

Proposed Work Plan for Potential AB 1487 Revenue Measure

(1) Outreach		
Develop Informational Materials	<ul style="list-style-type: none"> • Develop FAQs and other information materials for a range of audiences (local officials, local staff, general public, etc.). Develop presentations for staff to deploy in outreach activities. • Develop and host BAHFA webpage. 	March/April
Outreach to Local Elected Officials	<ul style="list-style-type: none"> • Attend Board of Supervisors meetings in all 9 counties. Work with local staff on presentations for direct allocation cities (Oakland, San Jose, Fairfield, Napa, San Rafael, and Santa Rosa). • Attend mayors' conferences in all 9 counties. • Attend League of Cities sub-regional meetings (North Bay, East Bay, and Peninsula Divisions). 	April-June
Outreach to Local Staff	<ul style="list-style-type: none"> • Develop contact list for key staff in all 9 counties and direct-allocation cities. • Host monthly group calls with county and city staff, and monthly calls with staff from each county and city. Collect and process feedback. 	March-July
Outreach to Other Stakeholders	<ul style="list-style-type: none"> • Participate in Bay Area Housing for All Technical and subject-matter working groups. • Engage other key stakeholders including affordable housing developers, community-based and equity-focused organizations, and the business community. 	March-July
(2) Expenditure Plan		
Preliminary Analysis and Policy Development	<ul style="list-style-type: none"> • Conduct landscape analysis and needs assessment to identify potential expenditure priorities. • Review pipeline of affordable housing projects for potential inclusion in ballot measure. • Identify key policy and financing questions, including options for regional funds, whether to utilize optional "local grants program," and whether to include specific projects. • Develop financing and policy framework to guide draft expenditure plan. 	March-April
Develop Draft Expenditure Plan	<ul style="list-style-type: none"> • Based on feedback from outreach and preliminary analysis, develop initial draft expenditure plan that includes a description of eligible expenditures, minimum levels of funding devoted to each category, and an overview of applicable decision-making and oversight provisions. • Continue outreach to range of stakeholders to further refine draft expenditure plan. • Consult with Interim Advisory Committee. • Engage with Joint ABAG Admin/MTC Exec Committee, Executive Board, and Commission. 	April-May
Quantitative Analysis	<ul style="list-style-type: none"> • Finalize revenue estimates for regional funds and funds for each county/direct-allocation city. • Estimate number of units to be produced and preserved based on draft expenditure plan. 	May
Finalize Plan	<ul style="list-style-type: none"> • Approval consideration by ABAG Executive Board and BAHFA. 	June

(3) Oversight & Decision-Making Process		
Interim Advisory Committee	<ul style="list-style-type: none"> • Appoint Interim Advisory Committee. • Host Interim Advisory Committee meetings (staff meetings, develop materials, etc.). 	April-May
MTC, ABAG, and BAHFA Meetings	<ul style="list-style-type: none"> • Convene joint meetings of MTC Executive and ABAG Administrative Committees. • Convene first meeting of BAHFA, including start-up administrative tasks (adopt conflict of interest code, appoint general counsel, etc.). • Informational and action items at ABAG Executive Board. • Informational and action items at MTC (acting as BAHFA). 	March-July
(4) Election Logistics and Compliance		
Logistical Preparations	<ul style="list-style-type: none"> • Finalize cost estimate for placing measure on the ballot. • Retain election counsel. • Outreach to county election officials and county counsel offices regarding placement of measure on county ballots. 	March-April
Prepare Ballot Materials	<ul style="list-style-type: none"> • Draft ballot measure summary, including summary of regional expenditure plan. • Prepare ballot question and impartial analysis. • Complete translations of ballot materials. 	June-July
Adopt Final Resolutions	<ul style="list-style-type: none"> • ABAG Executive Board considers adoption of resolution to place revenue measure on the ballot. • BAHFA considers adoption of resolution to place revenue measure on the ballot. 	July 18 (ABAG); July 22 (BAHFA)
(5) Research and BAHFA Incubation		
Legal Questions	<ul style="list-style-type: none"> • Identify prioritized set of legal questions, with an emphasis on questions that must be resolved to place a revenue measure on the ballot. • Work with MTC/ABAG General Counsel's office to resolve high-priority questions to the extent possible. Potentially hire outside counsel for niche specialty questions. 	March-April
Business Plan	<ul style="list-style-type: none"> • Produce a "Phase 1" Business Plan for BAHFA that includes staffing models, operational needs, and compliance requirements. Prepare scope for "Phase 2" Business Plan should a revenue measure succeed at the November 2020 ballot. 	April-December
(6) Develop and Disseminate Public Information		
Provide Public Information	<ul style="list-style-type: none"> • Produce public information materials (including translations) about the ballot measure, and prepare presentation materials for staff and local elected officials to speak at events • Speak at events providing information on the ballot measure, as requested 	August-October