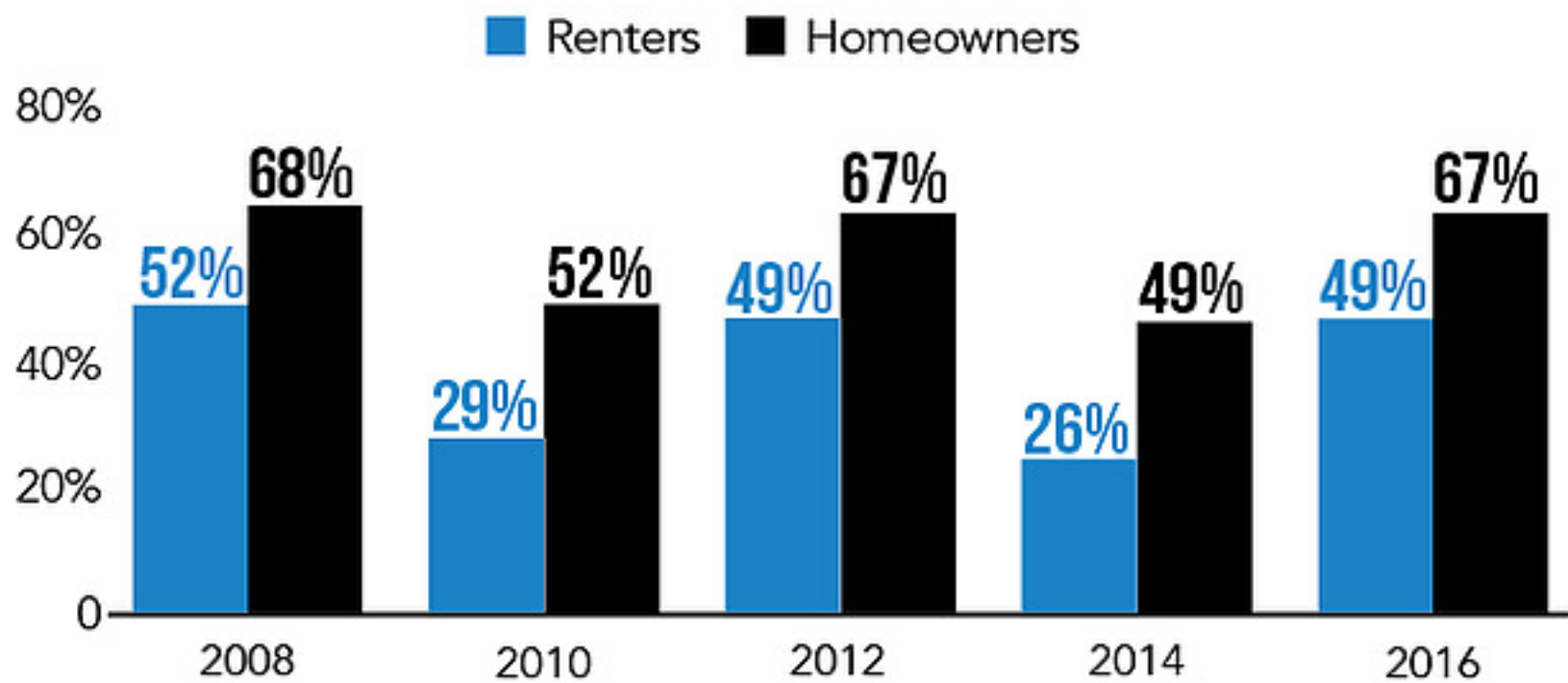
Engaging Voters and Candidates



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

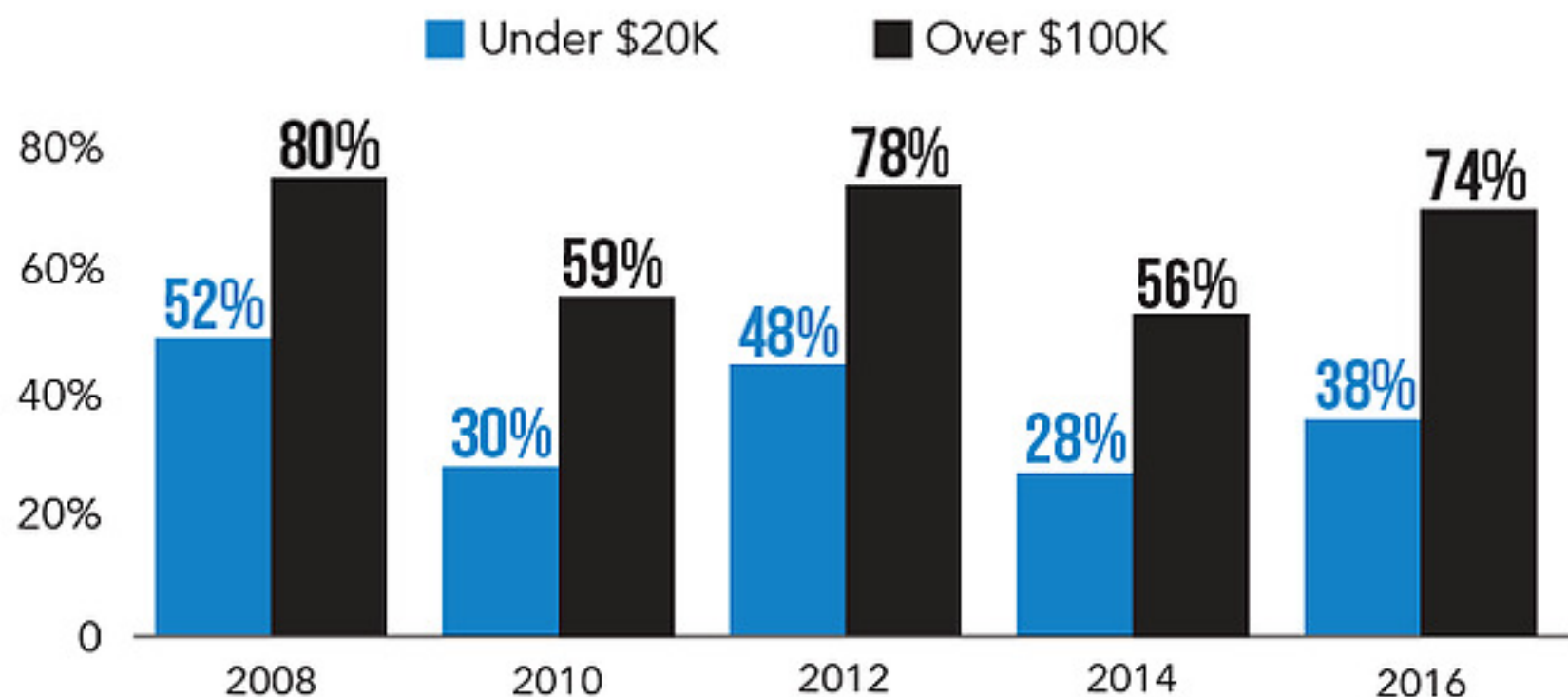


U.S. CITIZENS WHO REPORTED VOTING IN NATIONAL ELECTIONS BY HOUSING TENURE (2008 TO 2016)



Source: November 2006-2016 Current Population Survey data

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



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.



NATIONAL LOW INCOME
HOUSING COALITION

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

76%

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

OUR HOMES, OUR VOTES
2020
BECAUSE HOUSING IS BIG WITH VOTERS
★★★★



8 in 10
People in the U.S.

Say the President
& Congress

**"take
major
action"**

to make housing

**MORE
AFFORDABLE**
for low-income
households.



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



OUR HOMES, OUR VOTES

2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



Presidential Candidates

Early Traction in Presidential Campaigns

- 11 Presidential candidates have put forth plans or proposals on affordable housing
 - Varying degrees of detail in these plans
- 8 Presidential candidates propose major increases to the national Housing Trust Fund, often at \$40 billion per year
- Common features of proposals:
 - Rental assistance
 - Zoning reform
 - Renter protections and fair housing
 - Housing entitlement

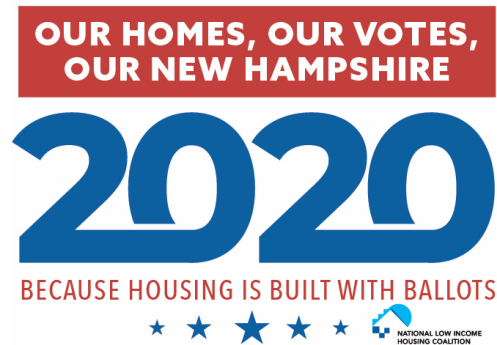
**OUR HOMES, OUR VOTES,
OUR NEW HAMPSHIRE**

2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



**NATIONAL LOW INCOME
HOUSING COALITION**



APPROACH

CANDIDATE INTERCEPTS

+

COFFEE WITH THE CANDIDATE EVENTS

=

FREQUENT MENTIONS OF AFFORDABLE HOUSING

OUR HOMES, OUR VOTES,
OUR NEW HAMPSHIRE

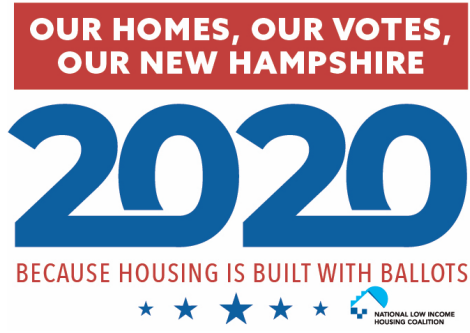
2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



CIVIX
STRATEGY GROUP

b-fresh
smart. thinking. forward.



INTERCEPTS WORK

Candidates in New Hampshire

Senator Amy Klobuchar



Presidential Candidate Pete Buttigieg (D) on Affordable Housing

OUR HOMES, OUR VOTES,
OUR NEW HAMPSHIRE

2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



ECHO CHAMBER IS KEY

NPR | JUN 21
2020 Democrats Offer Up Affordable Housing
Plans Amid Surging Prices



Diane Yontel
@dianeyontel

3 Qs voters want to hear at #DemDebates:

- ✓ What is federal gov't's role in ending the housing crisis?
- ✓ How will you make rental homes affordable to low income people?
- ✓ How will you end homelessness?

cc: @donlemon @jaketapper

#CentDemDebate2020



Matthew Desmond
@just_shelter

Replying to @just_shelter @CNN and 4 others

#4. The candidates with housing plans have big, truly exciting, ambitious ideas about how to fix America's housing problems. They also have very different ideas. Let's hear them out. 6/10



The high cost of housing emerges as a presidential campaign issue

By **Tim Logan** Globe Staff, July 29, 2019, 8:19 p.m.



OUR HOMES, OUR VOTES,
OUR NEW HAMPSHIRE

2020

BECAUSE HOUSING IS BUILT WITH BALANCE



SMALL EVENTS = BIG DISCUSSION

Housing Action NH @HousingActionNH · Jul 7
#OurHomesOurVotes2020 #NHPolitics

Alexandria Phillips @alexandria_gp · Jul 7

GILLIBRAND hits her 8th county in New Hampshire and spent the morning at Bradley Commons Affordable Housing facility to hear from advocates and residents. #fitn #NHPolitics



3

3



Housing Action NH @HousingActionNH · Jul 17

It was great to have @SenGillibrand join us to discuss the affordable housing crisis. We are looking forward to tomorrow afternoon's conversation with @SecretaryCastro #OurHomesOurVotes2020 #nhpolitics

Our Homes, Our Votes @OurHomesVotes · Jul 17

.@SenGillibrand joined #OurHomesOurVotes2020 event organized by @HousingActionNH bit.ly/2jM1rGb

During the event, she acknowledged the affordable housing crisis and proposed a \$50 billion annual investment in the national Housing Trust Fund!



Housing Action NH Retweeted



Diane Yentel @dianeyentel · Jul 7

.@SenGillibrand meets with our partners at @HousingActionNH, proposes \$50B/year for the national Housing Trust Fund, among many other solutions to homelessness and housing poverty. Check it out. #OurHomesOurVotes2020

Housing Action NH @HousingActionNH · Jul 7

Our conversation with @SenGillibrand is happening now!
#OurHomesOurVotes2020 #NHPolitics twitter.com/ll/broadcasts/1...



OUR HOMES, OUR VOTES,
OUR NEW HAMPSHIRE

2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



Our Homes, Our Votes, Our New Hampshire

Questions for Candidates in FITN Presidential Primary

1. The lack of supply of affordable housing in New Hampshire is undermining workforce recruitment, driving young people out of our state and causing an increase in homelessness. **What can you do as President to raise the profile of the affordable housing issue? How can the federal government incentivize a more balanced housing market?**
2. I care a lot about the affordable housing issue, but it needs more support from the top. **How can you help move our communities from NIMBY (not in my backyard) to YIMBY (yes in my backyard)?**
3. People think that the affordable housing shortage is an urban issue, but it's a rural one too. Young families want to settle in the many small towns and rural villages of New Hampshire, but they can't find homes they can afford. **What will you do as President about the affordable housing shortage?**
4. We have seen a concerning increase in homelessness in New Hampshire that seems connected to our lack of supply of affordable homes. **What actions will**

DETAILS & FOLLOW UP



Candidates in New Hampshire



CANDIDATES IN NEW HAMPSHIRE

▶ Play Video

**OUR HOMES, OUR VOTES,
OUR IOWA**

2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



**NATIONAL LOW INCOME
HOUSING COALITION**







Amy Klobuchar ✓
@amyklobuchar

Thanks for great discussion today in Iowa City re affordable housing & the housing policy I laid out at the Urban League in Indianapolis. Special thanks to @Claire4Iowa & our panelists, to @OHov2020_IA, & @ShelterHouseIC for hosting and showing us the impressive work you're doing.

4:20 PM · Jul 26, 2019 · Twitter for iPhone



Reminders on Legal Considerations



Legal Considerations for Nonprofits



“Under the Internal Revenue Code, all section 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office. Contributions to political campaign funds or public statements of position (verbal or written) made on behalf of the organization in favor of or in opposition to any candidate for public office clearly violate the prohibition against political campaign activity. Violating this prohibition may result in denial or revocation of tax-exempt status and the imposition of certain excise taxes.

Certain activities or expenditures may not be prohibited depending on the facts and circumstances. For example, certain voter education activities (including presenting public forums and publishing voter education guides) conducted in a non-partisan manner do not constitute prohibited political campaign activity. In addition, other activities intended to encourage people to participate in the electoral process, such as voter registration and get-out-the-vote drives, would not be prohibited political campaign activity if conducted in a non-partisan manner.

On the other hand, voter education or registration activities with evidence of bias that (a) would favor one candidate over another; (b) oppose a candidate in some manner; or (c) have the effect of favoring a candidate or group of candidates, will constitute prohibited participation or intervention.”

Legal Considerations for Nonprofits – Permissible Activities



ISSUE ADVOCACY

Advocating for organization's issues during election year

CANDIDATE EDUCATION

Helping candidates understand the importance of your issues

VOTER EDUCATION

Educating voters in a non-partisan way about candidates

VOTER ENGAGEMENT

Registering voters, getting out the vote

Legal Considerations for Federally Funded Organizations



Public Housing Authorities (PHAs) CAN participate in voter registration activities!

- PHAs can provide registration materials as well as help residents fill out registration forms.
- PHA newsletters can and should contain information about registration and voting.
 - Public housing buildings can display registration information in common areas such as bulletin boards near elevators or in community rooms, etc.



Legal Considerations for Federally Funded Organizations



Federal Funds Do Place Restrictions on Certain Organizations:

- Staff who are paid through AmeriCorps or HeadStart funding cannot participate in voter registration activities.
- Legal Services groups cannot participate in any election activity, even if nonpartisan.
- Recipients of Community Services Block Grant funding can participate in voter registration and engagement, but CSBG funds cannot be used.
- More information on federal funds and voter registration restrictions can be found at: <http://bit.ly/1InQxh7>



New Website
www.ourhomes-ourvotes.org



Tracking Candidates



Candidate pages include:

- Information on housing legislation offered by candidates
- Links to affordable housing plans and proposals
- Videos of candidates speaking on housing issues
- Articles in which the candidate mentions plans for affordable homes

TRACK THE 2020 PRESIDENTIAL CANDIDATES

Find out what the candidates are doing and saying about affordable homes and homelessness.



Cory Booker's plan to fix the housing crisis and make renting affordable

Cory Booker's new housing plan proposes tax credits for renters, federal incentives, and "baby bonds" as ways to make housing more affordable.



RGJ exclusive: Sen. Cory Booker's plan to ensure safe, affordable housing for everyone

Fifty years ago this month, a couple and their young family were looking to move into a neighborhood in New Jersey with great public schools, but real estate agents refused to sell them a home because of the color of their skin.



Why Cory Booker is Focusing on Affordable Housing

A monthly tax credit for low-income renters and a "baby bond" program to help first-time homebuyers are part of the presidential hopeful's list of proposals.

Resources on the Website



- Toolkit with templates and suggestions
- Factsheets
 - Policy recommendations to candidates
- *Our Homes, Our Votes* Guide and Narrative Plan
- Graphics and images for use in social media
- Recordings of previous webinars
- Links to other helpful partners and organizations



Our Homes, Our Votes Toolkit



Toolkit features



- Tips for voter registration
- Sample candidate questionnaire
- Successful candidate forums
- Guide to participating in Town Hall meetings
- How to overcome voter apathy
- Mobilizing throughout early voting periods
- Confronting voter suppression and voter intimidation
- Hosting effective candidate site visits

Sample Toolkit Resource



BUILDING THE BEST AUDIENCE |

Engaging and Empowering Low-Income Renters to Attend Candidate Events

The best way to get candidates to acknowledge the importance of low-income renters as part of the electorate is to provide opportunities for them to interact with people who have lived experience in the housing crisis. Hosting candidate coffees, town hall meetings, or inviting candidates to tour an affordable housing or shelter facility and meet with residents, can all be powerful community events. To maximize impact of these events, be sure they are well attended by people from the low-income communities we hope to see demonstrating an increase in voter participation.

KEY STRATEGIES TO ENSURE GOOD TURNOUT FROM LOW-INCOME RENTERS:

- I. **Host the event near low-income renters.** Select a location central to your intended audience. Consider using the community room of a public housing building or the meeting room at a local neighborhood center.
- II. **Ask people to RSVP.** Build a list in advance of people who say they are interested in attending. You will generally want about twice as many RSVPs as your target number for attendance. Use the RSVP list to call people the evening before or email them day-of to remind them of the event.
- III. **Use social media.** Many low-income renters are active on Facebook or Twitter.

As you read the Toolkit:

- What needs to be added?
- What resources will be most useful for your efforts?



Questions?



**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**

OUR HOMES, OUR VOTES

2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



NATIONAL LOW INCOME
HOUSING COALITION

ourhomes-ourvotes.org