

Outreach Plan for Bay Area Regional Housing Measure

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ASSOCIATION OF BAY AREA GOVERNMENTS
METROPOLITAN TRANSPORTATION COMMISSION

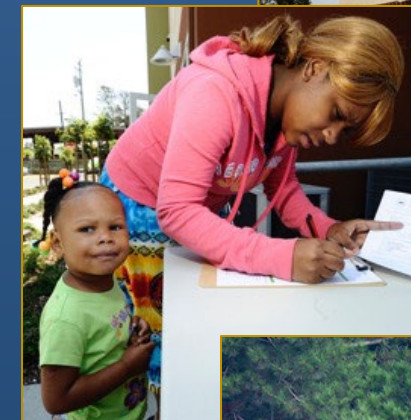
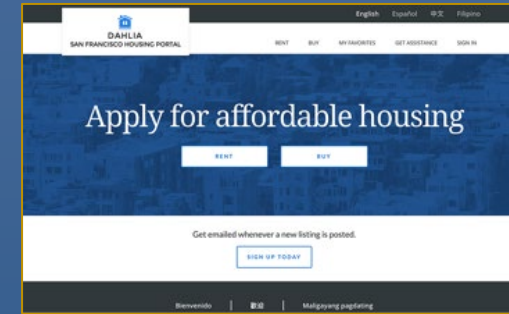
Background: Update on Bay Area Housing Finance Authority (BAHFA)

- BAHFA established in 2019 – legislation took effect in 2020
- Secured \$20 million in state funds in FY 2020-21 to implement five pilots advancing the 3Ps (production, preservation and protection)
- In 2022, hired six dedicated four-year limited term staff
- Developing BAHFA Business Plan, including a Funding Plan and Equity Framework
- Appointed nine representatives with expertise across the 3Ps to the BAHFA Advisory Committee
- Created affordable housing preservation program using property tax exemptions; assisted four projects to date in Ashland, Oakland and Hayward



Demonstrating Value: 5 Pilot Programs Underway

- 1. Doorway:** Online platform to connect residents to affordable housing opportunities
- 2. Affordable Housing Pipeline:** Database to track the production and preservation of affordable homes
- 3. Preservation Strategy:** Financing and technical assistance to support and scale preservation efforts
- 4. Anti-Displacement Services Network:** Coordination and best practices for effective deployment of tenant protection services
- 5. Homelessness Prevention System:** Integrated resources and services to keep people housed



Stakeholder Outreach to Date (2020-2021)

- Convened an 11-member equity working group to inform BAHFA's work
 - Virtual listening sessions focused on each of the 3Ps, 138 participants, including 18 government staff, seeking feedback on the Equity Framework, 3Ps objectives and metrics for success
- BAHFA staff have met 1-on-1 with housing staff from all nine counties and those cities that will receive a direct allocation plus about a dozen other jurisdictions.
- BAHFA staff have also met with about 3 dozen local affordable housing developers, research institutions and community-based organizations related to housing to inform Business Plan and next steps.



BAHFA-Supportive Activities by Partners

- The Bay Area Housing for All (BAHA) coalition is actively fundraising and working on building support with key regional and state champions.
- A state constitutional amendment to lower vote threshold to 50%+1 for local and regional housing bonds is under development and proposed to be filed in mid-2023 to be placed on the November 2024 ballot at the same time as BAHFA's measure.

BAY AREA

HOUSING

FOR ALL

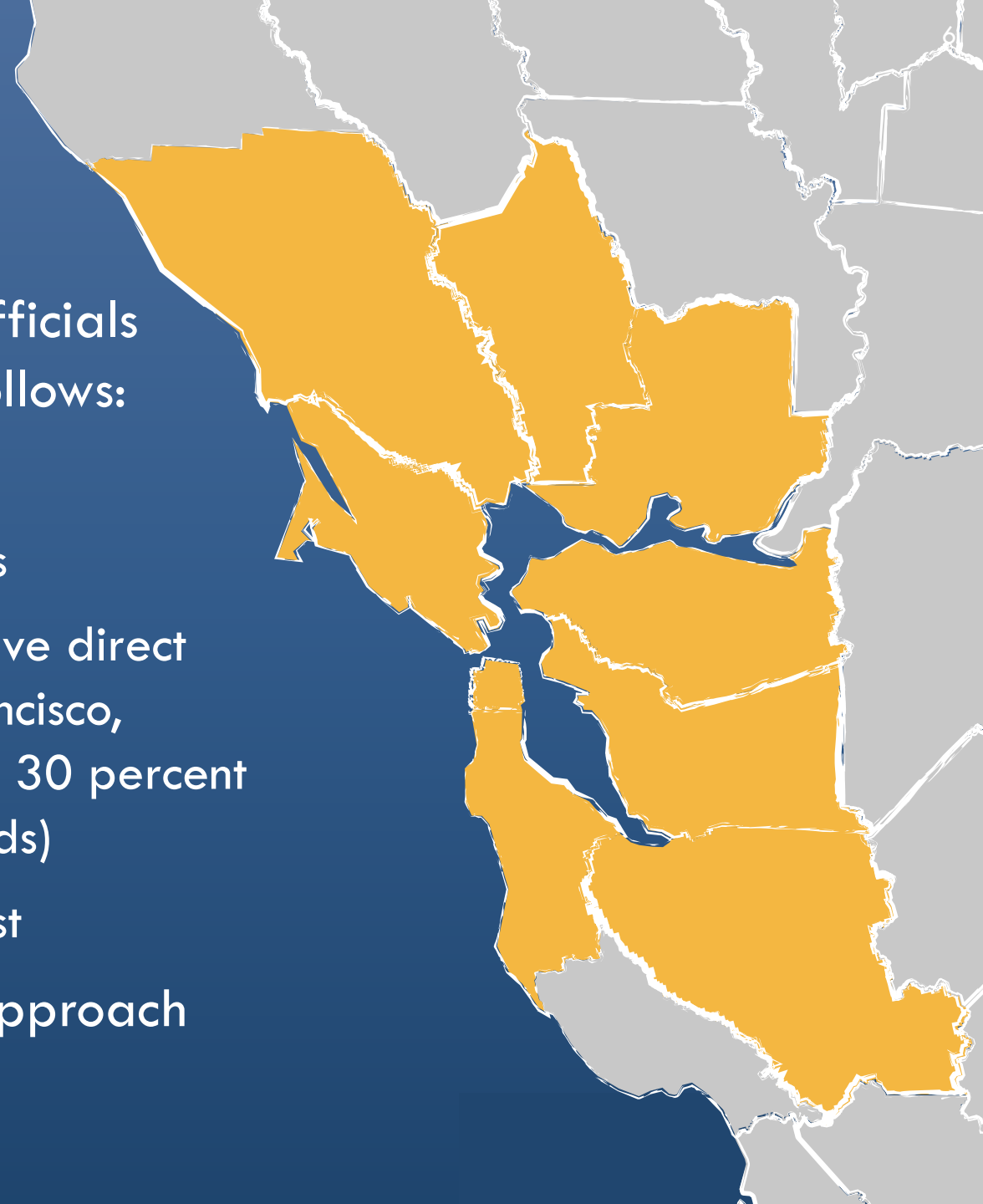


Next Up: Local Elected Official Outreach

Staff proposes presenting to local elected officials in various forums from April-July 2023, as follows:

- Nine Bay Area boards of supervisors
- Conferences of mayors across the nine counties
- The big cities that will (or have option to) receive direct allocations under AB 1487 (Oakland, San Francisco, San Jose, and any city that receives more than 30 percent of a county's RHNA for lower-income households)
- Presentations to other city councils upon request

We look forward to your feedback on this approach and timing.



2023 Timeline for Regional Housing Measure Outreach & Nexus to Transportation Measure Bill



REGIONAL HOUSING MEASURE



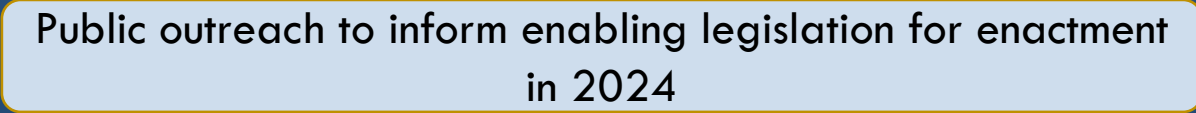
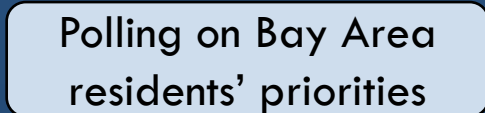
Bill introduced

Committee hearings

Bill passes both houses

Bill signed

REGIONAL TRANSPORTATION MEASURE ENABLING LEGISLATION



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