

**Metropolitan Transportation Commission and Association of Bay Area Governments
Joint MTC ABAG Legislation Committee**

January 13, 2023

Agenda Item 3a

Outreach Plan for Bay Area Housing Ballot Measure

Subject:

Overview of proposed outreach plan to local government elected officials in Spring 2023.

Background:

The Bay Area Housing Finance Authority (BAHFA) was established in 2019 pursuant to AB 1487 (Chiu). BAHFA has the same governing board as MTC and many of its activities are overseen by the ABAG Executive Board. In addition to existing MTC staff who support BAHFA's work, including the legislative and planning teams, BAHFA has a dedicated staff of six professionals, thanks to funding from the fiscal year (FY) 2020-21 State Budget and has been working on a number of key initiatives over the last year, including:

- Development of a Business Plan, including a Funding Plan and Equity Framework;
- Engagement with key stakeholders, including local government staff, community-based organizations; and
- Implementation of five pilots to begin making progress on the 3Ps of affordable housing production, preservation and protection.

Next Steps:

A regional ballot measure is a major undertaking, especially for an organization with very little name recognition (BAHFA just came into existence three years ago). In preparation for the possibility of a regional housing bond to complement local, state and federal investments in affordable housing, staff proposes an outreach plan to local elected officials via presentations to county boards of supervisors, city councils and conferences of mayors from April to July of this year. Concurrently, BAHFA staff will be finalizing the Equity Framework and the BAHFA Business Plan is anticipated to be completed towards the end of 2023.

As it relates to outreach on a transportation measure, MTC staff anticipates launching public outreach to inform enabling legislation for a regional transportation measure from approximately May-August, followed by local elected official engagement in the fall. We look forward to the Committee's feedback on this approach.

Issues:

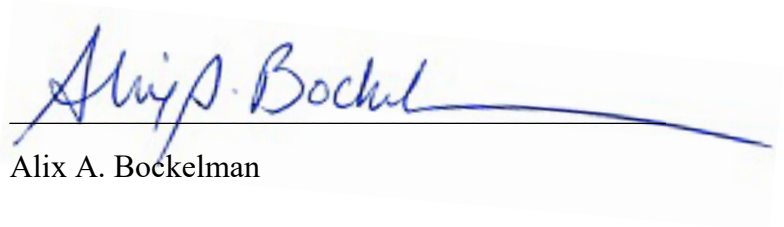
None identified.

Recommendation:

Information.

Attachments:

- Attachment A: Presentation



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