



# OUR HOMES

# OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS



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## Ballot Measures and Housing

# Agenda

OUR HOMES

OUR VOTES

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- Organizing of Housing-Related Ballot Measures
  - Ben Kelly, communications consultant
- Organizing a Ballot Measure Campaign in 2022
  - Chris Bowen, public policy organizer, SCANPH
- Introduction and Key Resources for Voting While Experiencing Homelessness
  - Courtney Cooperman, housing advocacy organizer, NLIHC

# Welcome and Introduction

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***Courtney Cooperman***

Housing Advocacy Organizer

National Low Income Housing Coalition

[ccooperman@nlihc.org](mailto:ccooperman@nlihc.org)

# Overview of Housing-Related Ballot Measures

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***Ben Kelly***

**Communications Consultant**

[benwkelly28@gmail.com](mailto:benwkelly28@gmail.com)

An aerial photograph showing a group of people standing at individual voting booths arranged in a grid on a paved surface with a diamond pattern. The people are seen from above, some looking at ballots, others standing with their backs to the camera. The booths are black with white privacy screens.

# Housing on Local Ballots November 2022

Ben Kelly  
for  
National Low Income  
Housing Coalition  
September 6, 2022



# Housing Ballot Measure Categories

Bonds	Taxes	Zoning	Policy
<ul style="list-style-type: none"><li>• Borrowing to support affordable housing</li></ul>	<ul style="list-style-type: none"><li>• Creating, expanding or allocating tax revenue streams for affordable housing</li></ul>	<ul style="list-style-type: none"><li>• Land use code amendments, density, allowed uses—or referendum on a specific project</li></ul>	<ul style="list-style-type: none"><li>• How housing and shelter is regulated: rent control, eviction protections, homelessness policies, policy oversight</li></ul>

# November 2022 Election Summary\*

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## Bonds

- 16 bond measures
- Seeking voter approval for nearly \$1.5 billion total in public financing

## Taxes

- 20 tax questions
- Ask voters to OK funding for housing through excise, property, real estate transfer, lodging and other tax sources

## Zoning

- 12 ballot measures
- Area-wide zoning amendments, or zoning-related referenda on a specific project or future housing proposals.

## Policy

- 13 (or so) referred measures in policy and regulations: rent control, eviction protections, homelessness, housing oversight

(as of Monday  
9/6/22)

# Rent Control, Tenant Protection ballot measures\*

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## Oakland:

Updates just-cause eviction protections to new categories of tenants

## Richmond:

adjusts max rent increase on rent-controlled units from 100% of inflation rate to <60%, OR 3%, whichever is lower

## Pasadena:

sets max rent increase, just-cause eviction regs, rental registry

## Santa Monica:

lowers max rent increase from to 3% from 6%, adds market rate rentals to rental registry

## Orange Co. (Orlando):

one-year rent control, tying max. rent increases to inflation rate.

## Portland:

limits rent increases to no more than 70% of inflation, additional tenant protections

(as of Monday 9/6/22)



# Eviction Protections

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Denver: “No Eviction Without Representation”

Seeks voter approval for a new fund to provide legal services for people facing eviction

- Source of funds: new landlord fee (per unit)
- Formation of chartered Tenants’ Committee to guide policy and implementation





## Next 64 Days

- ❑ Ballots set mid-September
- ❑ Voting as early as mid-October
- ❑ Watch the campaigns in these 50+ jurisdictions & track how campaign resources are deployed
- ❑ After November 8 results:
  - ❑ Voter turnout dynamics
  - ❑ Cross-influences among multiple ballot measures in these communities
- ❑ Look ahead to potential housing-related ballot measures in 2023 & 2024

# Organizing a Ballot Measure Campaign in 2022

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***Chris Bowen***

Public Policy Organizer  
**SCANPH**

[cbowen@scanph.org](mailto:cbowen@scanph.org)



# UNITED TO HOUSE LA With SCANPH

A Citizen's Initiative for City of Los Angeles  
on the November 2022 Ballot



# Who We Are

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A membership association of organizations and individuals dedicated to the creation and preservation of affordable housing - made up of nonprofit developers, government officials, architects, policy makers, students, activists etc.



# SCANPH'S MISSION

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Facilitate development of affordable homes across southern California by advancing effective public policies, sustainable financial resources, strong member organizations, and beneficial partnerships.



# SCANPH'S ROLE

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## What We Do:

- Broad Systems Changes: Policy, Regulatory Issues, Funding Implementation
- Resource Advocacy for Industry at Large: Securing Funds at State, County, and Local Level in FIVE Counties
- Industry-Wide Capacity Building to Successfully Deploy Resources & Further Development
- Educational Workshops and direct advocacy

## What We Don't Do:

- Project Specific Advocacy and Community Engagement
- All Developer members compete for same resources
- Developers Make Project Specific Choices; Not SCANPH
- Macro vs Micro: SCANPH Operates on Macro Level



# The Measure

## What Is It?

One time fee during the sale of high value property (Over \$5 Million) would create the “**Los Angeles Program to Prevent Homelessness and Fund Affordable Housing.**”

# How is it Different From Past Measures?



UNITED TO HOUSE LA:

This citizen's led measure was written by LA's not-for-profit homelessness & housing experts — not politicians. We learned from past measures to create this one.

- This is an ongoing, sustainable and PERMANENT source of funding (HHH and H expire)
- A more holistic approach - Our measure reduces and prevents homelessness in THREE key ways:
  - By buying, building, and preserving places for homeless people to live;
  - by sending direct cash assistance to people in need so that they can remain in their homes and prevent homelessness; and
  - by making the most significant investment in tenant protections in the history of LA, to ensure people can stay housed.



## Provides Assistance:

Provides support to people experiencing homelessness, and those at risk of homelessness, with rental assistance, income assistance for low income seniors, and access to permanent housing.

## Builds Housing

Creates more than **26,000** homes in 10 years for people who are experiencing homelessness or are at risk of homelessness, helping about **69,000** people.

## Supports Renters

Helps more than **475,000** at-risk renters maintain their stability and keep their home, each year.

## Strong Oversight

Includes the strongest citizens' oversight and accountability protections in the history of the City of Los Angeles, including a dedicated Inspector General with independent funding.

## Creates Jobs

Creates **44,000** construction jobs over the next decade with strong Labor provisions that will ensure a skilled workforce and address wage inequities that address the very crisis we seek to solve.



MEASURE EXPLAINED

## Community Protection

**Target: people experiencing homelessness or at risk: <15% AMI (\$17,750 for a family of 4) and <30% AMI (\$35,450 for a family of 4)**

### Low-income renter support

It is the most ambitious package of financial support and tenant protection for low income renters in the history of the City of LA

### Assistance for our seniors

provides income assistance to low income seniors at risk of losing their housing or





## MEASURE EXPLAINED

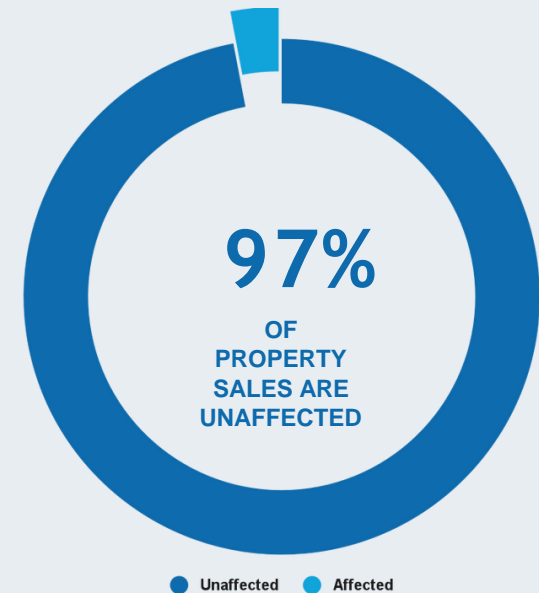
# Equitable Funding

## Generates \$875 million annually

\*through a one-time tax assessed at the point of sale of high value properties (4% for \$5-\$10m sales; 5.5% for \$10m< sales)

## Affects only 3 % of property sales

\*based on March 2019-March 2020 property sales, 97% of property sales would not have been subjected to this one-time tax



# MEASURE EXPLAINED

## How will this streamline and expedite development?

### Comprehensive financing & policy tactics

Including investments in innovative solutions for affordable housing and keeping people housed

### Delegated authority to LAHD

For projects where the city is committing 50 mil or less, this measure gives authority to LAHD to make the approval process, taking the process out of city council's hands as long as it complies with the goals set forth by the oversight committee

### Risk Mitigation

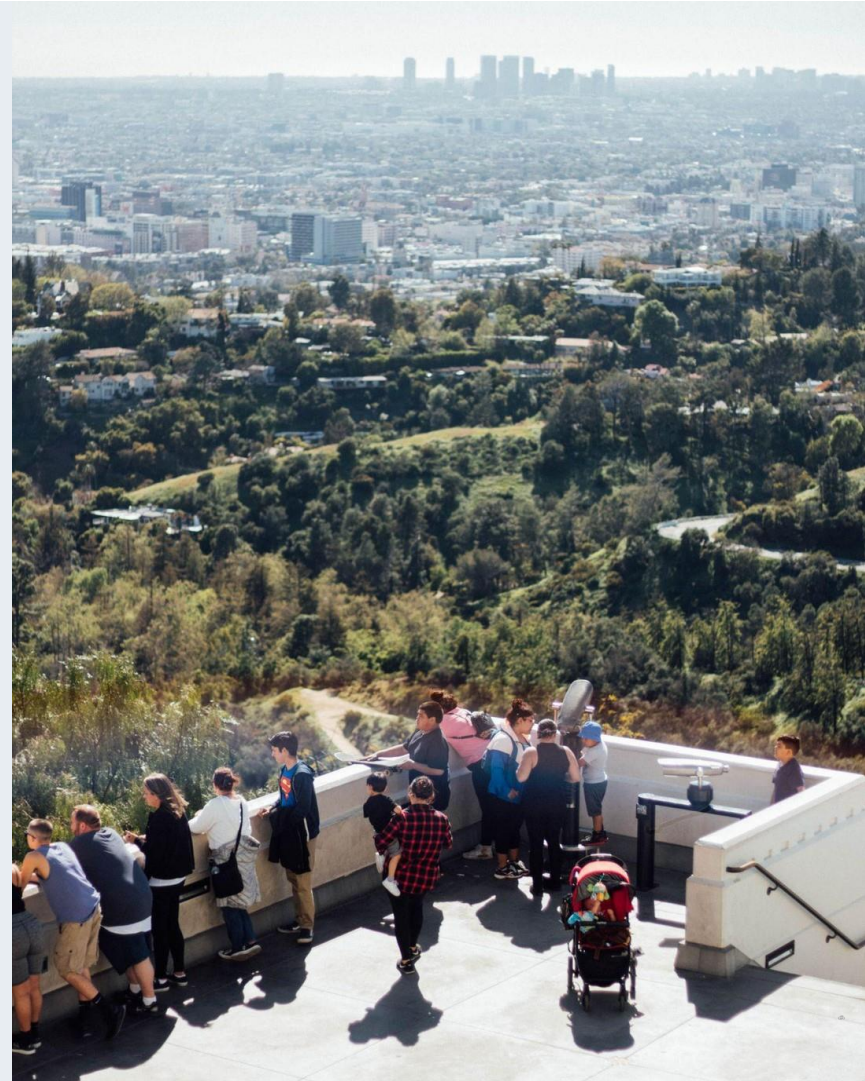
substantial and consistent funds provides certainty and will put more buildings into the pipeline

## MEASURE EXPLAINED

### Robust Oversight

The measure will include the most robust citizens oversight and transparency in LA City history:

- A paid Citizens Oversight Committee with specific expertise on the issues of housing and lived experience with homelessness, appointed by the Mayor
- A professional staff that reports to the Citizens Oversight Committee, led by an Inspector General, funded through the measure, is focused on ensuring compliance to the measure's eligible uses.
- Very limited ability for the City Council to change any eligible uses for the funding.



## MEASURE EXPLAINED

# Further Details

### Citizens' Initiative

This means that it requires 50%+1 to pass in November 2022.

### What it isn't:

It is NOT a replacement for Measure H or a countywide program.

# The Funding

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## MEASURE EXPLAINED

# There are two core components:

### 70% for Affordable Housing

70% of the funding goes to the preservation of existing affordable housing and the creation of new supportive and affordable housing

### 30% for Renters

30% goes to supportive services for low-income renters

*Target: people experiencing homelessness or at risk: <15% AMI and <30% AMI*



## **70%** Affordable Housing Program

### **22.5% - 25%**

**Supportive and Affordable Housing** for income-qualified populations in conjunction with other federal, state, and local affordable housing funding sources e.g. Federal & State Low Income Housing Tax Credits

### **10%**

**Preservation Fund** to acquire, preserve, rehabilitate, lease, or operate existing multifamily rental housing property, including properties of two or more units, rent-controlled properties, Residential Hotels, ADU's, and Junior Dwelling Units, that either do not have covenants requiring affordability in place or have covenants requiring affordability that expire within 10 years of project onset.

### **5%**

**Stabilization Fund** for periodic revenue shortfalls for programs that need a consistent revenue stream to function

### **22.5% - 25%**

**Alternative Models for Permanent Affordable Housing** including construction, acquisition, rehabilitation, lease, preservation and operation of rental or mixed rental/homeowner projects

### **10%**

**Single Family and Cooperative Homeownership Opportunities**, including but not limited to Limited Equity Housing Cooperatives, shared equity homeownership, down-payment assistance, predevelopment funding, and capacity-building programs

### **ADDITIONALLY:**

**Strong Labor and Local Hire Provisions** worked out between affordable housers and the Building & Construction Trades to ensure local jobs that lift people out of poverty wages so they can afford LA too



## **30%** Homelessness Prevention Program

**10%**

**Funding for eviction prevention and defense programs** that provides housing-related legal services to low-income tenants threatened with eviction

**5%**

**Short-term emergency funding to tenant households at risk of becoming homeless.**

**2%**

**Tenant outreach, education and navigation services.**

**10%**

**Income assistance to rent-burdened, Acutely-, Extremely-, and Very Low-Income Households containing seniors** (aged 65 years and above) and/or and support them in exercising their rights persons with disabilities at-risk of becoming homeless, designed to assist such households in avoiding displacement from their home.

**3%**

**Non-profit organizations and City departments** to monitor and enforce City protections against tenant harassment, and to inform tenants of such protections

WRITTEN BY COMMUNITY  
LEADERS

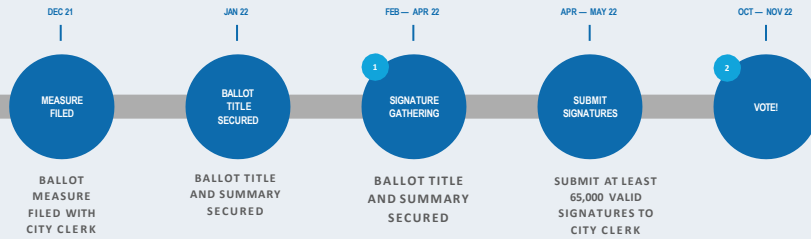


## ENDORSED BY 140+ ORGANIZATIONS

1. A Community of Friends
2. Abode Housing
3. Alliance of Californians for Community Empowerment (ACCE)
4. Alliance for Community Transit – Los Angeles
5. Baldwin/Leimert/Crenshaw Local, LA Tenants Union
6. Bend the Arc: Jewish Action Southern California
7. Black & Asian Coalition
8. Clergy & Laity United for Economic Justice (CLUE)
9. CTV Housing
10. Coalition for Economic Survival (CES)
11. Coalition for Humane Immigrant Rights (CHIRLA)
12. Community Corporation of Santa Monica
13. Community Power Collective (CPC)
14. Concerned Community Members Of Chesapeake Apartments
15. Corporation for Supportive Housing (CSH)
16. Daylight Community Development
17. East LA Community Corporation
18. Esperanza Community Housing Corporation
19. Flexible PSH Solutions, Inc.
20. IBEW Local 11
21. Inner City Law Center
22. Interfaith Solidarity Network
23. JUSTconnect
24. Koreatown Immigrant Workers Alliance (KIWA)
25. LA CAN
26. LA Family Housing
27. LA Forward
28. LA Más
29. La Defensa
30. Little Tokyo Service Center
31. Los Angeles Alliance for a New Economy (LAANE)
32. Los Angeles Black Worker Center
33. Los Angeles Federation of Labor, AFL-CIO
34. Neighborhood Land Trust
35. Los Angeles Room & Board
36. Los Angeles Walks
37. Los Angeles/Orange Counties Building and Construction Trades Council
38. Montebello Housing Development Corporation
39. Move LA
40. NoHo Home Alliance
41. ONYX Architects
42. Our Future LA
43. People for Mobility Justice
44. Policy Link
45. Safe Place for Youth
46. Shelter Partners
47. Southeast Asian Community Alliance
48. Southern California Association of Nonprofit Housing
49. Strategic Actions for a Just Economy (SAJE)
50. Supreme Enterprises, Inc.
51. Renters Right to Counsel Coalition
52. T.R.U.S.T. South LA
53. Thai Community Development Center
54. The Beverly-Vermont Community Land Trust
55. UNITE HERE Local 11
56. Universal Human Rights Initiative
57. Venice Community Housing Corporation
58. Wakeland Housing and Development Corporation
59. Worksite Wellness LA
60. Women Organizing Resources, Knowledge & Services, WORKS

# The Timeline

## TIMELINE



POLLING SHOWS 60% - 63% SUPPORT LEVELS

REQUIRES A SIMPLE MAJORITY TO PASS, 50% + 1



# Thank you!

# Additional Resources and Announcements

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Housing Advocacy Organizer

National Low Income Housing Coalition

[ccooperman@nlihc.org](mailto:ccooperman@nlihc.org)



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# HOUSING ON THE BALLOT

How to Organize a Successful Ballot  
Measure Campaign for Affordable  
Homes

**2022**

Authors:

Courtney Cooperman  
*Housing Advocacy Organizer*

Lena O'Rourke  
*Consultant to NLIHC*



## Ballot Measure Advocacy and Restrictions on Electoral Activity

- 501c3 nonprofit organizations CAN endorse and campaign for ballot measures!
- Ballot measures are treated like bills; voters are like policymakers
- Restrictions on lobbying still apply!!!
- Resource from Bolder Advocacy:  
<https://bolderadvocacy.org/resource-library/tools-for-effective-advocacy/toolkits/ballot-measures-toolkit/>

# Categories of Ballot Measures

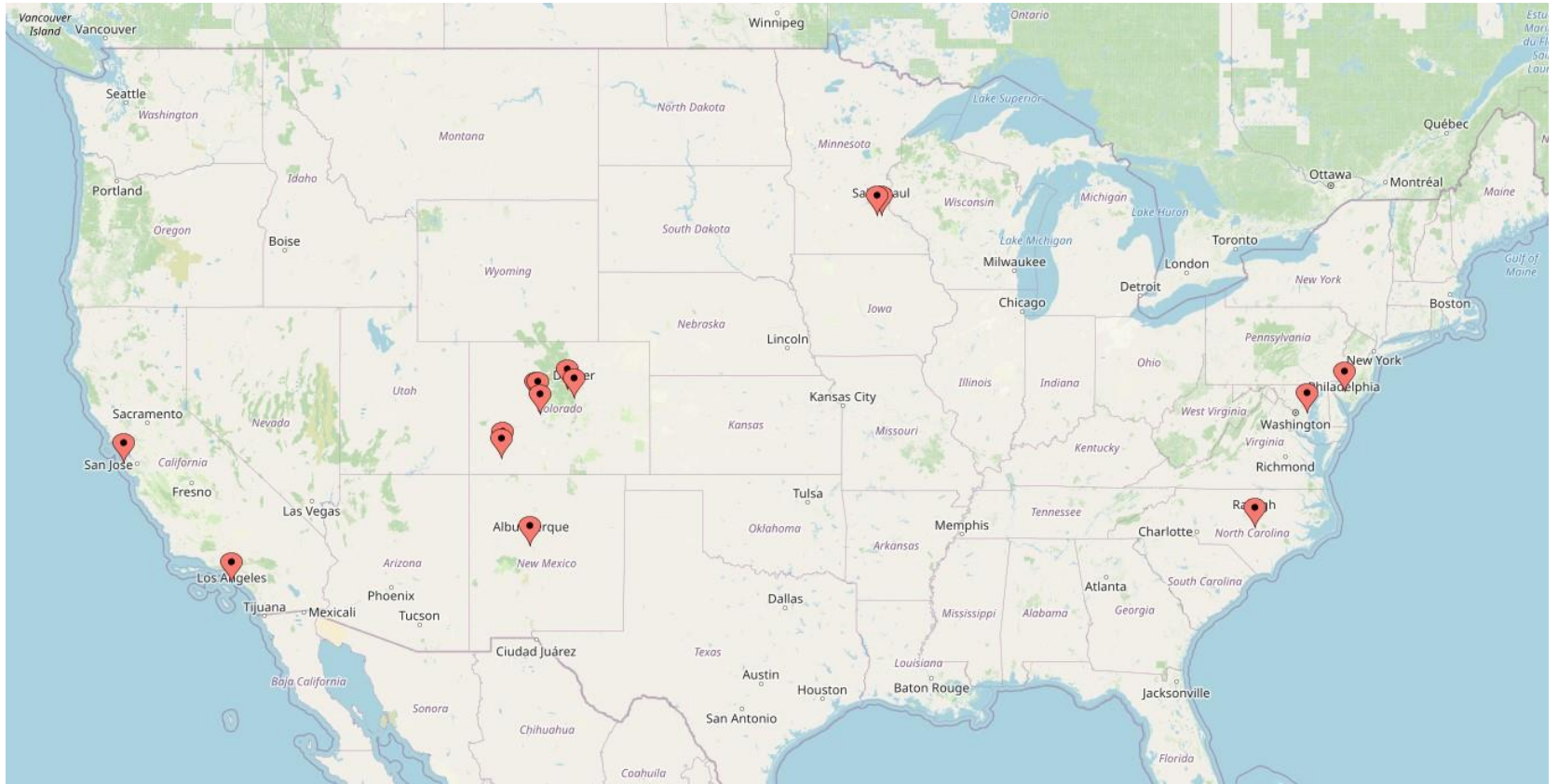
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- Increasing resources for affordable housing
  - Redirecting existing funds
  - Raising real estate taxes
  - Issuing bonds
  - Imposing fees on short-term rentals
- Strengthening tenants' rights
  - Rent stabilization ordinances
  - Establishing right to counsel in eviction court
- Addressing homelessness
  - Increasing resources for homelessness resolution
  - Defeat of a measure that would have criminalized homelessness



# Best Practices for Organizers

OUR HOMES

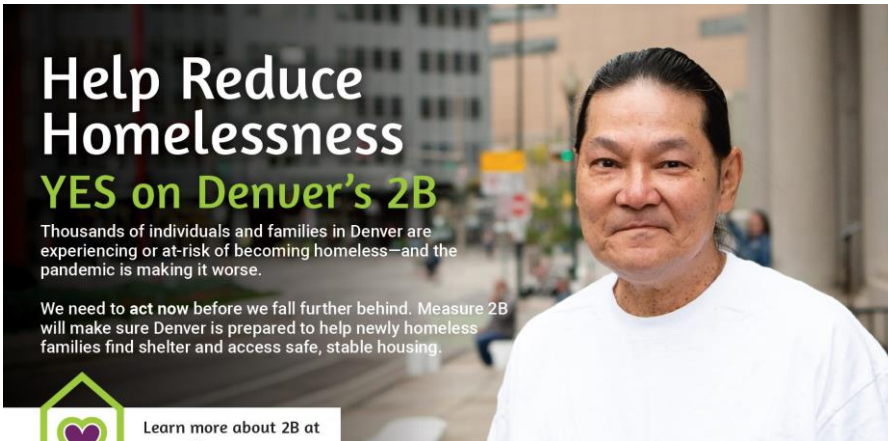
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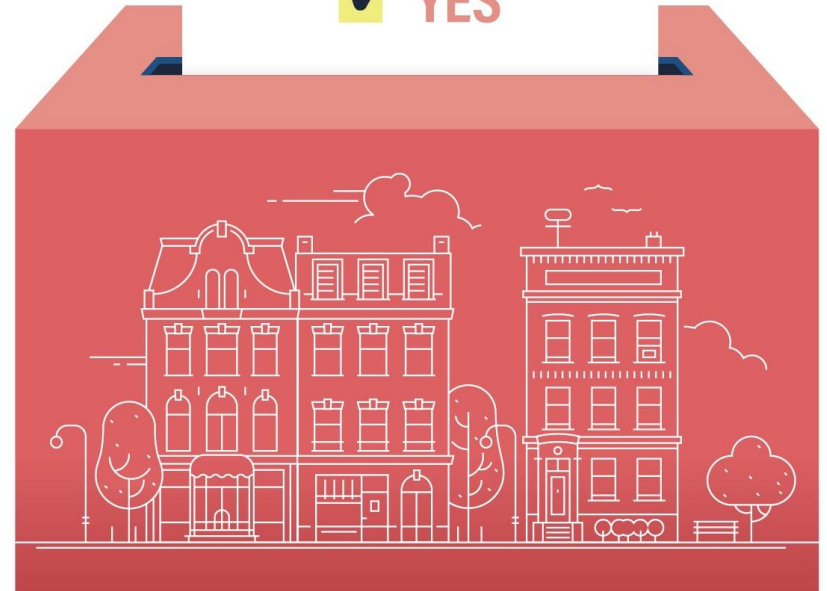


- ☐ Know the basics of ballot measures.
- ☐ Design the campaign based on your resources and capacity.
- ☐ Build a strong and diverse base of support.
- ☐ Mobilize and follow the leadership of directly impacted communities.
- ☐ Develop clear messaging.
- ☐ Harness the media.
- ☐ Organize accessible campaign activities.
- ☐ Integrate voter registration and mobilization into the campaign.





**On Tuesday,  
November 2nd,  
vote YES on Ballot  
Question 4 to  
increase funding for  
affordable homes.**





**OUR HOMES**

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**Working on a ballot measure this year?**

**Let us know!**

**Email [ourhomes@nlihc.org](mailto:ourhomes@nlihc.org)**

# APPLY FOR AN MTV VOTE EARLY DAY GRANT!

**MTV** is making funds available to organizations looking to celebrate **Vote Early Day** and empower voters in their communities with the tools to **vote early**.



VOTE  
EARLY  
DAY  
202

## Vote Early Day Grant Opportunity!

- Eligibility
  - 501c3 nonprofit organizations
  - Vote Early Day partners
  - Hosting in-person activations on October 28
- Criteria
  - Events that are geared towards young voters who have faced historical/institutional barriers to voting
  - Promoting early voting
- Deadline: September 17



## Monday, September 19: Early Voting and Vote By Mail

Early voting and vote-by-mail are important options for people who might face obstacles to voting on Election Day—including people with inflexible schedules, childcare responsibilities, or limited transportation options. The COVID-19 pandemic has made vote-by-mail an especially critical option to ensure that voting is accessible to all. Panelists will discuss how to navigate state laws and incorporate early voting and vote-by-mail in Get Out the Vote (GOTV) strategies.

The panel will feature Bryce Bennett, project director at Vote Early Day, and Cris Wegner, GOTV coordinator at Colorado Cross-Disability Coalition.

The logo for Vote Early Day 2022 is displayed within a rectangular frame with a dotted background. The text is arranged in a grid: 'VOTE' in the top row, 'EARLY' in the second row, and '2022' in the third row. Each letter is contained within its own vertical column, separated by thin vertical lines.

**COLORADO  
CROSS-DISABILITY  
COALITION**

# Follow the Campaign!

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**Twitter: @OurHomesVotes**

**Facebook @OHOV2022**

**Email: [ourhomes@nlihc.org](mailto:ourhomes@nlihc.org)**

**Website: [ourhomes-ourvotes.org](http://ourhomes-ourvotes.org)**



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