



*Digital Resources & Tools: 3 online organizing tools to support NPH's offline organizing work and increase impact*

# The Power of Digital Media

Engaging our communities in new spaces designed for access, ease, and scalability



The Voice of  
Affordable Housing

NON-PROFIT HOUSING ASSOCIATION  
OF NORTHERN CALIFORNIA

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Communications Director



## POSITIVE RESPONSES

- Definitely. Thank you!
- Sure thing! Please let me know how.
- Of course, how can I help?
- Added my name and a comment.
- Of course ☐
- Absolutely! Thank you for contacting me abt this.
- Wish u luck on monday!signed it.
- No problem 🙌
- Yes! 🙌☐
- Done! 🙌
- yas shared with some friends too!
- I'm down, but how did you get my number?
- Signed, commented, and delivered. Thank you for helping us with this urgent issue.
- I'm not elyse but I hate trump too so can I join?
- Of course 🙌☐
- Yes, families need affordable housing! Keep up the good fight and thank you
- I'm with you.!! ☐

## The Bay Area Speaks Out!

sample comments from signers



OUR HOMES,  
OUR VOICES

NATIONAL HOUSING  
WEEK OF ACTION

JULY 22-29

JOIN THE MOVEMENT: [WWW.OURHOMES-OURVOICES.ORG](http://WWW.OURHOMES-OURVOICES.ORG)

Dear House Minority Leader Nancy Pelosi,

HUD and USDA affordable housing programs have lifted millions of families out of poverty. Without this investment, many of these families would be homeless, living in substandard conditions, or struggling to meet other basic needs.

Yet, the Trump-Carson HUD budget seeks to slash affordable housing programs by nearly \$7 billion from HUD, eliminating vital programs like the Housing Trust Fund, Community Development Block Grant, and other programs that support our communities.

According to the National Low Income Housing Coalition, it would cost \$17 billion to build the number of affordable units needed to house all the families to lose their housing vouchers. **Here in the Bay Area, estimated 100,000 residents and families will be at risk of becoming homeless due to these cuts.**

We encourage you to view the long list of names signed on to this petition. Over 100,000 residents have signed here, representing the thousands of Bay Area residents who could lose their homes.

Don't let this happen. **We believe that everyone deserves access to affordable housing.** We need your leadership now to speak up on this important issue and fight for our residents. No one should be forced to give up food and basic healthcare to live in a substandard home.

When we invest in affordable homes, we invest in people, our communities, and our economy. As leader of the Bay Area and California delegations, residents of the Bay Area need you to defend our communities and protect affordable housing. As House Minority Leader, you have the power to stand up for our nation, we count on you to fight back against these cuts and stand up for our residents.

Sincerely,  
Residents, families, advocates, concerned community members from around the Bay Area

"Homelessness is one of the critical issues of the Bay Area at this moment in time. Providing safe, affordable housing to the citizens of the Bay Area is so important to creating a safe and humane city." - Jennifer A, San Anselmo

"The fabric of a strong society requires safety nets like affordable housing as prices go beyond the reach of working class families." - Kristin C, San Jose

"Community housing is community health. Rep. Pelosi, thank you for your continued efforts in Washington!" - Eiren, Santa Rosa

"Dozens of calls come into this office every month from elderly and disabled individuals and single parent families with young children who are either homeless or at risk of homelessness and scared because they cannot afford the exorbitant rents in the Santa Clara Valley... Affordable and subsidized housing provide the necessary foundation for everything else - food and nutrition, health and wellness, education and employment, a balanced community life, respect and loyalty to the country and elected officials - and it should be one of the highest priorities at all levels of government." - Consuelo C, San Jose

"Affordable housing should be a right, not a privilege" - Debbie M, Oakland

"Please help support poor people. We don't have anyone on our side. Thank you." - Jami G, Berkeley

"As an affordable housing developer with a wait list of 22,000+, we see the overwhelming need for housing everyday in our communities. Let's not lose ground in our struggle to provide safe, decent, affordable housing for all. The federal government must be a leader in these efforts." - Jane B, Watsonville

"We are all human beings and we all need housing." - Halai A, Dublin

"Without the assistance of affordable housing programs, my life in the Silicon Valley would not be possible. I am a (very) small business owner pursuing the same dreams of many Americans, and a life in this part of the state is a necessity for those dreams to come true. I humbly urge you to fight back against any cuts to the HUD budget and give all of us an opportunity to reach for our dreams." - Omari J, San Jose

"Each member of a community should be valued and have access to basic needs and stable housing. This is what defined the values and ultimately the character of a community. It's time for us all to explore and embrace humane economic development." - Waxman S, Sebastopol

"I live in Mountain View - two miles from the headquarters of some of the world's most innovative high-tech companies and also two miles from working families living out of their RVs. They perform the valuable jobs needed to serve high-tech workers but can't afford to live anywhere remotely close to where they work. The cost of housing here is nuts and the disparity is heart breaking. We need more affordable housing not less. And I urge you to fight against the proposed HUD budget cuts. Thank you!" - Beth F, Mountain View

"Congresswoman Pelosi - please do all you can to bring more resources to address California's housing crisis. We must have the federal government as a strong partner, or there will be continued, gross inequities which affect the most vulnerable residents within our communities." - Eric F, Novato

"The Bay Area is already in the midst of a housing crisis - this budget would do nothing but exacerbate the problem." - DC, San Francisco

"Thank you so much for standing up for our most vulnerable communities and fighting back against the budget cuts to ensure that quality, affordable homes are available to all." - Patricia B, San Francisco



**ACTION FUND**  
Campaigning for Affordable Housing

## Pledge to Vote YES for Affordable Housing this November

Pledge to Vote YES for affordable housing revenue measures Prop 1, Prop 2, and other local measures on your ballot this November. After you pledge, we'll send you a digital sticker so you can show off your pro-affordable housing views to your friends and communities!

Email Address\*  Zip Code

This November, make a big difference for affordable housing and our communities by voting YES on statewide measures, Prop 1 and 2, to local measures spanning the Greater Bay Area. We'll secure over \$7 billion in new investments so our families, workers, seniors, and other vulnerable community members have access to a safe, healthy, and affordable place to live.



## What will I be voting on?

...a, you'll have the opportunity to vote YES on statewide **Propositions 1** and **Proposition 2** to re-invest in our communities and affordable housing. Proposition 1 will help us create more affordable homes, including supportive housing, for veterans, working families, and other Californians experiencing homelessness and others struggling to find a safe place to live. Proposition 2 will help us support people suffering from a serious mental illness and experiencing homelessness by building more mental health services in close reach.

You may also have the opportunity to vote for:

**County Prop C**, a gross receipts tax on big businesses with incomes above \$50 million that will generate an estimated \$300 million annually in funding dedicated to the construction of more affordable housing and around services for the people facing chronic homelessness, and legal assistance for people with mental health issues.

**Measure H**, \$140 million general obligation bond that will provide affordable housing for teachers, healthcare workers, service workers and farmworkers, as well as other workers including people experiencing homelessness, veterans, seniors, people with mental health issues, and people suffering from mental or addiction illnesses.

**Measure I**, a hotel tax that will raise dedicated funds for affordable housing and other programs. This measure will appear as Measure I in unincorporated areas of the County, as Measure J in American Canyon, Measure H in American Canyon, Measure D in Callistoga, Measure E in St. Helena, and Measure F in Sonoma.

**Measure O**, a \$135 million general obligation bond that will create more affordable housing and other opportunities for low income families and residents and for Berkeley's most vulnerable residents, including veterans, seniors, local artists, the disabled, current or former foster youth, abuse survivors, homeless people, and people suffering from mental health or substance abuse illnesses.

**Measure N**, a \$124 million general obligation bond that will create more affordable housing and other opportunities for families rebuild after last year's devastating fires.

**Measure V**, a \$450 million general obligation bond that will create more affordable housing and other opportunities for San Jose community members, including low income families and residents, and other workers, and the community's most vulnerable residents.

**Chuck Cornell** @ChuoCornell

Join me in pledging YES for housing this November! #Prop1 #Prop2 via @NPHANC [nonproflthousing.salsalabs.org/pledgetovote](https://nonproflthousing.salsalabs.org/pledgetovote)

4:03 PM · 23 Oct 2018

3 Retweets 7 Likes

**NPH**

**Peggy Lee** @peggylnph

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Help create a future with more affordable homes for everyone. Join me in pledging YES for housing this November! #Prop1 #Prop2 via @NPHANC [nonproflthousing.salsalabs.org/pledgetovote](https://nonproflthousing.salsalabs.org/pledgetovote)

**ArcSource** @arcsource

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**CHPC** @CHPCNews

Have you pledged YES for #affordablehousing this November? Join us! #YesonProp1 #YesonProp2 via @NPHANC [nonproflthousing.salsalabs.org/pledgetovote](https://nonproflthousing.salsalabs.org/pledgetovote)

**RCD** @RCDHousing

Help create a future with more affordable homes for everyone. Join me in pledging YES for housing this November! #Prop1 #Prop2 via @NPHANC [nonproflthousing.salsalabs.org/pledgetovote](https://nonproflthousing.salsalabs.org/pledgetovote)

3:01 PM · 9 Oct 2018

4 Retweets 9 Likes

**Housing SCC**

Join me in pledging YES for housing this November! #Prop1 #Prop2 via @NPHANC [using.salsalabs.org/pledgetovote](https://nonproflthousing.salsalabs.org/pledgetovote)

**SAHA Homes** @SAAHomes

Join us in pledging YES for housing this November! #Prop1 #Prop2 via @NPHANC [nonproflthousing.salsalabs.org/pledgetovote](https://nonproflthousing.salsalabs.org/pledgetovote)

1:30 PM · 16 Oct 2018

2 Retweets 2 Likes

**leah cerri** @leahcerri

11:31 AM

2 Retweets

**CHPC** @CHPCNews

12:22 PM · 9 Oct 2018

4 Retweets 10 Likes

**leah cerri** @leahcerri

1:19 Oct 2018

Retweets 4 Likes

