

OUR HOMES

OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS



Housing is Built with Ballots

A Year of Ballot Measure Victories in Review

Thursday, October 12, at 2:30 pm ET

The webinar will provide an overview of housing policy wins achieved at the ballot box in recent elections.

OUR HOMES

OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS



Voter Registration
review the General, Applica...

This space for office use only.



Ballot Measures in 2022 Midterms

- NLIHC tracked nearly 100 measures
- New resources for affordable housing development, acquisition, and rehabilitation
 - ~\$2 billion in bonds
 - New fees and taxes, or reallocation of existing revenues
- Major victories for tenant protections
 - Voters approved measures to establish or strengthen rent stabilization in every community where they had the opportunity to do so

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VOTERS CHOOSE HOUSING

A Summary of Housing and Homelessness Ballot Measures in the November 2022 Elections

DECEMBER 2022

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The Momentum Continues in 2023!

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- February 2023: Seattle, WA, passes Initiative 135 social housing program
- February 2023: Vancouver, WA, passes Affordable Housing Bonds
- May 2023: Ketchum, Sun Valley, and Hailey, ID, pass measures to dedicate half of revenues from existing tourism taxes to affordable housing
- June 2023: Portland, ME, fails to repeal existing 5% cap on rent increases

City	State	Ballot measure title	Ballot measure description
Boulder County	CO	Affordable Housing Extension	Extend existing 0.185% countywide sales tax for funding affordable housing and supportive services
City of Boulder	CO	Safe Zones 4 Kids	Prioritize removing tents, propane tanks, and other prohibited items within 500 feet of school property line or within 50 feet of multi-use path or sidewalk
Charlevoix	MI	Use of 229 Stover Road for housing	Whether to turn a city-owned vacant lot into affordable housing
Whitefish	MT	Community-housing: resort tax	Designate 10% of 3% resort tax to be used specifically for community housing projects
Santa Fe	NM	Article 1818: High-End Tax for Affordable Housing Ordinance	Establish a 3% tax on home sales over \$1 million within city limits to support local Housing Trust Fund
Cincinnati	OH	Issue 24	Require 2024 ballot question on restoring earned income tax and investing revenues in affordable housing
Seattle	WA	Seattle Affordable Housing Levy	Renewal of expiring seven-year levy for affordable housing
Tacoma	WA	Tacoma Tenants' Bill of Rights	Require more notice for rent increases, relocation assistance, ban evictions during winter and evictions of students & educators during school year

Today's Panel

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- Abram Diaz, policy director, Nonprofit Housing Association of Northern California
- Michael Daly, founder, East End YIMBY
- Tiffani McCoy, advocacy director, Real Change Homeless Empowerment Project (Seattle, Washington)
- Zach Martinez, policy advisor, Gary Community Ventures/Gary Advocacy LLC (Colorado)

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Abram Diaz

Policy Director

**Nonprofit Housing Association of Northern
California**

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Michael Daly

Founder

East End YIMBY

OUR HOMES



**for Community
Housing**

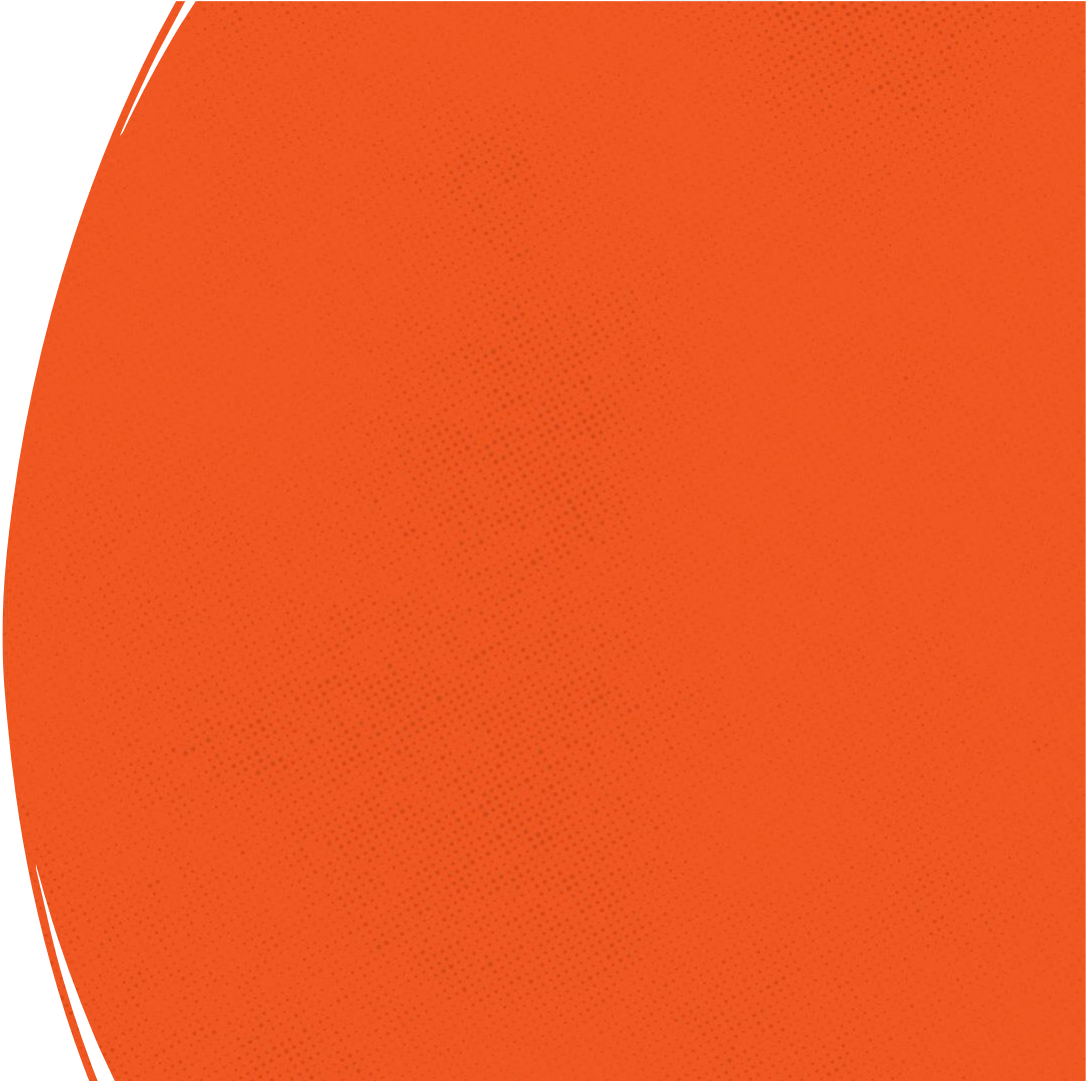
**2022
General Election**

**THE CAMPAIGN
WORKSHOP**

STRATEGY | DIGITAL | MAIL | TRAINING



Overview

- We dropped 9 pieces of mail starting October 18 through October 28th and ran 3 static digital ads from October 26 through November 8 for Shelter Island, East Hampton, and Southampton.
 - Additionally, we produced a print ad for 2 local papers.
- 



DIRECT MAIL

Role of Direct Mail

Mail strategy for the universe:



Reach a targeted audience of general election voters.



Use mail as a core medium.




Introduce the Prop 3 ballot measure to voters in Shelter Island, Southampton, and East Hampton

Teachers, Southampton (YCH2207)

Drop Date: 10/18

Size: 8.5 x 11

Quantity: 15,175



VOTE YES
for affordable
housing in
Southampton.

VOTE YES
for Community
Housing

FLIP YOUR BALLOT
VOTE YES ON PROP 3 FOR SOUTHAMPTON.

VOTE EARLY
Oct. 29 – Nov. 6
or at the polls
on Nov. 8.

Paid for by the Vote Yes For Community Housing Committee.



VOTE YES FOR COMMUNITY HOUSING COMMITTEE
P.O. Box 1355
Shelter Island Heights, NY 11965

YCH2207

PRESORT STD
U.S. POSTAGE
PAID
047



"As a retired teacher, I know how hard the commute is for teachers who can't find affordable housing. We must start building housing for essential workers."

- SIGRID MEINEL, Retired Teacher, Tuckahoe School

MAKING HOUSING AFFORDABLE

Southampton is our home. Our kids grow up here, but many have to leave when they get older. Teachers, first responders, firefighters and healthcare workers move because they can't find affordable places to live. Vote YES on Prop 3 to protect Southampton for generations to come.



NEIGHBORS SUPPORTING NEIGHBORS

Prop 3 provides us with funding to meet our housing needs by creating a small, 0.5% real estate transfer or buyer's fee, with no tax increase on current residents. All the funds will be used to create affordable housing throughout Southampton by either building new homes or restoring old ones.



VOTE YES
for Community
Housing

FLIP YOUR BALLOT
VOTE YES ON PROP 3 FOR SOUTHAMPTON.

VOTE EARLY
Oct. 29 – Nov. 6
or at the polls
on Nov. 8.

Teachers Shelter Island (YCH2208)

Drop Date: 10/18

Size: 8.5 x 11

Quantity: 1,420

VOTE YES
for affordable
housing on
Shelter Island.

VOTE YES
for Community
Housing

FLIP YOUR BALLOT
VOTE YES ON PROP 3 FOR SHELTER ISLAND.

VOTE EARLY
Oct. 29 – Nov. 6
or at the polls
on Nov. 8.

Paid for by the Vote Yes For Community Housing Committee.

VOTE YES FOR COMMUNITY
HOUSING COMMITTEE
P.O. Box 1505
Shelter Island Heights, NY 11965
YCH2208

PRESORTED
U.S. POSTAGE
PAID
DMP

“The people who work here deserve a chance to live here.”

– CATHERINE BRIGHAM, art teacher, Shelter Island School

MAKING HOUSING AFFORDABLE

Shelter Island is our home. Our kids grow up here, but many have to leave when they get older. Teachers, first responders, firefighters and healthcare workers move because they can't find affordable places to live. Vote YES on Prop 3 to protect Shelter Island for generations to come.

NEIGHBORS SUPPORTING NEIGHBORS

Prop 3 provides us with funding to meet our housing needs by creating a small, 0.5% real estate transfer, or buyer's, fee with no tax increase on current residents. All the funds will be used to create affordable housing throughout Shelter Island by either building new homes or restoring old ones.

VOTE YES
for Community
Housing

FLIP YOUR BALLOT
VOTE YES ON PROP 3 FOR SHELTER ISLAND.

VOTE EARLY
Oct. 29 – Nov. 6
or at the polls
on Nov. 8.

Firefighter_Southampton (YCH2201)

Drop Date: 10/21

Size: 6x11

Quantity: 15,175



“Community housing is so important to our Fire Department and EMT volunteers. Without community housing we are at risk of losing our Fire and EMS service.”

– CHIEF NICHOLAS HEMBY, Bridgehampton Fire Department

MORE HOUSING FOR ESSENTIAL WORKERS

The housing crisis is threatening our community. Teachers, healthcare workers, volunteer firefighters, and EMTs can't afford to live here. Prop 3 will create more housing so essential workers can afford to live here and protect our community.

BUILDING AN AFFORDABLE FUTURE

Prop 3 creates affordable housing with no tax increase on existing residents. It is a 0.5% transfer fee, or buyer's fee, that funds new housing throughout the town. It will make sure the kids who grew up here can afford to stay.



VOTE YES FOR COMMUNITY HOUSING COMMITTEE

P.O. Box 1355
Shelter Island Heights, NY 11965

YCH2201 

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FLIP YOUR BALLOT

VOTE YES ON PROP 3.

VOTE EARLY

Oct. 29–Nov. 6 or
at the polls on Nov. 8.



**YOUR VOTE CAN MAKE
HOUSING AFFORDABLE FOR
OUR FIRST RESPONDERS.**

**VOTE
YES**

for Community
Housing

FLIP YOUR BALLOT

VOTE YES ON PROP 3.

VOTE EARLY Oct. 29–Nov. 6
or at the polls on **Nov. 8.**

Paid for by the Vote Yes for Community Housing Committee.

**VOTE
YES**

for Community
Housing

**TC
W**

Firefighter_East Hampton (YCH2203)

Drop Date: 10/21

Size: 6x11

Quantity: 6,947

**“Community housing is important to our community.
Hiring for the 911 center is becoming more difficult.”**

– J.P. FOSTER, Head of Emergency Communications, East Hampton Village

MORE HOUSING FOR ESSENTIAL WORKERS

The housing crisis is threatening our community. Teachers, healthcare workers, volunteer firefighters, and EMTs can't afford to live here. Prop 3 will create more housing so essential workers can afford to live here and protect our community.

BUILDING AN AFFORDABLE FUTURE

Prop 3 creates affordable housing with no tax increase on existing residents. It is a 0.5% transfer fee, or buyer's fee, that funds new housing throughout the town. It will make sure the kids who grew up here can afford to stay.



VOTE YES FOR COMMUNITY HOUSING COMMITTEE

P.O. Box 1355
Shelter Island Heights, NY 11965

YCH2203



PRESCRIPT STD
U.S. POSTAGE
PAID
GMP



FLIP YOUR BALLOT
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VOTE EARLY
Oct. 29–Nov. 6 or
at the polls on Nov. 8.

**YOUR VOTE CAN MAKE
HOUSING AFFORDABLE FOR
OUR FIRST RESPONDERS.**



FLIP YOUR BALLOT
VOTE YES ON PROP 3.

VOTE EARLY Oct. 29–Nov. 6
or at the polls on Nov. 8.

Paid for by the Vote Yes for Community Housing Committee.



**TC
W**

Nurses Southampton (YCH2204)

Drop Date: 10/25

Size: 8.5 x 11

Quantity: 15,175

Make housing affordable for healthcare workers.



VOTE YES for Community Housing **Flip your ballot**

Vote **YES** on **Prop 3** on **Nov. 8.**

Vote early **Oct. 29–Nov. 6** or at the polls on **Nov. 8.**

VOTE YES FOR COMMUNITY HOUSING COMMITTEE
P.O. Box 1565
Shafter Island Heights, NY 11965

PRESORT STD
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GMP

Paid for by the Vote Yes for Community Housing Committee.
YCH2204

Affordable housing for essential workers is essential.

"We are losing healthcare workers." – Bob Chaloner, East End Hospital Administrator

Prop 3 will help the healthcare workers, teachers, and EMTs of Southampton afford to live here while protecting the well-being of our community. The time for affordable housing is now. Vote YES on Prop 3 this November to protect the future of housing in Southampton.

Protecting our community without a tax increase.

The cost of housing in Southampton makes it hard to hire and retain good healthcare workers. With a 0.5% transfer fee, or buyer's fee, Prop 3 will make Southampton affordable, without raising taxes on our current residents. Vote to protect housing for those who protect us.

VOTE YES for Community Housing **Flip your ballot**

Vote **YES** on **Prop 3** on **Nov. 8.**

Vote early **Oct. 29–Nov. 6** or at the polls on **Nov. 8.**

Nurses Shelter Island (YCH2205)

Drop Date: 10/25

Size: 8.5 x 11

Quantity: 1,401

Make housing affordable for healthcare workers.



VOTE YES for Community Housing **Flip your ballot**

Vote **YES** on **Prop 3** on **Nov. 8.** Vote early **Oct. 29–Nov. 6** or at the polls on **Nov. 8.**

VOTE YES FOR COMMUNITY HOUSING COMMITTEE
P.O. Box 1355
Shelter Island Heights, NY 11965

PRESORT STD
U.S. POSTAGE
PAID
GMP

Paid for by the Vote Yes for Community Housing Committee.
YCH2205


Affordable housing for essential workers is essential.

Vote to keep healthcare workers on Shelter Island.
Prop 3 will help the healthcare workers, teachers, and EMTs of Shelter Island afford to live here while protecting the well-being of our community. The time for affordable housing is now. Vote YES on Prop 3 this November to protect the future of housing on Shelter Island.

Protecting our community without a tax increase.
The cost of housing on Shelter Island makes it hard to hire and retain good healthcare workers. With a 0.5% transfer fee, or buyer's fee, Prop 3 will make Shelter Island affordable, without raising taxes on our current residents. Vote to protect housing for those who protect us.

VOTE YES for Community Housing **Flip your ballot**

Vote **YES** on **Prop 3** on **Nov. 8.** Vote early **Oct. 29–Nov. 6** or at the polls on **Nov. 8.**



Together All Towns (YCH2212)

Drop Date: 10/28

Size: 6x11

Quantity: 23,187

Vote to make housing affordable for future generations.



Keeping our community together

As the cost of housing skyrockets, we are losing some of our most important community members—firefighters, health care workers, and teachers. The time to make housing more affordable is long past due. Vote YES on Prop 3 this November 8 to protect the future of housing in our community.

Making our community more affordable

We have the chance to take a big step forward in creating a better approach to affordable housing. With a .05% transfer fee, or buyer's fee, Prop 3 will make living in our community affordable, without raising taxes. Vote to protect housing for our neighbors.



Flip your ballot Vote YES on Prop 3 on Nov. 8

Vote early Oct. 29–Nov. 6 or at the polls on Nov. 8.

Paid for by the Vote Yes for Community Housing Committee.

VOTE YES FOR COMMUNITY HOUSING COMMITTEE

P.O. Box 9255
Shelter Island Heights, NY 11965

YCH2212  

PRESORT STD
U.S. POSTAGE
PAID
GMP

Protect our future—vote YES for affordable housing.



Flip your ballot

Vote YES on Prop 3 on Nov. 8

Vote early Oct. 29–Nov. 6 or at the polls on Nov. 8.





DIGITAL

Role of Digital

Mail strategy for the universe:



Reach a targeted audience of general election voters.



Use digital as a core secondary medium.



Introduce the Prop 3 measure to voters on Shelter Island and in Southampton, and East Hampton

Teachers Digital (YCH2215)

Run Date: 10/26-11/8

Programmatic

Total Impressions: 325,986

Total Clicks: 210

Total CTR: 0.07%

A horizontal banner advertisement with a chalkboard background. On the left, the text "VOTE YES on affordable housing" is written in white chalk. In the center, there is a stack of colorful books with a red apple on top, and a white house outline is drawn above the apple. On the right, the text "FLIP YOUR BALLOT ON NOV. 8" is written in green. To the right of this text is a green oval containing the text "VOTE YES on Prop 3" in white. At the bottom, a small line of text reads "Paid for by the Vote Yes For Community Housing Committee."

A smaller horizontal banner advertisement with a chalkboard background. On the left, the text "VOTE YES on affordable housing" is written in white chalk. In the center, the text "FLIP YOUR BALLOT ON NOV. 8" is written in green. To the right is a green oval containing the text "VOTE YES on Prop 3" in white. At the bottom, a small line of text reads "Paid for by the Vote Yes For Community Housing Committee."

A vertical banner advertisement with a chalkboard background. At the top, the text "VOTE YES on affordable housing" is written in white chalk. In the center, there is a stack of colorful books with a red apple on top, and a white house outline is drawn above the apple. Below this, a green oval contains the text "VOTE YES on Prop 3" in white. At the bottom, the text "FLIP YOUR BALLOT ON NOV. 8" is written in green. At the very bottom, a small line of text reads "Paid for by the Vote Yes For Community Housing Committee."

EMT Digital (YCH2216)

Run Date: 10/26-11/8

Programmatic

Total Impressions: 304,343

Total Clicks: 212

Total CTR: 0.07%

Affordable housing for
essential workers
is essential

FLIP YOUR BALLOT ON NOV. 8

VOTE YES
on Prop 3

Paid for by the Vote Yes For Community Housing Committee.

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VOTE YES
on Prop 3

FLIP YOUR BALLOT ON NOV. 8

Paid for by the Vote Yes For Community Housing Committee.

Firefighters Digital (YCH2218)

Run Date: 10/26-11/8

Programmatic

Total Impressions: 324,095

Total Clicks: 229

Total CTR: 0.08%

MAKE HOUSING AFFORDABLE FOR OUR FIRST RESPONDERS

FLIP YOUR BALLOT ON NOV. 8

VOTE YES on Prop 3

Paid for by the Vote Yes For Community Housing Committee.

MAKE HOUSING AFFORDABLE FOR OUR FIRST RESPONDERS

FLIP YOUR BALLOT ON NOV. 8

VOTE YES on Prop 3

Paid for by the Vote Yes For Community Housing Committee.

MAKE HOUSING AFFORDABLE FOR OUR FIRST RESPONDERS

VOTE YES on Prop 3

FLIP YOUR BALLOT ON NOV. 8

Paid for by the Vote Yes For Community Housing Committee.




Print DESIGN

Print Ad (YCH2213)

Drop Date: 10/23

Size: 10.875" x 20.5" & 13.667" x 20.917"



"We need housing for healthcare and essential workers to serve our community."

— Bob Chaloner, East End Hospital Administrator

A better approach to affordable housing

With a .05% transfer fee, or buyer's fee, Prop 3 will make living in our community affordable, **without raising taxes**. This November, you and I have the chance to take a big step forward in creating affordable housing for our community.

"Essential workers are leaving our community. Prop 3 can change that."

— Bob Chaloner

Prop 3 will help the healthcare workers, teachers, and EMTs of our community afford to live here while protecting the well-being of our community. We can't afford to lose our community members who protect us daily. The time for affordable housing is now. Vote YES on Prop 3 to protect housing for our neighbors.

VOTE YES
for Community Housing
Paid for by the Vote Yes for Community Housing Committee.

Flip your ballot →
Join me in voting YES on Prop 3
Vote early Oct. 29–Nov. 6 or at the polls on Nov. 8.
VoteYesCommunityHousing.org



THANK YOU!

IT WAS A PLEASURE WORKING WITH YOU FOR THE
GENERAL ELECTION, AND WE HOPE TO WORK WITH
YOU AGAIN IN THE FUTURE.

**FOR QUESTIONS AND COMMENTS, EMAIL JOE FULD
AT [JFULD@THECAMPAIGNWORKSHOP.COM](mailto:jfuld@thecampaignworkshop.com)**

**THE CAMPAIGN
WORKSHOP**

STRATEGY | DIGITAL | MAIL | TRAINING

OUR HOMES

OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS



Tiffani McCoy

Advocacy Director

**Real Change Homeless Empowerment
Project**

Housing is Built with Ballots



A Year of Ballot Measure Victories in Review
February 2023 Special Election in Seattle, WA

OUR HOMES

OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS



Zach Martinez

Policy Advisor

**Gary Community Ventures/Gary Advocacy
LLC**

Online Resources:

www.ourhomes-ourvotes.org

OUR HOMES

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BECAUSE HOUSING IS BUILT WITH BALLOTS



I Vote for Affordable Housing— and I Pledge to Vote

Tuesday, November 8, is Election Day



Find more information about voting at your address

I, _____, pledge to vote in the 2022 election!

Help us keep you informed on polling locations, early voting options, and safety protocol:

Name:
Phone:

Email:
Address:

Your pledge

- I will register to vote BY MAIL (form can be filed until _____)
- I will vote by mail before November 8
- I will vote early at the County Clerk's office until _____
- I pledge to vote in-person on November 3 AND
 - I know my polling location
 - I need to know what my polling location is

TIPS FOR PARTICIPATING IN A TOWN HALL |

Town Hall Meetings: Asking the Best Question

- Submit a question in advance
- Tweet your question before the event. Use the #OurHomesOurVotes hashtag.
- Sit near the microphone
- Ask direct questions
- Consider a question with two parts:
 - » A Yes/No aspect in the beginning
 - » An opportunity for the candidate to offer additional thoughts
- Include facts in a question
- Videotape the question and answer, and send it to outreach@nlihc.org to be included in the www.ourhomes-ourvotes.org website cataloguing all candidate comments on affordable housing. Share the video via social media using the #OurHomesOurVotes hashtag.

EXAMPLE QUESTION:

OUR HOMES

OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS



Questions?



Email: ccooperman@nlihc.org