

# 2016 BAY AREA BALLOT MEASURE WINS



ENSURING OPPORTUNITY

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PLEASANT HILL, JUNE 21, 2017



## NON-PROFIT HOUSING ASSOCIATION: OUR MISSION



Ms. Barbara Williams  
Credit: EBHO 2013

**NPH sees a future where everyone has a place to call home** and where low-income communities and communities of color have the opportunity to stay and prosper in the Bay Area.

**We envision a day where everyone has access to an affordable home;** and we can improve our health, our children's educational outcomes, our environment, our transit system, our regional competitiveness and the Bay Area's diversity and equity.

# BAY AREA VOTERS APPROVE NEW INVESTMENT IN AFFORDABILITY

*Nearly \$2.5 billion in new investment via four county-level measures, 2015-16*



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

## Affordable Housing Residents a Key Voting Bloc

*Database of registered affordable housing residents assists outreach*



Ms. Irma Ortiz  
Credit: LifeSTEPS 2016

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



## IN SHORT

- ✓ Create community consensus first
- ✓ Seize opportunity and choose best election
- ✓ Build new coalitions and partnerships
- ✓ Secure adequate resources for campaigns
- ✓ Tech-savvy voter targeting and engagement
- ✓ Follow strict message discipline
  - ✓ ***Talk about the need, not the money***

More at [www.NonProfitHousing.org](http://www.NonProfitHousing.org)