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# Bay Area Housing for All

— A Winning 2020 Campaign & —  
Positioning BAHFA for Success

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# How We Got Here



Association of  
Bay Area Governments



AB 1487



- ★ Building from *The Elephant in the Region*, 3Ps Coalition advocacy
- ★ ABAG/MTC Ad-Hoc Committee developed policy parameters for AB 1487 to be successful across the region
- ★ Governor signed 10/8/19
- ★ Establishes BAHFA as a new legal entity; BAHFA is not a new agency.
- ★ 50+ cross-sector organizations working with ABAG/MTC to field an ambitious regional housing measure

# Bay Area Housing for All Coalition

- NPH
- Enterprise Community Partners
- All Home
- The San Francisco Foundation
- East Bay Housing Organization
- Generation Housing
- Bay Area Council
- Urban Habitat
- TransForm
- Burbank Housing
- San Francisco Accelerator Fund
- Public Advocates
- SPUR
- East Bay Housing Organization
- Save the Bay
- Destination Home
- Housing Trust of Silicon Valley
- Working Partnerships
- Bay Area Council
- California Housing Partnership
- MidPen Housing
- Western Center on Law & Poverty
- Monument Impact
- Chan Zuckerberg Initiative
- TechEquity
- Silicon Valley Community Foundation
- San Francisco Housing Action Coalition
- ACCE
- YIMBY
- Sacred Heart
- SV@HOME
- CCHO
- PICO
- Working Partnerships
- Housing Leadership Council of San Mateo County
- BARHII
- City and county staff from across the region



# Goals Moving Forward

1. Raise \$500M - \$1B annually for the 3 P's
1. Create an effective, accountable regional housing finance agency
1. Leverage the campaign to strengthen regional partnerships, expand housing advocacy and organizing across the region, & build ongoing infrastructure for community engagement in BAHFA and expenditure plans

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## Quantitative Survey on Housing Investments

**Goals:** Test different funding mechanisms and quantify impact of a simulated campaign effort

1,935 interviews

April 2019

Hybrid email-to-web/telephone methodology

## Quantitative Survey on Revenue Viability

**Goals:** Test whether it is viable to do two regional revenue measures (housing and transportation) on the same ballot

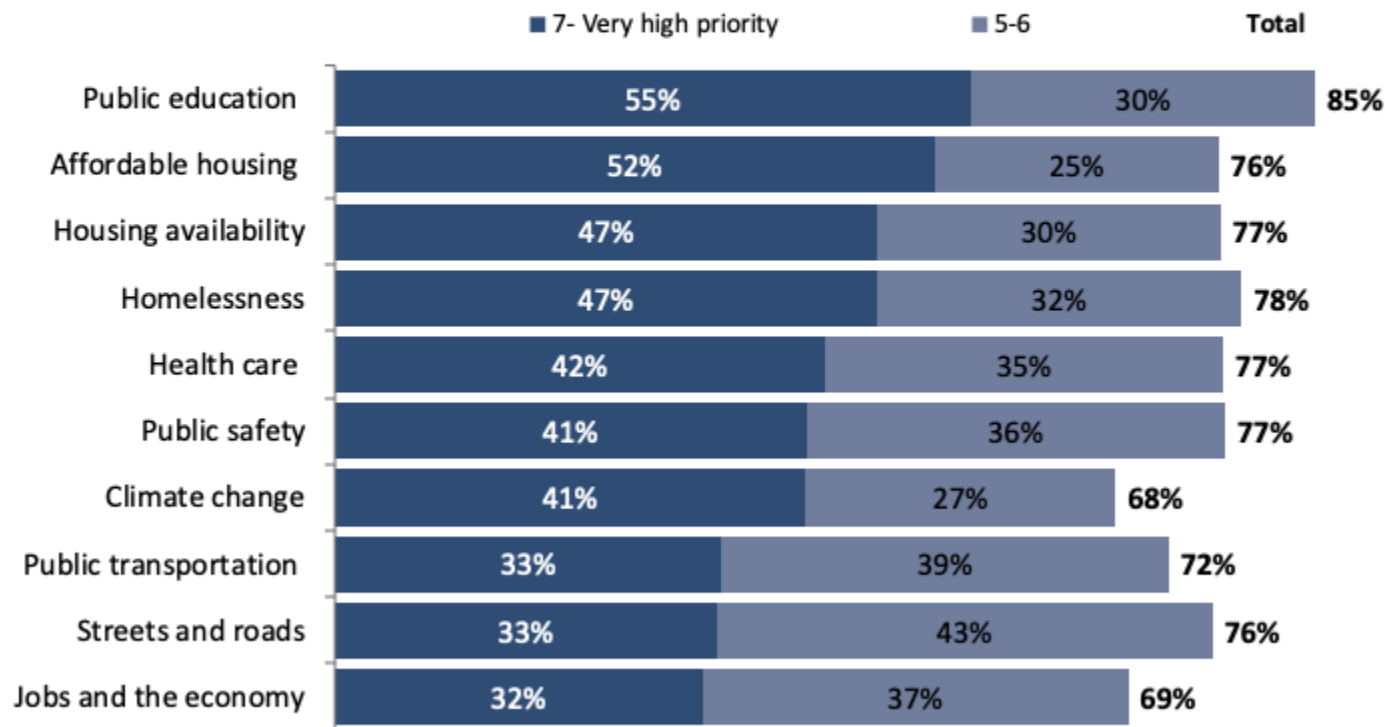
2,098 interviews

November 2019

Hybrid email-to-web/telephone methodology

# Funding Priorities

*Homelessness, housing availability, and affordable housing are among the top priorities for Bay Area voters.*

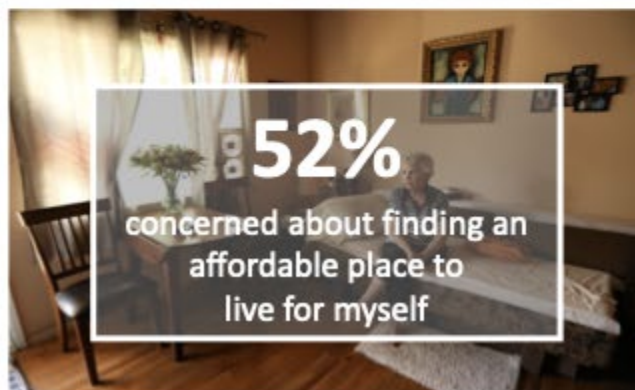
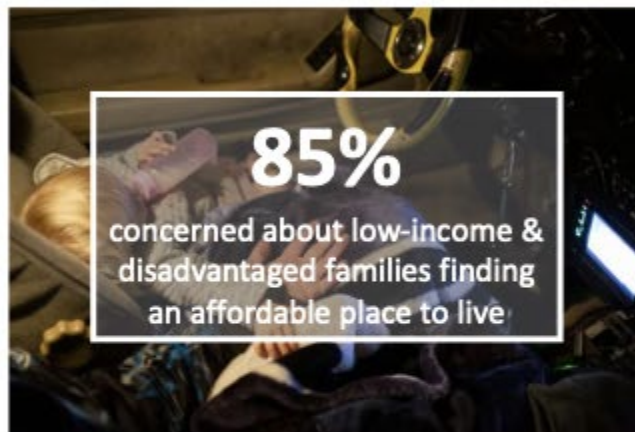


\*Bay Area Housing Revenue Measure Survey, April 2019

Thinking about where the Bay Area should prioritize funding, please rate each of the following items using a scale of one to seven, where one means not a priority at all, and seven means a very high priority.

# Concern About Housing

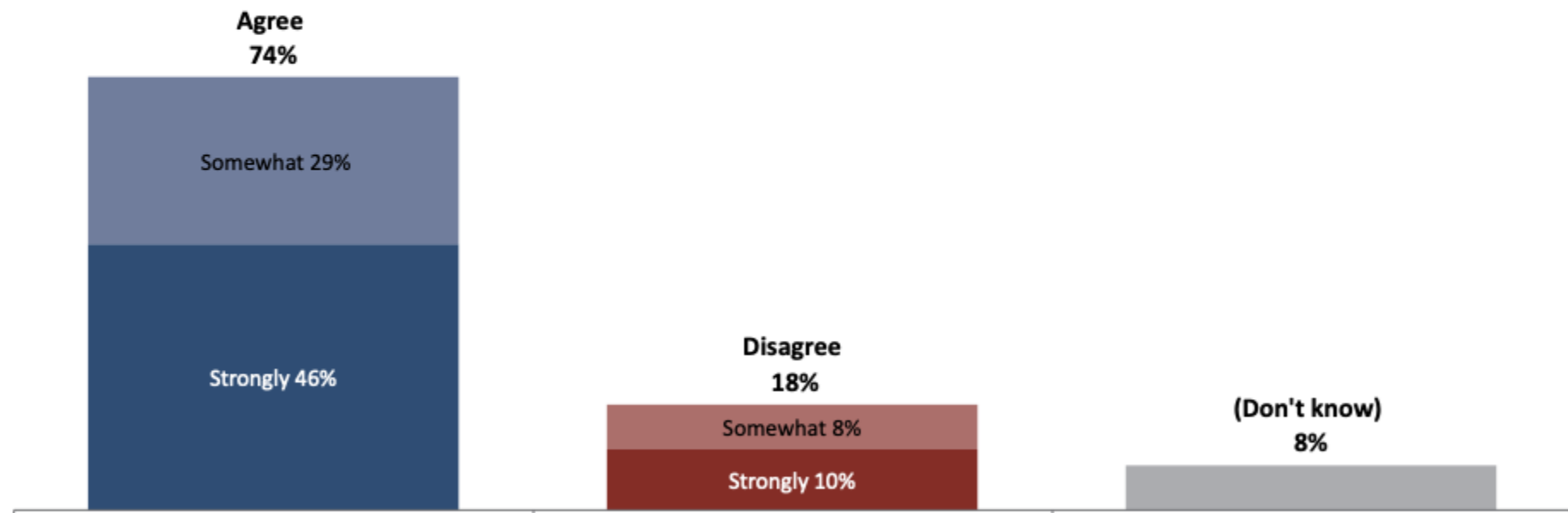
*Voters are very concerned about housing for others, and about half are concerned about housing for themselves.*



# Regional Approach

*Voters overwhelmingly support taking a regional approach to addressing housing in the Bay Area.*

**We need a regional approach to housing in the Bay Area, not simply city by city policies**



\*Bay Area Housing Revenue Measure Survey, April 2019

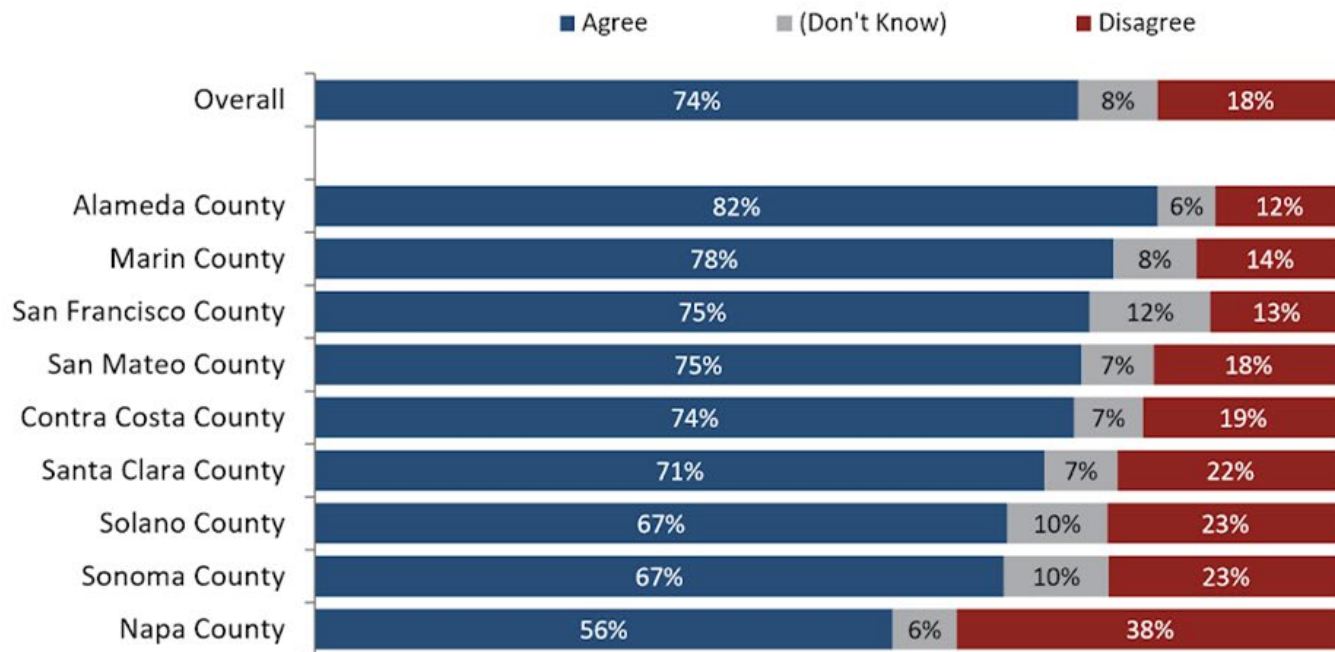
Thinking specifically about living in the Bay Area, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with statement?



# Regional Approach

*Support for a regional approach is high throughout the Bay Area.*

*"We need a regional approach to housing in the Bay Area, not simply city by city policies."*



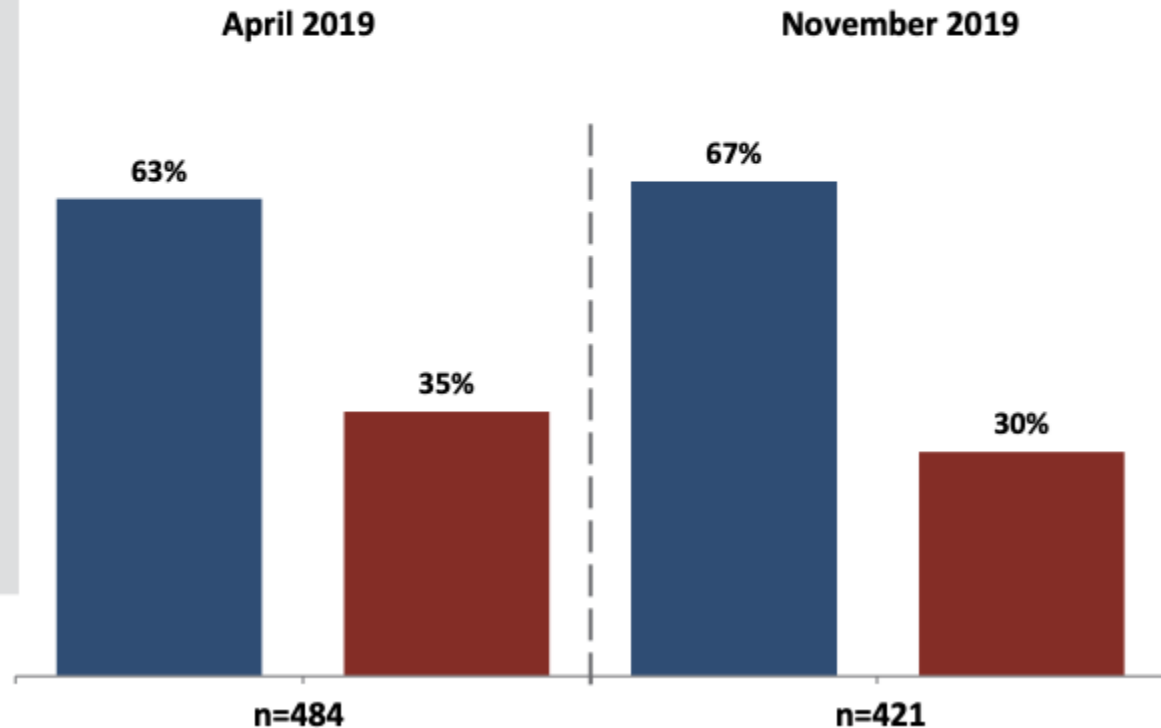
\*Bay Area Housing Revenue Measure Survey, April 2019

Thinking specifically about living in the Bay Area, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with statement?

# Support for Regional Housing Measure

*Support for a potential housing bond hovers right around two-thirds.*

Shall an ordinance to provide: affordable housing for Bay Area residents including low income families, veterans, seniors, persons with disabilities and those experiencing homelessness, and affordable housing near transit to shorten commutes and help working families like teachers and first responders afford local housing by issuing \$10,000,000,000 in general obligation bonds with an estimated levy of 35 cents per \$1,000 of assessed value, generating \$670,000,000 annually for approximately 30 years, with oversight and audits, be adopted?



\*Bay Area Housing Revenue Measure Survey, April 2019

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

19-7451 Bay Area Survey | 8

# Measure Language Tested (Nov 2019)



Shall an ordinance to reduce Bay Area traffic congestion and provide affordable housing for vulnerable residents with: a reliable, affordable, accessible and sustainable integrated regional rapid transit network of rail, bus and ferries; and through affordable housing near transit to shorten commutes, by enacting a one-cent sales tax, with oversight and audits, and issuing \$10,000,000,000 in general obligation bonds, with an estimated levy of 35 cents per \$1,000 of assessed value of real property, be adopted?



Shall an ordinance to provide: affordable housing for Bay Area residents including low income families, veterans, seniors, persons with disabilities and those experiencing homelessness, and affordable housing near transit to shorten commutes and help working families like teachers and first responders afford local housing by issuing \$10,000,000,000 in general obligation bonds with an estimated levy of 35 cents per \$1,000 of assessed value, generating \$670,000,000 annually for approximately 30 years, with oversight and audits, be adopted?



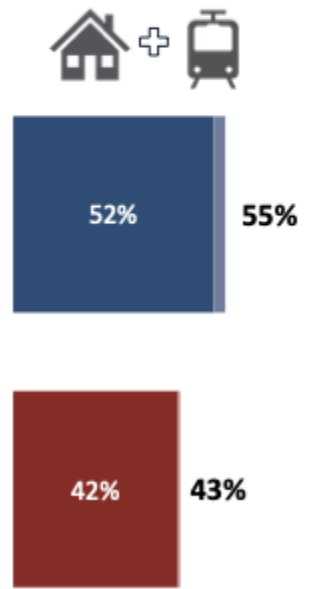
Shall an ordinance to reduce traffic congestion and make the Bay Area's transportation system reliable, affordable, accessible, connected and sustainable with: integrated regional rapid transit connecting major cities; modernized BART, trains, ferries, and buses improving speed and safety; integrated schedules and fares throughout the region; and improved bike and pedestrian safety features; by enacting a [40 year] one-cent sales tax [until ended by voters], generating at least \$1,600,000,000 annually, with oversight and audits, be adopted?

# Support for a Housing and/or Transportation Measure (Nov 2019)

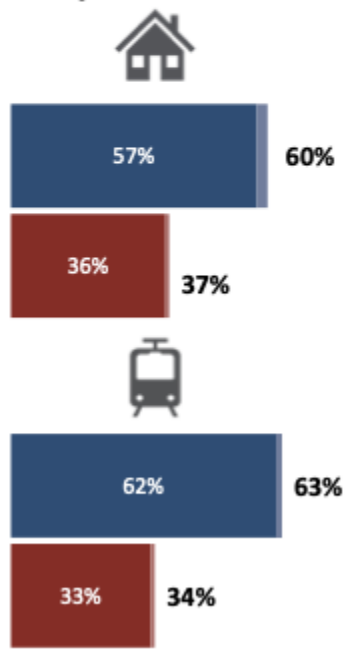
*A combo measure is well short of the threshold. The housing bond alone hovers around the two-thirds threshold.*

■ Yes ■ Lean Yes ■ Lean No ■ No

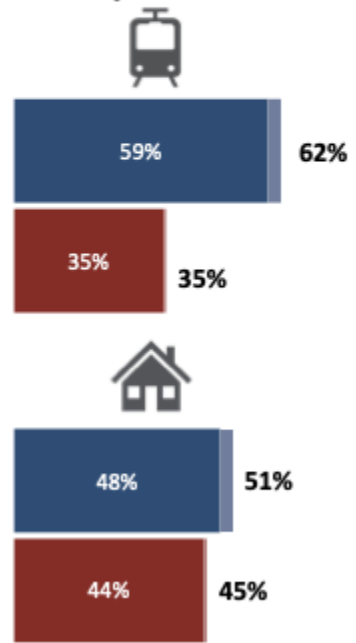
**Sample A** n=417



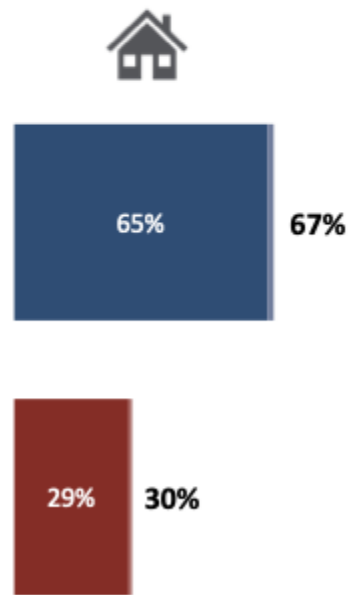
**Sample B** n=419



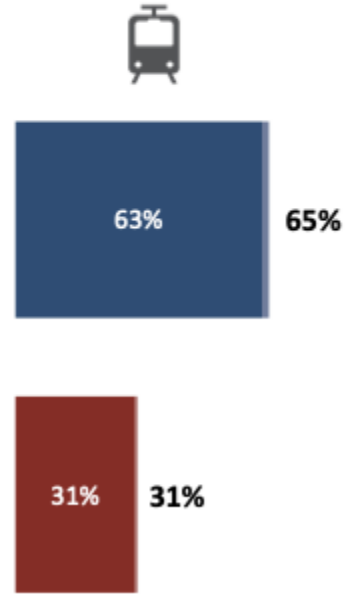
**Sample C** n=415



**Sample D** n=421



**Sample E** n=426



# Conclusions

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- ▶ Concern about housing affordability continues to be at an all-time high.
- ▶ Recent research has shown support for a regional housing measure consistently around the two-thirds mark, but not solidly above.
- ▶ As with any two-thirds measure, neutralizing potential opposition will be critical.
- ▶ Overall, the research indicates that the right measure may be feasible, but additional work, a strong campaign, no opposition, and the right environment will be necessary.