



# BAHFA Housing Bond Voter Survey Results

*June 2024*

# Methodology

- ▶ Survey of 9-County Bay Area likely November 2024 voters
- ▶ Conducted May 29 – June 9, 2024
- ▶ 2,100 total responses
- ▶ Overall margin of error  $\pm 2.14$  percentage points at the 95% confidence interval
- ▶ Conducted via a hybrid methodology using live telephone interviews and email/text invitations to an online survey
- ▶ Available in English, Spanish, and Chinese
- ▶ Select data from previous surveys shown where applicable

# Key Findings

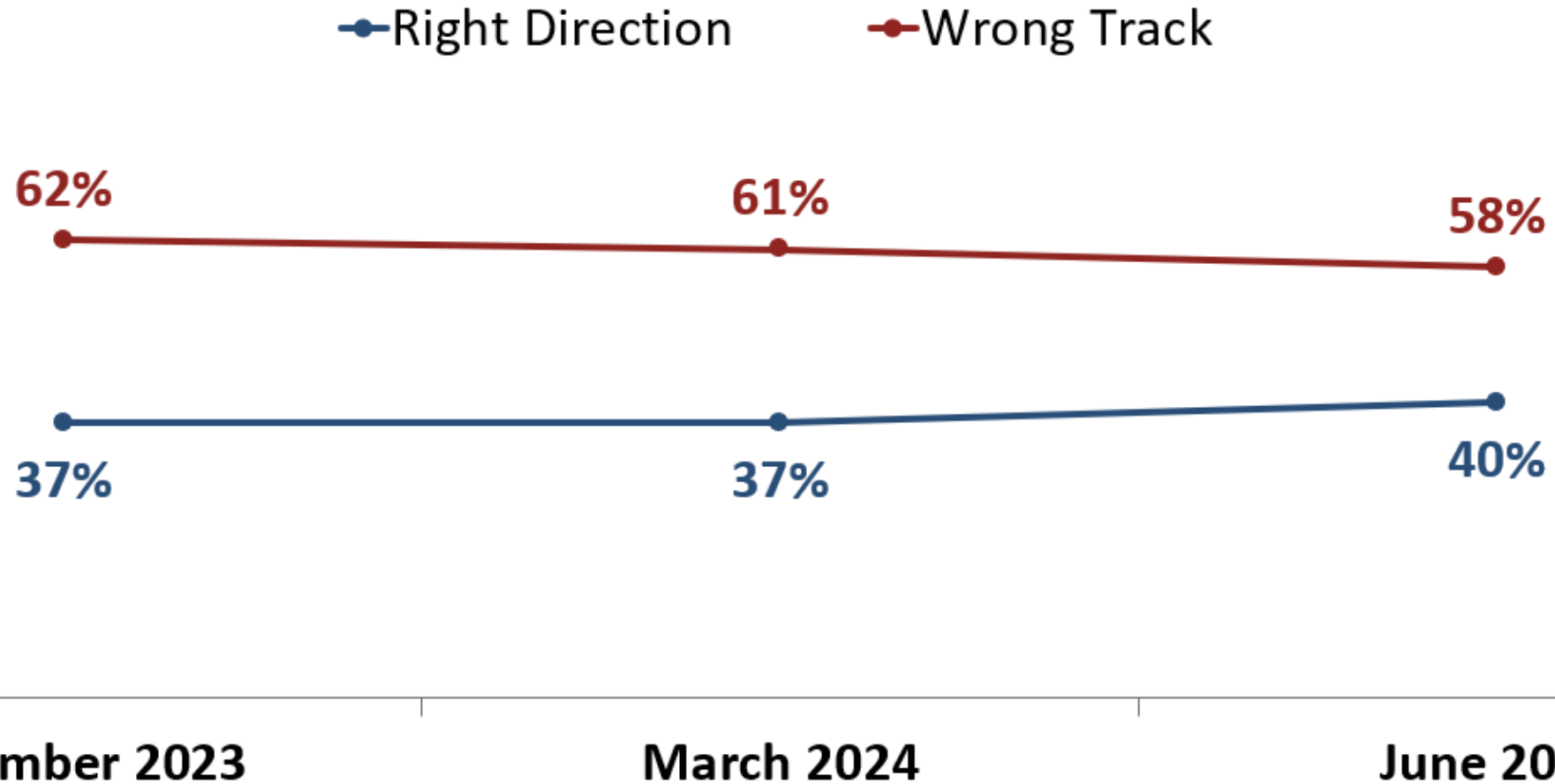
- ▶ Overall mood continues to be **pessimistic and tax hesitant** among Bay Area voters.
- ▶ There is **awareness of housing availability and affordability challenges** and a recognition of the need for funding.
- ▶ Belief that a **bond can make a difference** in addressing housing affordability has now reached 58%.
- ▶ Initial support for a bond starts at **54%** and reaches **55%** after information.
- ▶ Previous polls have used slightly different methodology and various wording for the ballot question, with this poll seeing the **highest support** since early last year.



**Issue Environment**

# Direction of the Bay Area

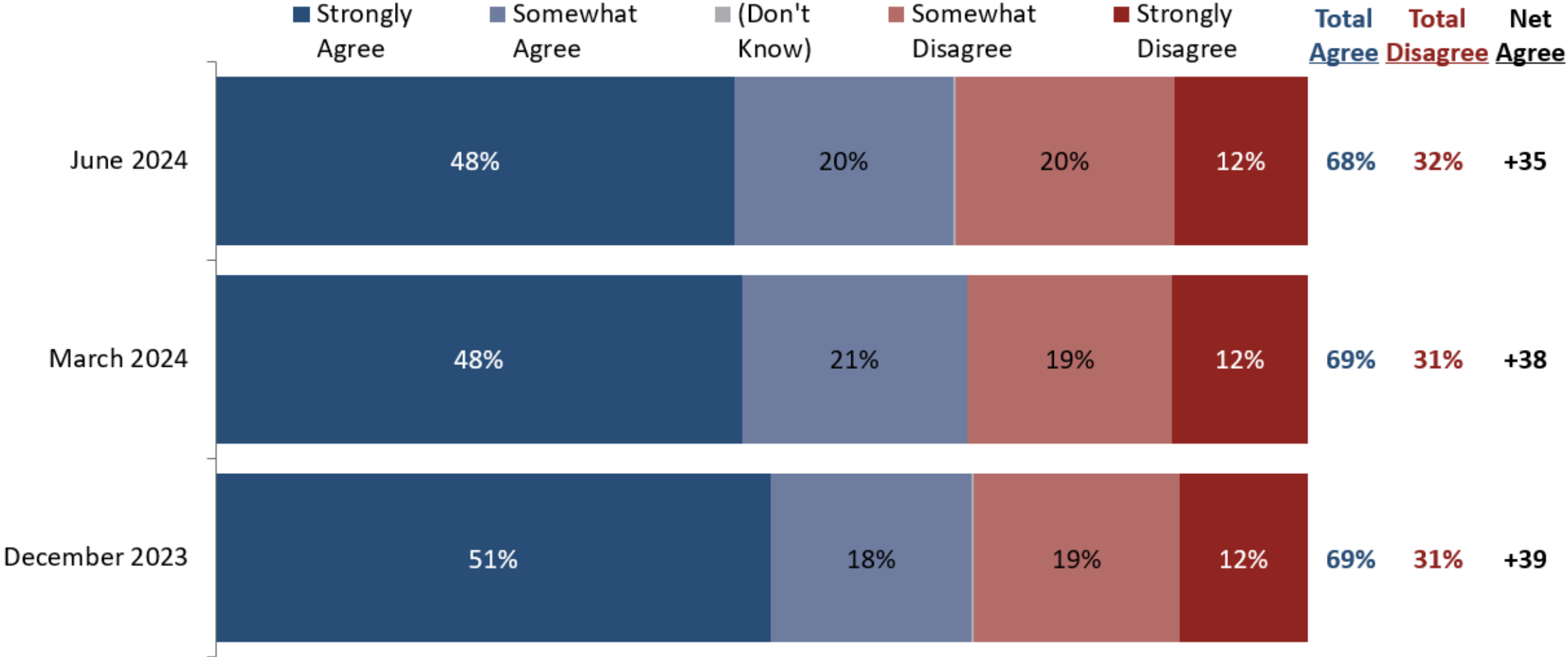
Do you feel things in the Bay Area are going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



# Tax Sensitivity Over Time

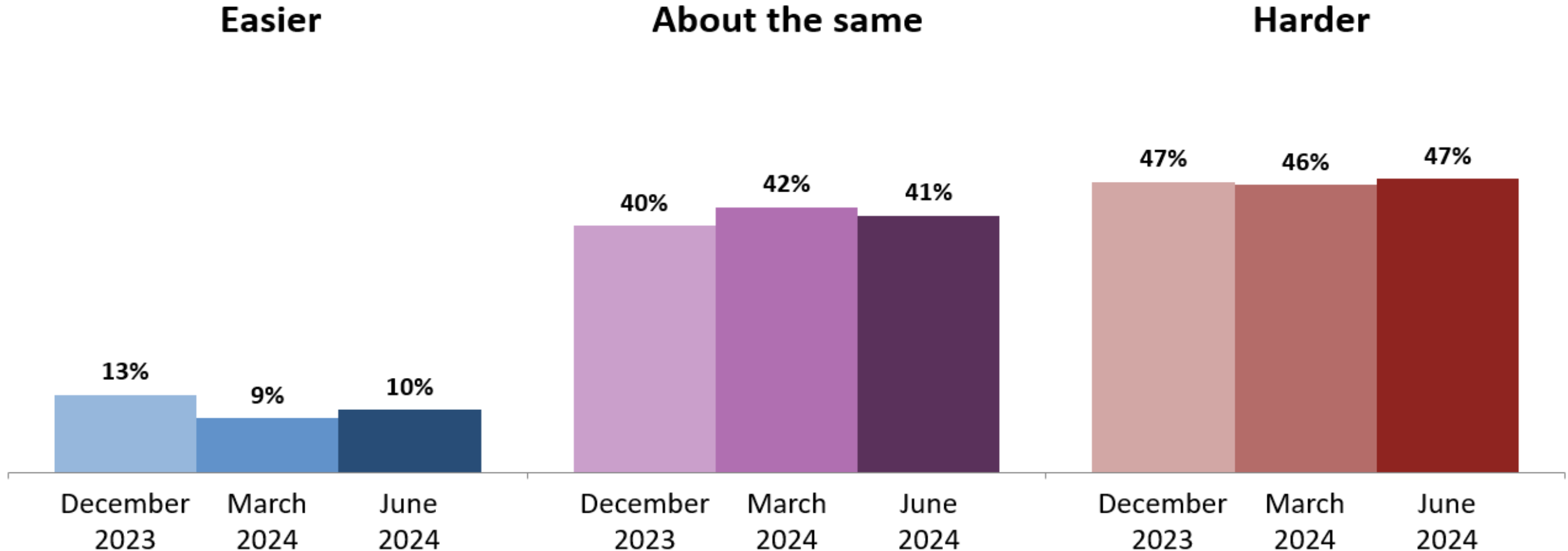


Taxes in the Bay Area are high enough, I will vote against any tax increase.



# Ease of Finding Housing

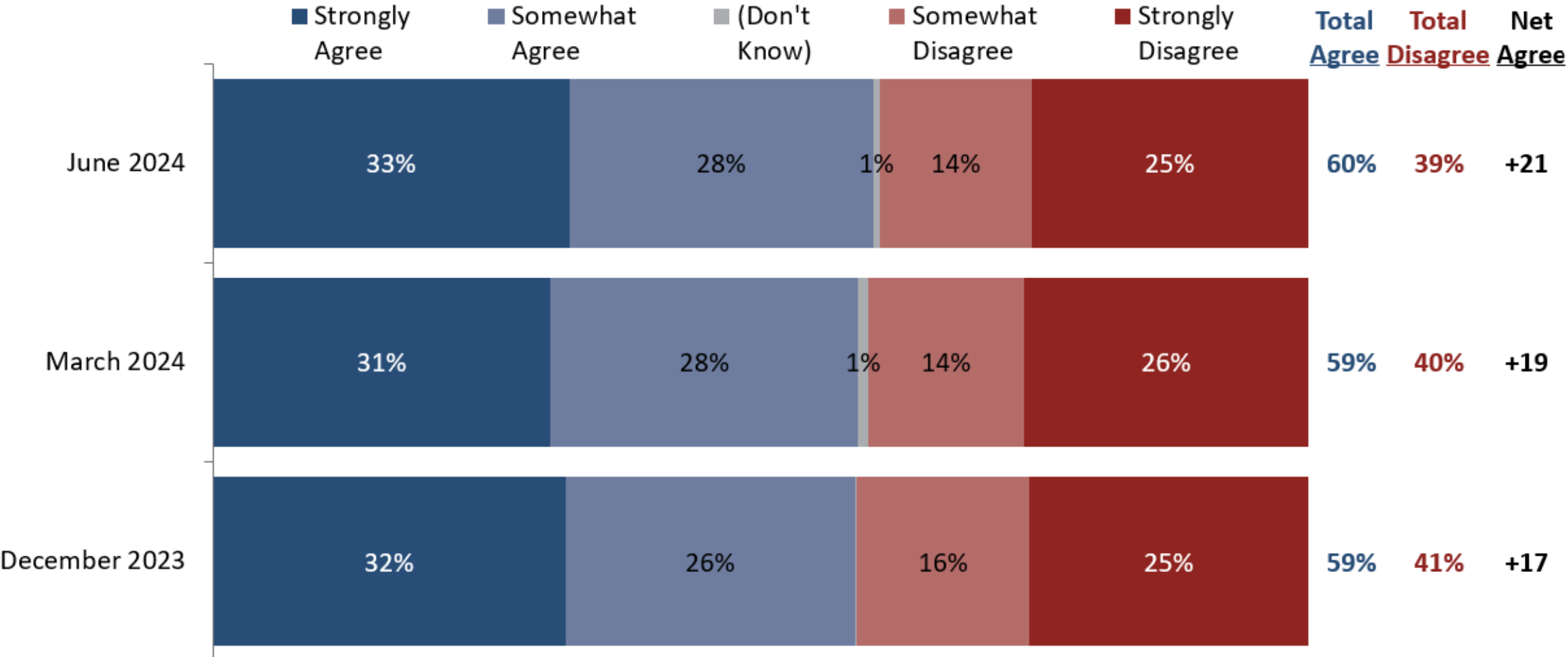
Thinking about housing in the Bay Area, compared to a year ago is it... much easier to find a place to live, somewhat easier to find a place to live, about the same, somewhat harder to find a place to live, or much harder to find a place to live?



# Support for Neighborhood Housing Construction



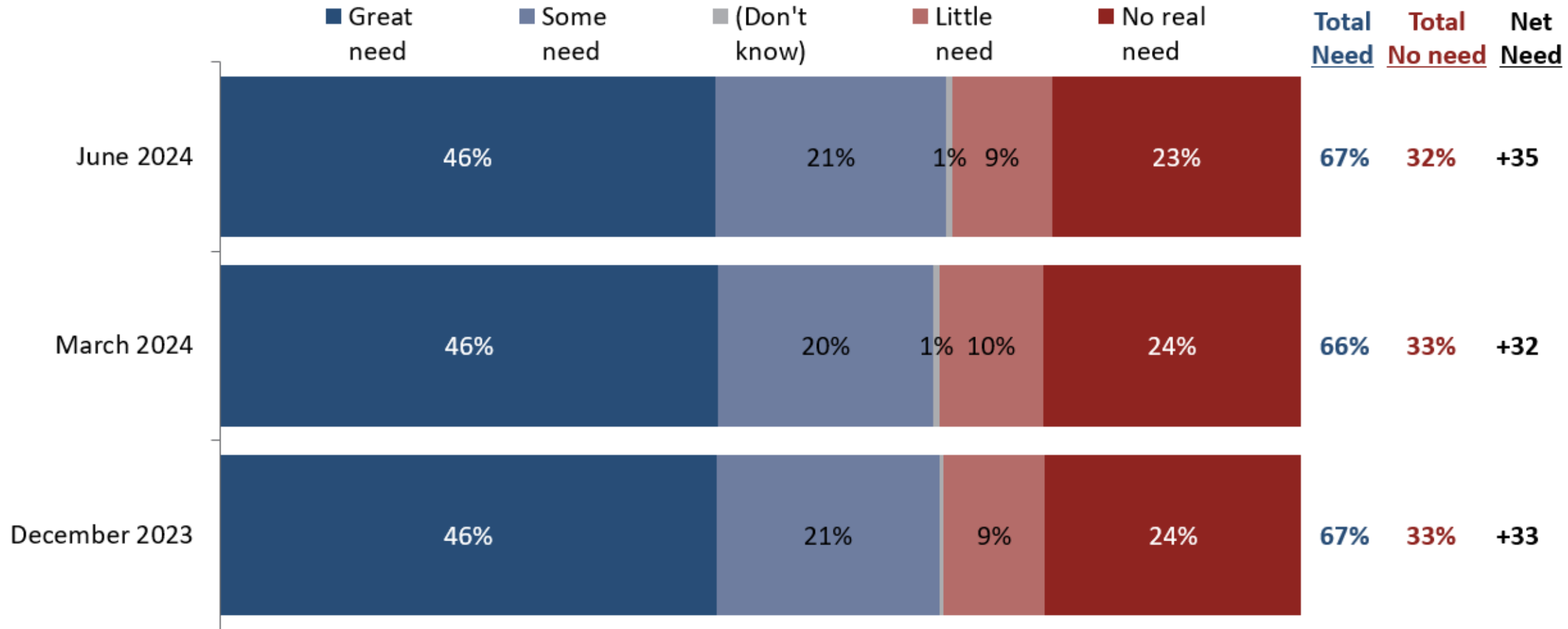
I support building more housing in my neighborhood.





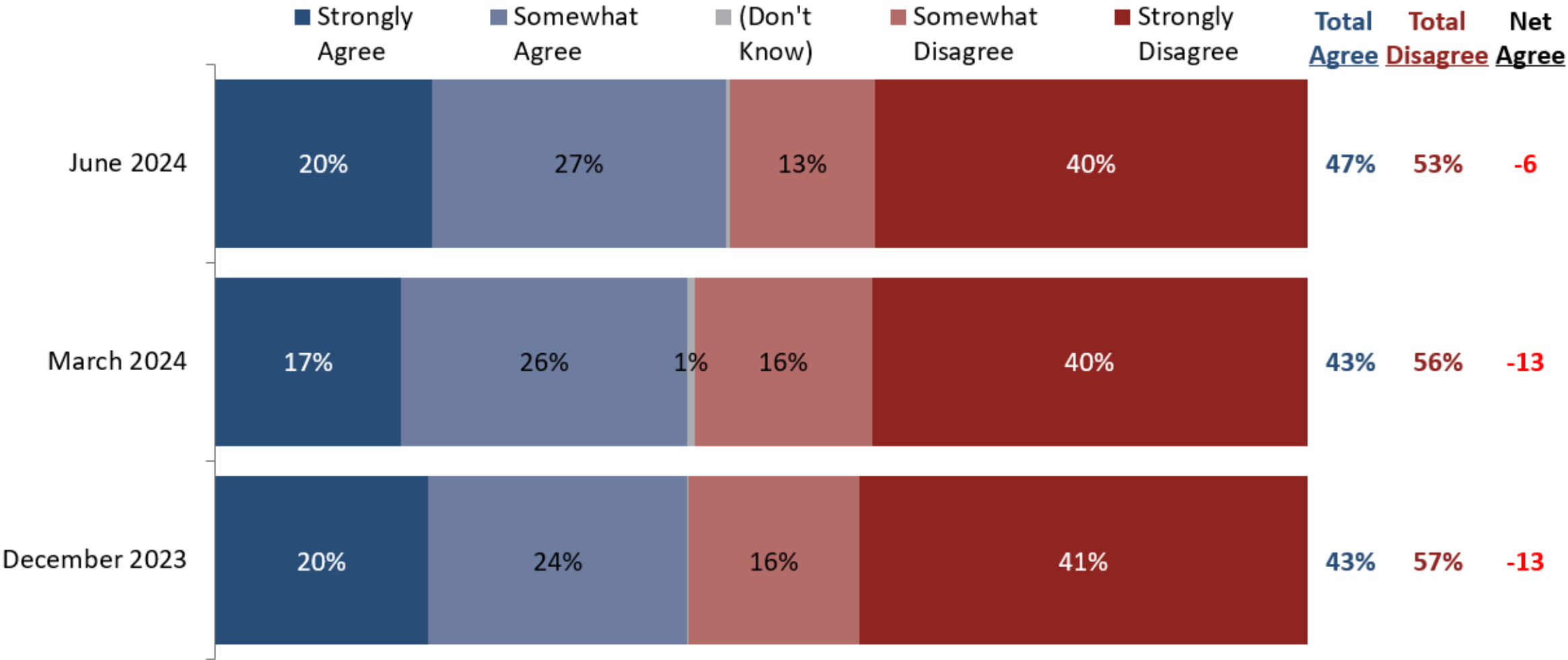
# Perception of Need Over Time

Please tell me if you think there is a great need for more money, some need for more money, little need for more money, or no real need for more money to address housing affordability?



# Tax Resiliency for Affordable Housing Over Time

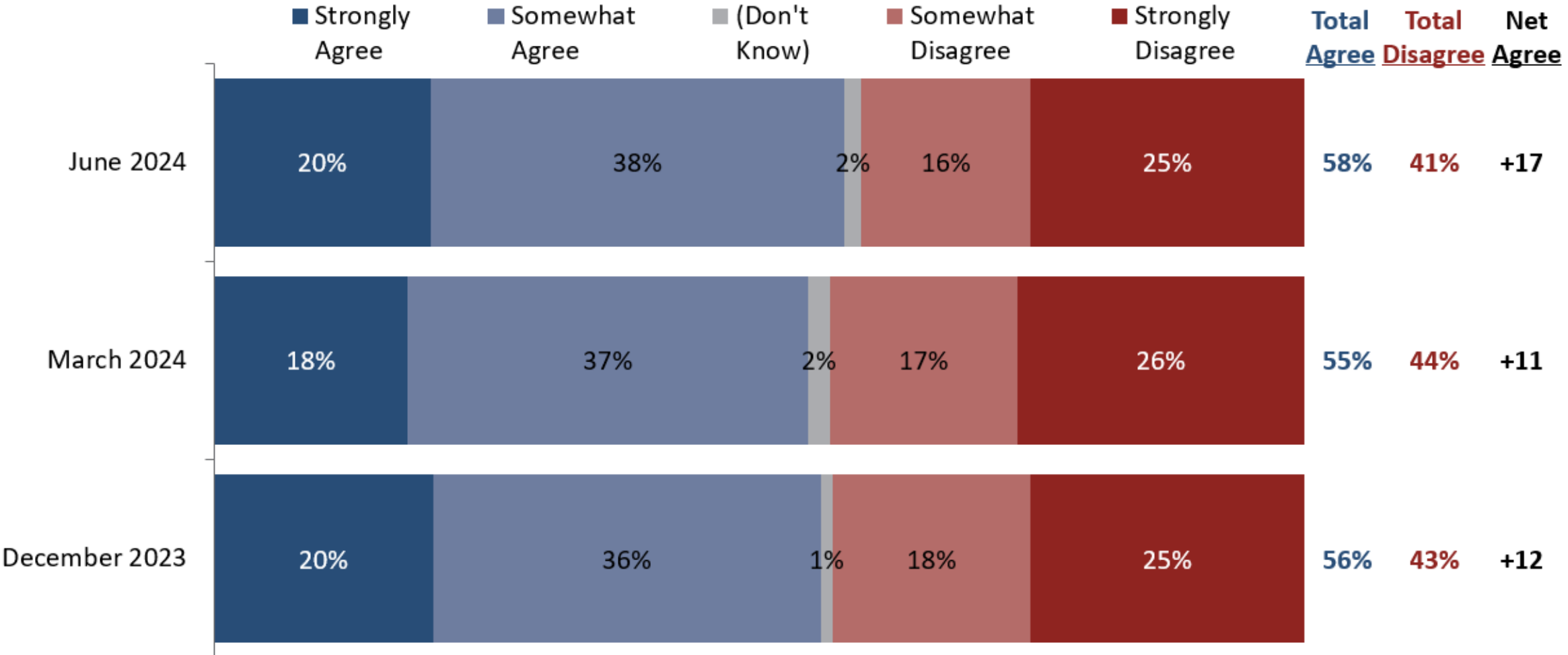
I would support investing in affordable housing in the Bay Area, even if it means raising taxes.



# Perception of Housing Bond Impact Over Time



A regional housing bond can make a difference in addressing Bay Area housing affordability.



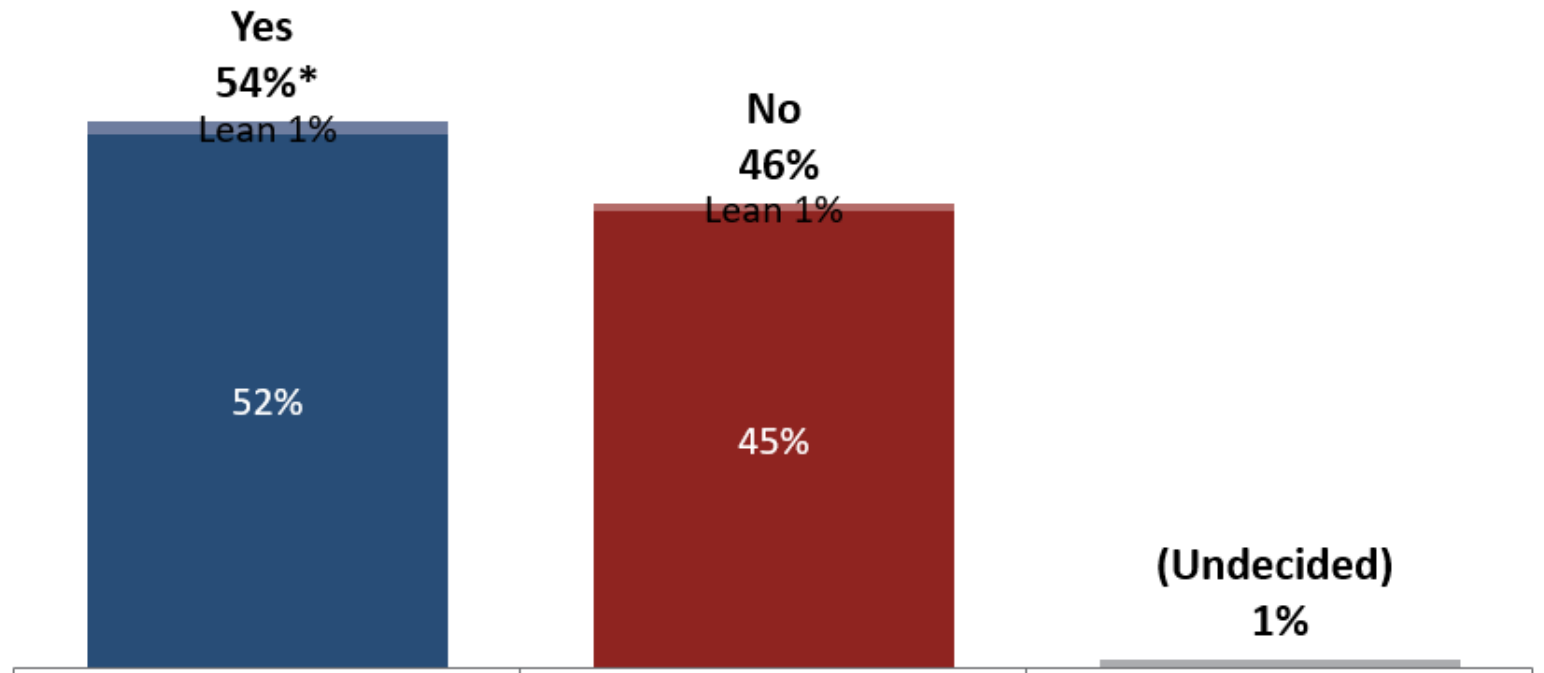


# Regional Housing Bond

# Initial Vote

There may be a measure on a future ballot which reads as follows:

**Bay Area Affordability Plan. To address housing affordability and reduce homelessness by: providing an estimated 70,000 affordable apartments/ homes; creating homes near transit, jobs, and stores; converting vacant lots/ blighted properties into affordable housing; and providing first-time homebuyer assistance; shall the measure issuing \$20,000,000,000 in bonds at legal rates, levying an estimated \$19 per \$100,000 of assessed valuation (generating \$670,000,000 annually) while bonds are outstanding, and requiring public reporting, independent audits/ citizen oversight, be adopted?**



Q6. If the election were held today, would you vote yes to approve or no to reject this measure?

\*Results are rounded to the nearest whole percentage point. Unrounded support is Yes = 52.421% and Lean Yes = 1.239%.

# Recent Surveys: Initial Votes

**50% Yes**  
Mar. 2024

Bay Area Affordable Homes: To address housing affordability; reduce homelessness; provide an estimated 70,000 affordable apartments/ homes for working families, seniors, veterans, and persons with disabilities; create homes near transit, jobs/ stores; convert vacant/ blighted lots into housing; and provide first-time homebuyer assistance; shall the measure authorizing \$20,000,000,000 in bonds at legal rates, levying an estimated \$19 per \$100,000 of assessed valuation (generating \$670,000,000 annually) while bonds are outstanding, subject to audits/ citizen oversight, be adopted?

**51% Yes\***  
Dec. 2023

To address Bay Area housing affordability by providing: Homes for vulnerable populations including seniors, veterans, and persons with disabilities; Stable housing for individuals and families experiencing homelessness; Housing that is affordable for local workers including teachers, firefighters, and caregivers; and Ensuring strict accountability and oversight on spending; shall the Bay Area Housing Finance Authority issue (\$10b/\$20b) in bonds at legal rates, levying an estimated (\$12/\$24) per \$100,000 of assessed valuation (generating (\$335,000,000/\$670,000,000) annually) while bonds are outstanding?

**49% Yes\***  
Dec. 2023

To address Bay Area housing affordability by: Building affordable apartments and homes near transit, jobs, and stores; Converting vacant lots and blighted properties into affordable housing; Improving transportation, schools, and parks to support affordable housing; Providing first-time homebuyer assistance; and Ensuring strict accountability and oversight on spending; shall the Bay Area Housing Finance Authority issue (\$10b/\$20b) in bonds at legal rates, levying an estimated (\$12/\$24) per \$100,000 of assessed valuation (generating (\$335,000,000/\$670,000,000) annually) while bonds are outstanding?

**58% Yes**  
Mar. 2023

To address housing affordability/homelessness, by providing: stable housing for homeless children/families; housing with mental health/substance abuse services; and local housing that is affordable for vulnerable people including seniors, veterans, and persons with disabilities; shall the measure by the Bay Area Housing Finance Authority issuing up to \$10,000,000,000 in general obligation bonds with an estimated levy of 35 cents/\$1,000 of assessed value (generating \$670,000,000 annually) while bonds are outstanding, subject to oversight and audits, be adopted?

\*Showing combined total across bond amounts. Margin of error ranges from  $\pm 3.1\%$  pts to  $\pm 3.3\%$  pts.

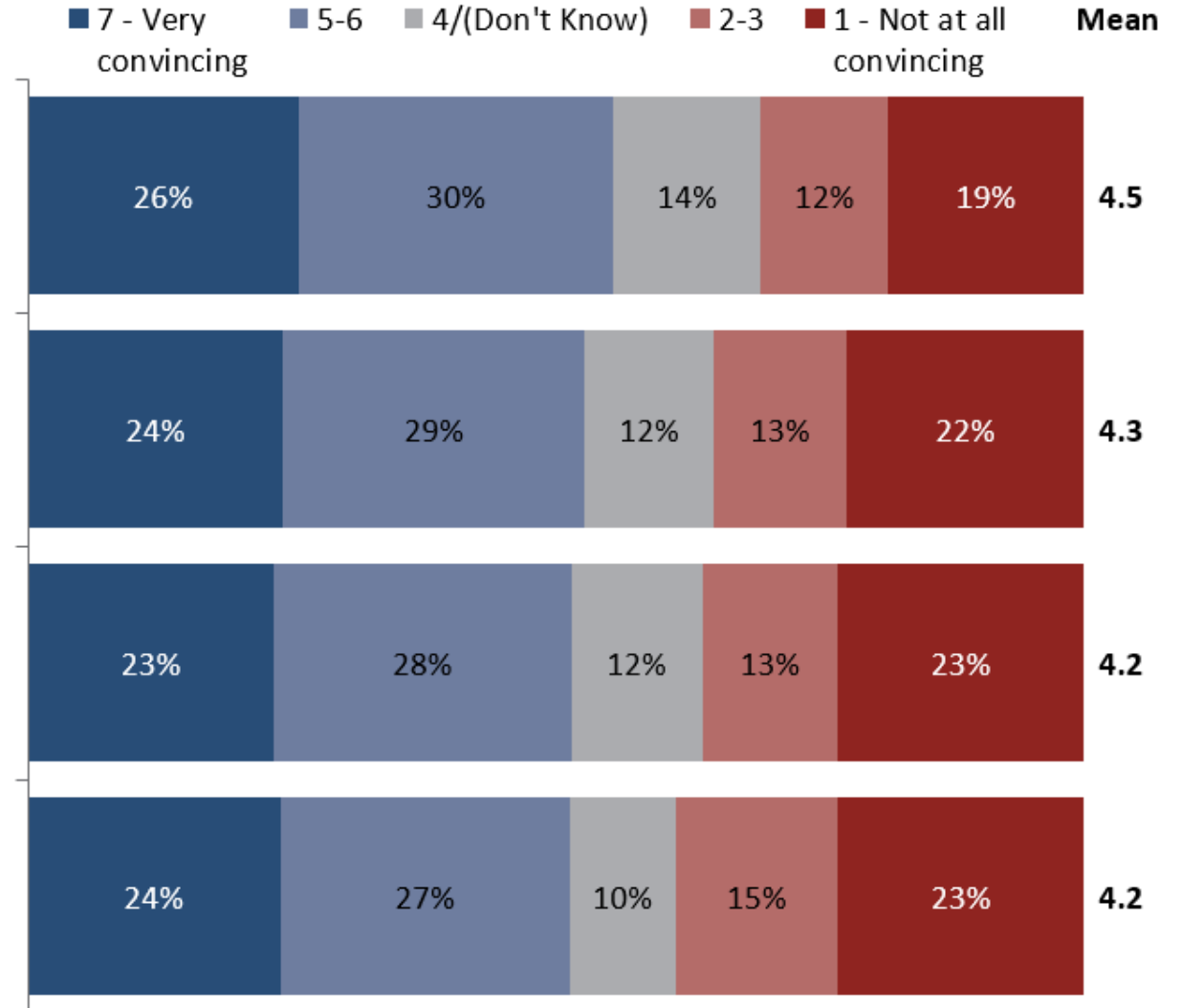
# Additional Information

Shores Landing is a 95-room senior supportive housing community transformed from a hotel. It is now the home of Elizabeth, who was a teacher until she was diagnosed with colon cancer, couldn't work, and was evicted while undergoing chemotherapy. This measure will build projects like Shores Landing to make sure seniors like Elizabeth don't become homeless.

The Bay Area is building less than half of the affordable homes we need for working families including teachers, first responders, and caregivers. This measure will provide permanently affordable homes and downpayment assistance to help people to live in the communities where they work.

We should all be able to live in a safe, decent, affordable home and still have enough money for groceries and other basic necessities. This measure will help make the Bay Area a place where hard-working people can afford to live.

Children deserve every opportunity to succeed in school and life, which begins with a stable home. This measure will help provide affordable homes in the Bay Area for the hundreds of homeless local children and their families who are living in shelters, on the streets, or in their cars.



Q13-20. Next, you will read statements from people who support the bond measure. After you read each statement, please indicate how convincing it is as a reason to vote for the measure.

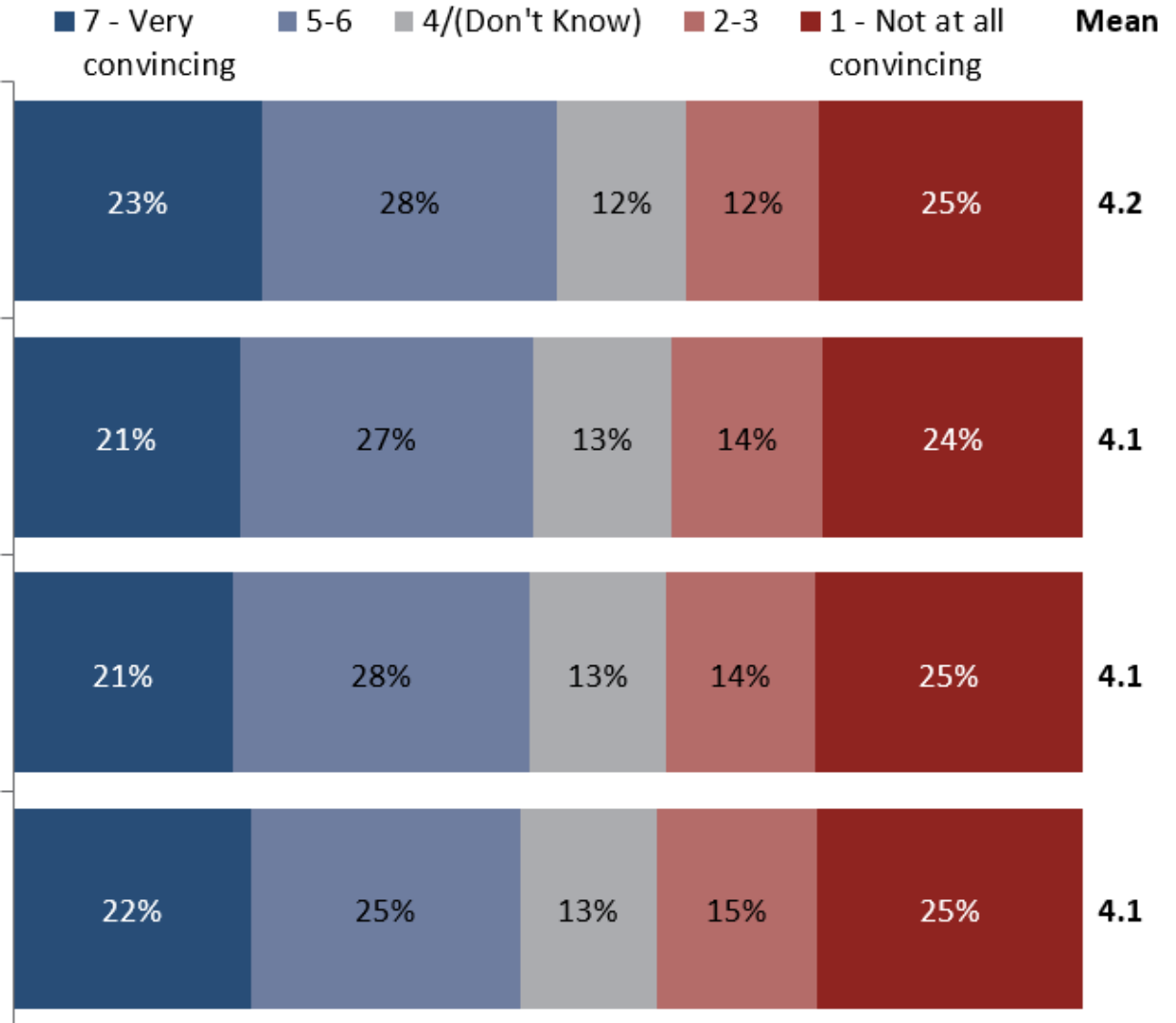
# Additional Information

California is facing a homelessness and housing affordability crisis, despite billions spent. This measure will require strict accountability, full transparency, and independent oversight of all public funding to make sure taxpayer dollars are addressing these problems more effectively.

There are hundreds of affordable housing construction projects that are already approved by local governments in the Bay Area but have been stalled for years awaiting available funding. This measure will unlock those projects and begin breaking ground immediately on projects to build nearly 41,000 new units in the region.

Bay Area rents and home prices have risen much faster than incomes, pushing families, seniors, and young adults out of their communities. This measure will provide over 70,000 new homes in the Bay Area and make it easier to find a place to live.

There are already thousands of people living on the streets and nearly 600,000 adults and children in the Bay Area are low-income and at risk of losing their homes. This measure is desperately needed to help those who are truly in crisis and safeguard other families from becoming at-risk.



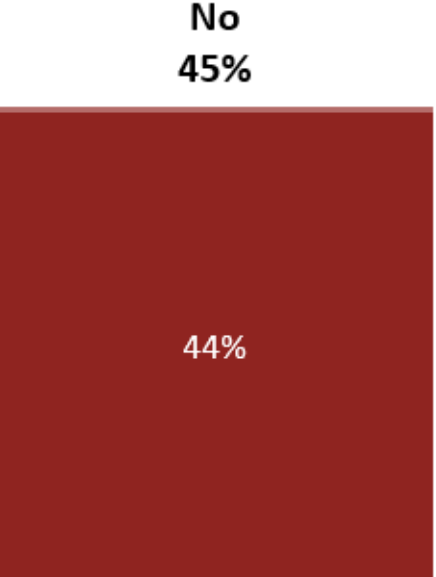
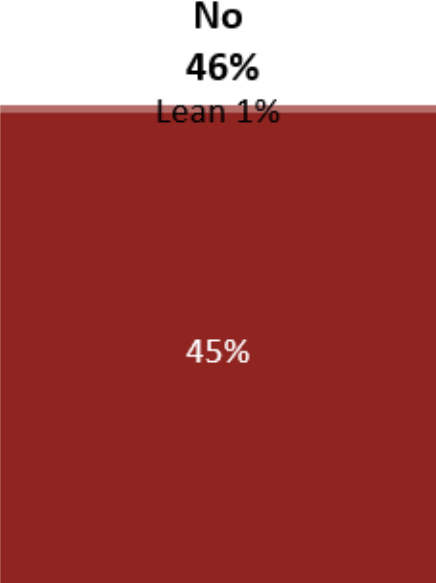
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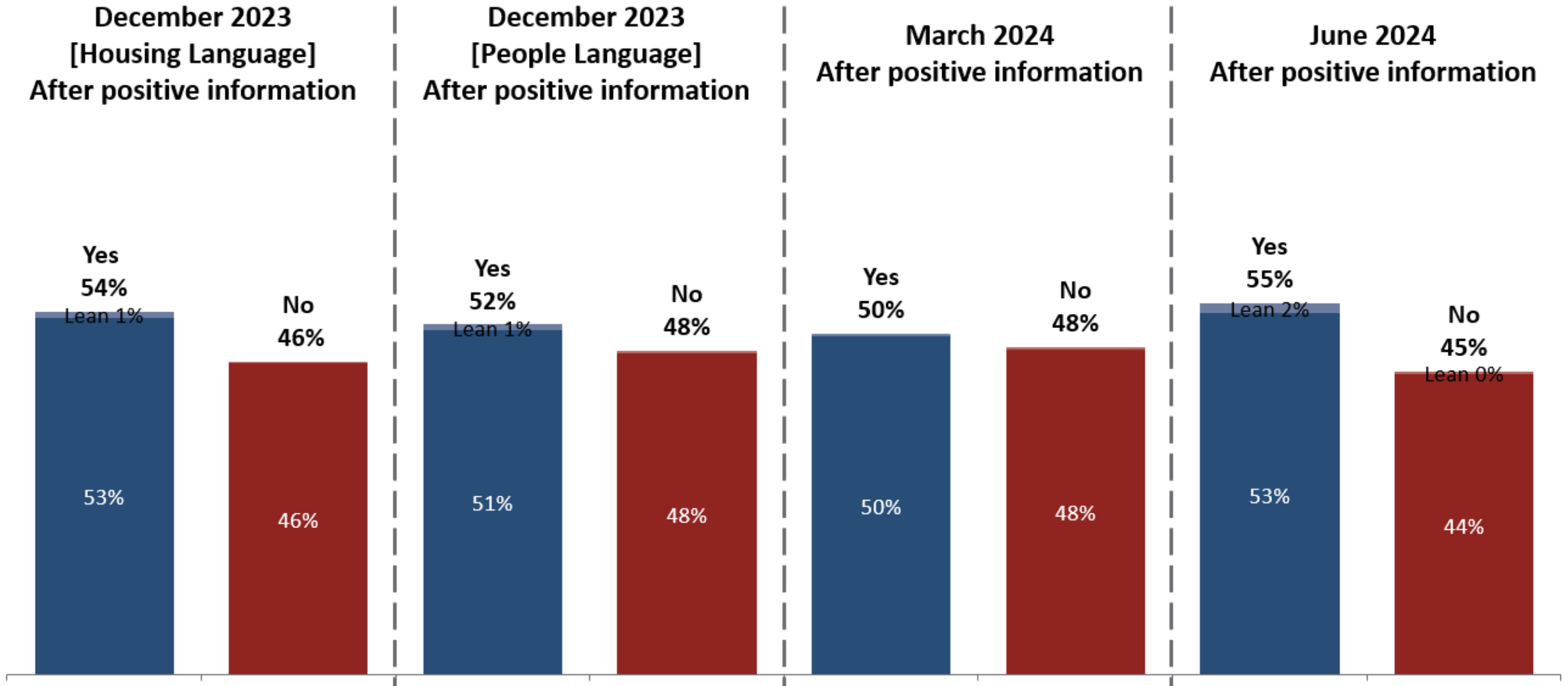
# Vote After Information

Initial

After Information



# Vote After Information Over Time



# Top of Mind Sentiments

**Voters cite improving housing affordability and accessibility as main reasons to support the measure.**

*"I have a developmentally disabled daughter and housing is nearly non-existent"*  
 - NPP/Other, Homeowner, 50+

*"\$20 billion is a lot to stick future residents with but it pales in comparison to passing on the ever-growing, and more-entrenched homeless encampments."*  
 - Democrat, Non-Homeowner, 18-49

*"The housing affordability crisis has persisted for so long that we have become desensitized to homelessness. This measure to meet the needs for the unhoused could dramatically improve the quality of life for many bay area inhabitants."*  
 - NPP/Other, Non-Homeowner, 18-49

**Tax sensitivity, a lack of trust in government, and the perception that it wouldn't make a difference are cited as main reasons to oppose the measure.**

*"No governments have demonstrated an ability to manage these funds effectively"*  
 - Democrat, Non-Homeowner, 18-49

*"I have repeatedly voted for homeless funding over the years, and I don't feel like there has been any real progress. I don't believe there is any accountability in where the funding is going."*  
 - Democrat, Homeowner, 50+

*"Why should I have to pay for this?"*  
 - NPP/Other, Homeowner, 50+

*"Policy can't be about spending more money without any results from past bond issues."*  
 - NPP/Other, Non-Homeowner, 50+



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