Residents United Network

Building a People Powered Movement
RUN’s Pilot Project

- Operated in San Diego, Los Angeles and Bay Area regions
- Door-to-door, Phone calls, and community-based meetings “Power Hours”
- Worked through trusted community leaders and resources -- neighbor to neighbor and through resident service staff
- Increased voter turnout at a greater rate than the general electorate
Effects of RUN Pilot

Increase in Voter Turnout between General Elections in 2014 and 2018

- All CA Voters: 22.34%
- Voters who live in Affordable Housing in CA: 20.36%
- Voters Touched by RUN Pilot: 22.85%
- Voters Touched by RUN Pilot in San Diego: 24.93%
Turnout In the Bay Area

- Registered **3,672 new voters living in affordable housing** in 2018.

- Using the NPH Action Fund, the coalition distributed over 130,000 pieces of GOTV mail to a universe of 54,000 registered voters living in affordable housing communities throughout the greater Bay Area.
Turnout In the Bay Area

- A result of this work, we identified nearly 100% growth in turnout compared to the 2014 election cycle.
  - Affordable housing resident turnout at 56.46% (2018);
  - Affordable housing resident turnout at a mere 29% (2014)

- While statewide turnout was high (64.54%) it falls short of the significant rise in affordable housing resident turnout.
The network of affordable housing resident voters is an important voting bloc with a powerful voice that can influence elections.

Active voter registration programs that are coordinated between various community stakeholders is important to ensure unified message and tactics.

We win when we are focused and intentional about educating affordable housing residents on the what is at stake.