

NLIHC 2017

Housing Policy Forum

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nlihcforum.org



2017 NLIHC Organizing Award

NLIHC's 2017 Organizing Award is presented to **NON-PROFIT HOUSING ASSOCIATION OF NORTHERN CALIFORNIA (NPH)** and **EAST BAY HOUSING ORGANIZATIONS (EBHO)** for their successful organizing throughout the November 2016 elections on local ballot initiatives to expand renters' rights and funding for affordable housing across California's San Francisco Bay Area.

Presented by:

- **Dora Leong Gallo**—A Community of Friends, Chief Executive Officer
- **Avni Desai**—Community Housing Partnership, Public Policy Manager

Accepting the Awards on Behalf of Their Organizations:

- **Sharon Cornu**—Non-Profit Housing Association of Northern California, Political Director
- **Adlemy Garcia and Fredricka Robinson**—East Bay Housing Organizations, Community Organizer

EBHO has long been a leader in effective policy advocacy in Alameda County and City of Oakland efforts for housing justice. In last year's elections, EBHO endorsed eight local ballot initiatives on housing issues, and worked closely on the successful passage of two of them. Measure A1 was an Alameda County bond measure that increased local affordable housing funding by \$580 million, with 20% dedicated to housing that is affordable to ELI households. Measure JJ was a City of Oakland initiative to expand renters' rights by requiring landlords to petition for the right to increase a renters' rent above the rate of inflation. With their work on Measure JJ in particular, EBHO expanded their emphasis on resident organizing through their Resident and Community Organizing Program (RCOP). RCOP resident leaders trained and activated 60 Ambassadors for the ballot initiative campaigns, who led more than 50 presentations for resident councils and community organizations, attended by more than 700 voters and advocates over the course of the election cycle.



NPH organized its members and other community organizations in support of ballot measures in three counties in the Bay Area, which together will create an additional \$2 billion

in housing funding. NPH worked alongside EBHO on Measure A1 in Alameda County, as well as on Measure K in San Mateo County and Measure A in Santa Clara County. NPH produced new data tools for identifying and mobilizing low income renters in the electoral process. They oversaw expansive voter registration drives and organized neighborhood-based Get-Out-The-Vote initiatives. They engaged low income resident leaders to assist with campaign activities, including effectively sharing personal narratives about the need for affordable housing. To expand the reach and inclusivity of their ballot initiative campaigns, NPH and its coalition partners produced campaign materials in seven different languages, which were targeted toward communities of new citizens.

Measure A1 in Alameda County passed with 73% of the vote, Measure JJ in Oakland passed with 74%, Measure K in San Mateo County passed with 70%, and Measure A in Santa Clara County narrowly passed with 67.88%, just over the two-thirds threshold required by state law.



ABOUT THE AWARD

The National Low Income Housing Coalition's Organizing Award recognizes outstanding achievement in state or local organizing activity that furthers NLIHC's mission: achieving socially just public policy that ensures people with the lowest incomes in the United States have affordable and decent homes. Special consideration is given to nominations that incorporate tenant- or resident-driven organizing.