

An aerial satellite-style map of the San Francisco Bay Area, showing the bay, surrounding mountains, and cities. The map is partially obscured by a dark blue overlay on the left side where the text is located.

RISE together

Our Commitment
to End Poverty

Alameda | Marin | San Francisco | San Mateo
Contra Costa | Napa | Santa Clara | Solano | Sonoma



Rise Together Bay Area 2018: The Housing Ballot

JR Starrett
August 29, 2018



The Voice of
Affordable Housing



2018: Housing Leads the Ballot

Statewide:

- Prop 1 – Veterans and Affordable Housing Act
- Prop 2 – No Place Like Home

Regional Dedicated Funding for Affordable Housing:

- Santa Cruz County GO Bond- \$140 million
- Napa County TOT Increase- \$5 million, annual
- City of San Jose GO Bond- \$450 million
- City of Berkeley GO Bond \$135 million
- City of Santa Rosa \$124 million
- San Francisco – Our City, Our Home (50%+1)

\$6.854 billion in dedicated funding
on the state and regional ballot

Dedicated funding items on the local ballot need 66.67%



2018: Housing Leads the Ballot

Housing Measures with Non Dedicated Funding:

- Santa Clara County Sales Tax Extension \$50 million
- City of Berkeley Real Estate Transfer Tax \$6 million
- Oakland Vacancy Tax \$10 million
- Oakland Real Estate Transfer Tax \$6 million

**\$72 million annually in potential
funding on local ballots**

Items on the 2018 Ballot: Statewide



The Veterans and Affordable Housing Act : A critical revenue measure that will create affordable housing for California families, veterans, farmworkers, people experiencing homelessness, and individuals with disabilities. The \$4 billion general obligation bond will allow our state to reinvest in our communities by creating supportive housing and homeowner assistance programs, including \$1.5 billion dedicated to Multifamily Housing Program (MHP)



No Place Like Home is an authorization of \$2 billion in previously appropriated funding that is dedicated to the construction of affordable housing for those that are experiencing chronic homelessness, people with disabilities, and people living with mental illness.

Veterans and Affordable Housing Bond and No Place Like Home: In the fall, the Veterans and Affordable Housing Act (Prop 1) will actively campaign with No Place Like Home (Prop 2)

2018 California Ballot: Prop 1

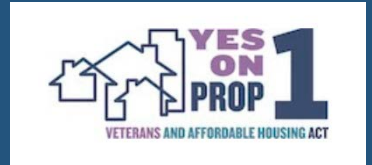


WHY CALIFORNIANS NEED PROP 1

- The housing crisis is crushing the 1 in 3 Californians who can't afford their rents.
- Many people are spending more than 30% of their incomes and some as much as 50% of their incomes on housing.
- The growing gap between what Californians earn and the cost of rent has grown so wide that families are separated by excruciating commutes because they can't afford to live in the cities where they work.

Non-Profit Housing Association of Northern California

2018 California Ballot: Prop 1



HOW PROP 1 WILL HELP CALIFORNIANS

- Provides stable housing for families, people experiencing homelessness and individuals with disabilities.
- Builds affordable homes for hardworking people like grocery clerks, nurse aides and teaching assistants. This helps people live in the communities where they work and serve, while still having money for basics like groceries, gas and child care.
- Tackles top priorities for Californians- building homes, creating jobs and boosting the economy. It's expected to create 137,000 jobs and pump \$23.4 billion into California's economy.

Non-Profit Housing Association of Northern California



2018 California Ballot: Prop 2

YES ON PROP 2
No Place Like Home

WHY CALIFORNIANS NEED PROP 2

- By most estimates, California's homeless population is above 134,000
- 33% living in these unsafe conditions are living with an untreated mental illness.
- Research shows providing people with a stable place to live and mental health services promotes healthy, stable lives.
- We know, without the foundation of a stable home people suffering from serious mental illness are unable to make it to doctors' appointments and specialized counseling services.

Non-Profit Housing Association of Northern California



2018 California Ballot: Prop 2

YES ON PROP 2
No Place Like Home

HOW PROP 2 WILL HELP CALIFORNIANS

- Build supportive housing for people living with a serious mental illness who are homeless or at great risk of becoming homeless.
- Provide intensive coordinated care through the housing program that includes mental health and addiction services medical treatment, case managers, education and job training.

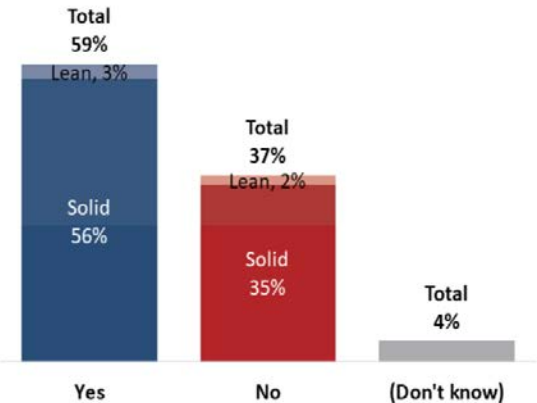
Non-Profit Housing Association of Northern California

Items on the 2018 Ballot: Statewide

Support for Prop 1 remains high. Polling released from the campaign in January 2018 showed 59% support for the measure.

Veterans and Affordable Housing Bond Act of 2018.
Authorizes \$4 billion in general obligation bonds for new construction, rehabilitation, and preservation of affordable permanent and rental housing for lower income households including veterans and agricultural workers; grants and loans for high-density and transit-oriented affordable housing and related infrastructure.

Fiscal Impact: *Costs of approximately \$6.13 billion for principal (\$4 billion) and interest (\$2.13 billion) based on annual payments of \$171 million over 30 years.*



We seek to send a clear message to the next Governor that affordable housing must remain a top issue.

Only needs 50% + 1 to win

Items on the 2018 Ballot: Statewide

251 Bay Area Endorsements as of August 16

Key Endorsements Include:

- Mayor Libby Schaaf
- City of San Francisco
- City of Oakland
- City of San Jose
- City of Napa
- City of Santa Rosa
- City of Mountain View
- City of San Mateo
- City of South San Francisco
- Asm. Ash Kalra
- Asm. Marc Berman
- Asm. David Chiu
- Asm. Mark Stone
- Sen Mike McGuire
- Sen. Bill Dodd
- Sen. Jim Beall
- San Francisco Dem Party
- San Francisco Chamber of Commerce
- Alameda County
- Contra Costa County
- MTC/ ABAG
- Alameda County Democratic Party

And Many More!

View a full list at:

vetsandaffordablehousingact.org



• Asm. Bill Quirk

• Santa Clara County Democratic

Only needs 50% + 1 to win

Items on the 2018 Ballot: Statewide

How you can be involved:

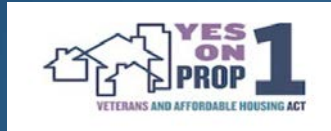
1. Has your organization endorsed? If not, endorse today and sign up at vetsandaffordablehousing.org
2. Encourage others to endorse
3. Newsletters and social media – NPH can provide content and templates
4. Host a community event in support of Props 1 & 2 – NPH is happy to help coordinate speakers
5. Become involved with the campaign in your county – contact your local county lead organization



Only needs 50% + 1 to win

Items on the 2018 Ballot: Statewide

Bay Area County Leads:



| Bay Area County | Organization | Contact | Contact Email |
|-----------------|-------------------------------|----------------------|--|
| San Francisco | CCHO | Peter Cohen | peter@sfic-409.org |
| San Mateo | HLC | Leora Tanjuatco Ross | leora@hlcsmc.org |
| Santa Clara | SV@Home | David Meyer | david@siliconvalleyathome.org |
| Alameda | EBHO | Dolores Tejada | dolores@ebho.org |
| Contra Costa | EBHO | Anthony Frederico | anthony@ebho.org |
| Marin | Housing Crisis Action Group | Katie Koyfman | hcag.marin@gmail.com |
| Santa Cruz | MidPen Housing | Jan Lindenthal | jlindenthal@midpen-housing.org |
| Sonoma | Burbank Housing | Jacob Rich | JRich@burbankhousing.org |
| Napa | Napa Valley Community Housing | Kathleen Dreessen | kathleen@nvch.org |

Only needs 50% + 1 to win



Questions

Ballot Outlook for 2018: Regional

| Campaign | Type | Amount |
|--------------------|------------|------------------------------|
| Santa Cruz County | Bond | \$140 million |
| City of San Jose | Bond | \$450 million |
| City of Berkeley | Bond | \$135 million |
| City of Santa Rosa | Bond | \$124 million |
| Napa County | TOT | \$5 million, per year |
| American Canyon | TOT | - |
| Calistoga | TOT | - |
| Napa | TOT | - |
| St. Helena | TOT | - |
| Yountville | TOT | - |
| Napa County (Un) | TOT | - |

Regional measures represent an opportunity at \$854 million in additional dedicated funding



Dedicated revenue measures on the local ballot need to reach two thirds threshold or 66.67%

2018 Ballot: South Bay

Santa Cruz County : Measure H

\$140 million GO Bond

| 2018 Projected Turnout % | 2018 Measure Vote | Win Number |
|--------------------------|-------------------|------------|
| 57% | 84,908 | 56,608 |

Assets:

- Campaign steering committee with broad, committed coalition that has been active for over one year
- Unanimous support from the Board of Supervisors
- Contact: Don Lane - dlane@cruzio.com

City of San Jose : Measure V

\$450 million GO Bond

| 2018 Projected Turnout % | 2018 Measure Vote | Win Number |
|--------------------------|-------------------|------------|
| 52% | 211,323 | 140,889 |

Assets:

- Voters in San Jose precincts supported 2016 Santa Clara County Measure A at 70%.
- Strong local advocacy partner in SV@Home
- Popular and well liked Mayor supporting the measure
- Contact: Huascar Castro - huascar@siliconvalleyathome.org

2018 Ballot: North Bay

Napa County : Measure I

\$5 million, annual – 1 percent TOT increase

| Campaign | 2018 Vote Count | 2018 Measure Vote | Win Number |
|-----------------|-----------------|-------------------|---------------|
| American Canyon | 6,079 | 5,905 | 3,937 |
| Calistoga | 1,352 | 1314 | 876 |
| Napa | 23,601 | 22,926 | 15,285 |
| St. Helena | 1,868 | 1,815 | 1,210 |
| Yountville | 1,100 | 1,068 | 712 |
| Unincorporated | 8,692 | 8,443 | 5,629 |

Assets:

- Strong support from the County
- Visit Napa Valley taking the lead
- 98% of the electorate is VBM
- Contact: Matt Reilly - matt@reillyconsult.com

City of Santa Rosa : Measure N

\$124 million GO Bond

| 2018 Projected Turnout % | 2018 Measure Vote | Win Number |
|--------------------------|-------------------|---------------|
| 59% | 50,564 | 33,711 |

Assets:

- Measure includes provisions addressing fire rebuild opportunities
- Strong support from a broad coalition of organizations
- Unanimous support from City Council
- Contact: Brando Rojas- brandoprojas@gmail.com

2018 Ballot: East Bay

City of Berkeley : Measure O

\$135 million GO Bond

| 2018 Projected Turnout % | 2018 Measure Vote | Win Number |
|--------------------------|-------------------|------------|
| 54% | 41,320 | 27,548 |

Assets:

- Strong support from Mayor Arreguin and City Council
- Clifford Moss agency, which supported Measure A1 in 2016, will lead the effort on the ground
- Tom Clifford - tom@cliffordmoss.com



NPH Action Fund

Organizing and Advocacy Tactics for 2018 Elections

2018 Ballot: Communicating Our Stories and Our Power

NPH is working to organize, support, and create Bay Area-specific communications and outreach opportunities to engage our base, build our network, and develop skills and capacity.

- **Educating our base**
 - NPH Action Fund digital communications program
 - Leveraging our collective Bay Area voices with the SCC
- **IDing and reaching new supporters**
 - Media: earned media, opeds and LTEs, editorial board visits, and shaping the narrative post-election
 - Pledge to Vote cards
- **The right message with the right messenger**
 - Bay Area stories and context
 - Speakers Bureau Trainings

#MyProp1Story

"An affordable home changed my life like you couldn't even imagine..."

I used to think our story was very unique but it turns out that there are thousands of families who, just like mine, were forced to live in unsafe, overcrowded situations."

Yessica of Cloverdale, California

YES ON PROP 1
VETERANS AND AFFORDABLE HOUSING ACT

2018 Ballot: Resident Engagement & Community Building

| County | Current Resident Registration | + 10% increase | At 60% resident turnout |
|---------------|-------------------------------|----------------|-------------------------|
| Alameda | 10,860 | 11,946 | 7,168 |
| Contra Costa | 5,276 | 5,804 | 3,482 |
| Marin | 1,122 | 1,234 | 741 |
| Monterey | 1,489 | 1,638 | 983 |
| Napa | 762 | 838 | 503 |
| San Francisco | 9,941 | 10,935 | 6,561 |
| Santa Clara | 12,047 | 13,252 | 7,951 |
| Santa Cruz | 1,337 | 1,471 | 882 |
| Solano | 2,634 | 2,897 | 1,738 |
| Sonoma | 3,835 | 4,219 | 2,531 |
| San Mateo | 2,982 | 3,280 | 1,968 |
| Total | 52,285 | 57,514 | 34,508 |

Through support for Props 1 & 2 and local measures, we will grow the affordable housing base by 10%, or 5,200 new registrants

- On-site meetings & events
- Coffees, bingo, social events
- Invite-A-Speaker
- Front lobby signage
- Multilingual flyers



FOR MORE INFORMATION:

J R Starrett

Advocacy & Community Engagement Director

jr@nonprofithousing.org

415-989-8160 x35

Building momentum for bold
solutions...



The Voice of
Affordable Housing

Thank you!



Join us for our next webinar: [How to Keep our Existing Affordable Homes Affordable](#)

Date: October 22nd

Summary: Every year, hundreds of homes whose rents were previously restricted to levels affordable to low-income residents lapse and become market-rate. To combat this widespread problem, in 2017 the State of California passed AB 1521 which greatly strengthens the State's Housing Preservation Law to ensure that affordable homes can remain affordable for the long-term. Join Danielle Mazzella from the California Housing Partnership Corporation to learn how you can use this law go ensure that the existing affordable homes in your city or county can remain affordable for the long term.