



May 11, 2022

Supervisor Alfredo Pedroza, Chair, Metropolitan Transportation Commission  
Mayor Jesse Arreguín, President, Association of Bay Area Governments  
Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105

Dear Chair Pedroza and President Arreguín,

The Bay Area continues to face an unprecedented crisis of housing insecurity and rising unaffordability. Rents continue to rise, homeownership is increasingly unattainable, and the lack of sufficient resources to produce and preserve affordable housing is forcing longtime Bay Area residents to move further and further from their jobs, schools, and communities – or forced into homelessness. This crisis disproportionately burdens people of color, in particular Black residents, in our region. The Regional Housing Needs Allocation and local housing element updates currently underway are an important step to address our affordable housing shortfall, but significant resources are needed to bring this planning work to fruition and deliver new affordable homes to communities across the Bay Area.

That is why we, the Bay Area Housing for All Coalition (BAHA), remain committed to pursuing a regional housing ballot measure in 2024. Bay Area residents agree; polling has consistently demonstrated that [homelessness and housing are the top concerns for voters, especially in the last two years](#). We believe a housing measure can provide our region with the relief and resources needed to address our housing and homelessness challenges at the scale of the problem. These new local resources will also allow the Bay Area to more effectively leverage state, federal, and private resources to further accelerate affordable housing production, preservation, homelessness prevention, and tenant protections.

Since the Bay Area Housing Finance Authority (BAHFA) was created in 2019, our coalition has worked to do the coalition building, research and polling, and outreach to local officials and staff to chart a path forward to place a regional housing measure on the ballot. Even when the pandemic and related economic challenges of the last two years pushed us to delay a ballot measure until 2024, the BAHA Coalition, in partnership with ABAG and MTC, worked to secure \$20 million from the state budget to begin building the capacity and programs of BAHFA. Looking ahead to 2024, BAHFA is more ready than ever to mount a successful campaign and implement significant new resources across the region. Our coalition is now poised and ready to begin preparing and fundraising for a 2024 campaign.

**We respectfully request that the BAHFA Oversight Committee and the ABAG Housing Committee recommend that the MTC Commission and ABAG Executive Board consider a formal action at their June meetings to direct staff to pursue in earnest the necessary next steps for a \$10-20 billion regional housing bond measure in November 2024.**

We understand that the decision to place any measure on the ballot must ultimately be informed by research and polling that demonstrate a viable path to success. That is why it is essential that ABAG/MTC staff have clear direction to begin the internal steps to prepare for and assess viability of a measure. This will, in turn, provide the affordable housing community with the certainty we need to move forward with preparing and fundraising for a winning campaign.

We look forward to continuing to partner with you to make this effort a success and bring much needed resources to serve Bay Area residents impacted most acutely by our housing and homelessness crises.

Respectfully,

Judith Bell  
Chief Impact Officer  
The San Francisco Foundation

Amie Fishman  
Executive Director  
Non-Profit Housing Association of Northern California

Heather Hood  
Vice President and Market Leader  
Enterprise Community Partners, Northern California

Tomiquia Moss  
Founder and Chief Executive  
All Home

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Larry Florin  
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Debra Ballinger  
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Monument Impact

Randy Tsuda  
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Evelyn Stivers  
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Gloria Bruce  
Executive Director  
East Bay Housing Organizations

Matthew O. Franklin  
President & CEO  
MidPen Housing Corporation

Ari Beliak  
President and CEO  
Merritt Community Capital

Carolyn Bookhart  
Director of Real Estate Development  
Resources for Community Development

Cc: Mayor Libby Schaaf, Chair, Bay Area Housing Finance Authority Oversight Committee  
Councilmember Carlos Romero, Vice Chair, ABAG Housing Committee  
Therese McMillan, Executive Director, MTC  
Rebecca Long, Director of Legislation and Public Affairs, MTC/ABAG