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April 10, 2024

Agenda Item 7.b.

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Regional Housing Bond Measure

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**Subject:**

Poll Results for a Bay Area Affordable Housing Bond: Overview of Findings from March 2024 Poll Regarding a \$20 Billion Affordable Housing Bond on the November 2024 Ballot.

**Background:**

In March 2024, EMC Research, Inc. conducted a poll of 1,000 Bay Area voters in the nine-county region testing voter sentiment and specific ballot language regarding a \$20 billion affordable housing bond for the November 2024 ballot. EMC staff will present high-level findings from the poll and answer questions.

A final poll among over 2,000 likely voters will be conducted in mid-April 2024 to advise the final BAHFA vote in June 2024 to place a measure on the ballot.

**Issues:**

None

**Recommended Action:**

Information

**Attachment:**

None

**Reviewed:**



Andrew Fremier