

Metropolitan Transportation Commission

April 22, 2020

Agenda Item 7d

Updated Proposed Work Plan for AB 1487 Revenue Measure

Subject: A presentation on the work plan required to meet the requirements for placement of a regional housing measure on the November 2020 ballot, with updates in response to the coronavirus public health crisis.

Overview: Staff will present a proposed work plan for AB 1487 implementation, focusing on the activities required in the next five months as the agencies decide whether to move forward to place a revenue measure on the November 2020 ballot. Staff will invite committee members to provide input on the proposed tasks to fulfill statutory requirements, the activities involved in preparing to launch the Bay Area Housing Finance Authority (BAHFA), and any other activities that staff should undertake to support the potential placement of regional housing measure on the ballot this November.

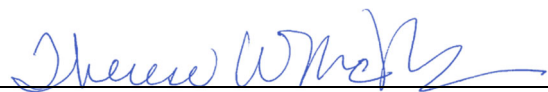
On March 13, 2020, the MTC Executive Committee and ABAG Administrative Committee met jointly and recommended approval of the proposed work plan. Three days later, on March 16, 2020, Bay Area counties jointly announced the first shelter-in-place orders in response to the emerging public health crisis caused by COVID-19. Since then, the shelter-in-place orders have been expanded and extended through at least May 3, 2020. The Chair and Vice-Chair of MTC, along with the President and Vice-President of ABAG, have directed staff to revise the proposed work plan to account for the changed circumstances. Staff has suggested revisions to the proposed work plan that reflect the difficulty of conducting in-person outreach, updated timelines based on COVID-related delays, and the evaluation of potential BAHFA activities that do not rely on the decision to pursue a November 2020 ballot measure.

Based on recent communication with representatives of the housing advocate community, new poll information on a housing measure is expected in mid-May. The poll information will be important to inform whether a November housing measure has a viable path forward, and to allow a “go/no go” decision at the May board meetings.

Issues: None.

Recommendation: Approve the Updated Proposed Work Plan for AB 1487 Revenue Measure.

Attachments: Attachment A – Updated Proposed Work Plan for AB 1487 Revenue Measure.
Attachment B – Updated Presentation


Therese W. McMillan

Updated Proposed Work Plan for Potential AB 1487 Revenue Measure

(1) Outreach		
Develop Informational Materials	<ul style="list-style-type: none"> Develop FAQs and other informational 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 Provide written materials for counties and direct allocation cities (Oakland, San Jose, Fairfield, Napa, San Rafael, and Santa Rosa) that can be used in lieu of in-person presentations. Work with local staff to respond to questions from elected officials. Host a public webinar and invite local elected officials to participate. 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 May
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 June

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- June
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 June
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, <u>but only after final decision on whether to proceed to November ballot.</u> Outreach to county election officials and county counsel offices regarding placement of measure on county ballots. 	March- April May
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, <u>but only after final decision on whether to proceed to November ballot.</u> 	March- April July
<u>Evaluate Additional BAHFA Activities</u>	<ul style="list-style-type: none"> <u>Identify and prioritize value-add opportunities for BAHFA regardless of the success of a potential November 2020 revenue measure.</u> <u>Evaluate opportunities to support the Bay Area's housing-related response to COVID-19.</u> 	<u>April and continuing as needed</u>

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 <u>that provides a comprehensive strategy for a range of BAHFA activities and revenue sources.</u> should a revenue measure succeed at the November 2020 ballot.	April-December
(6) Develop and Disseminate Public Information		
Provide Pubic 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

AB 1487 (Chiu) Implementation:

Work Plan for Potential Nov. 2020 Revenue Measure

April 22, 2020



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METROPOLITAN TRANSPORTATION COMMISSION

**Metropolitan Transportation
Commission Meeting**

Background

ABAG & MTC Direction:

- Prepare for an AB 1487 housing-only revenue measure on November 2020 ballot, unless and until a decision otherwise.

Current Focus:

- General Obligation Bond to raise \$10B across all 9 counties. 80% of revenues would return to county of origin.

Next Steps:

- Staff presents and executes work plan.
- Board/Commission oversee work plan and make final decision.



COVID-19 Updates

Changed Circumstances:

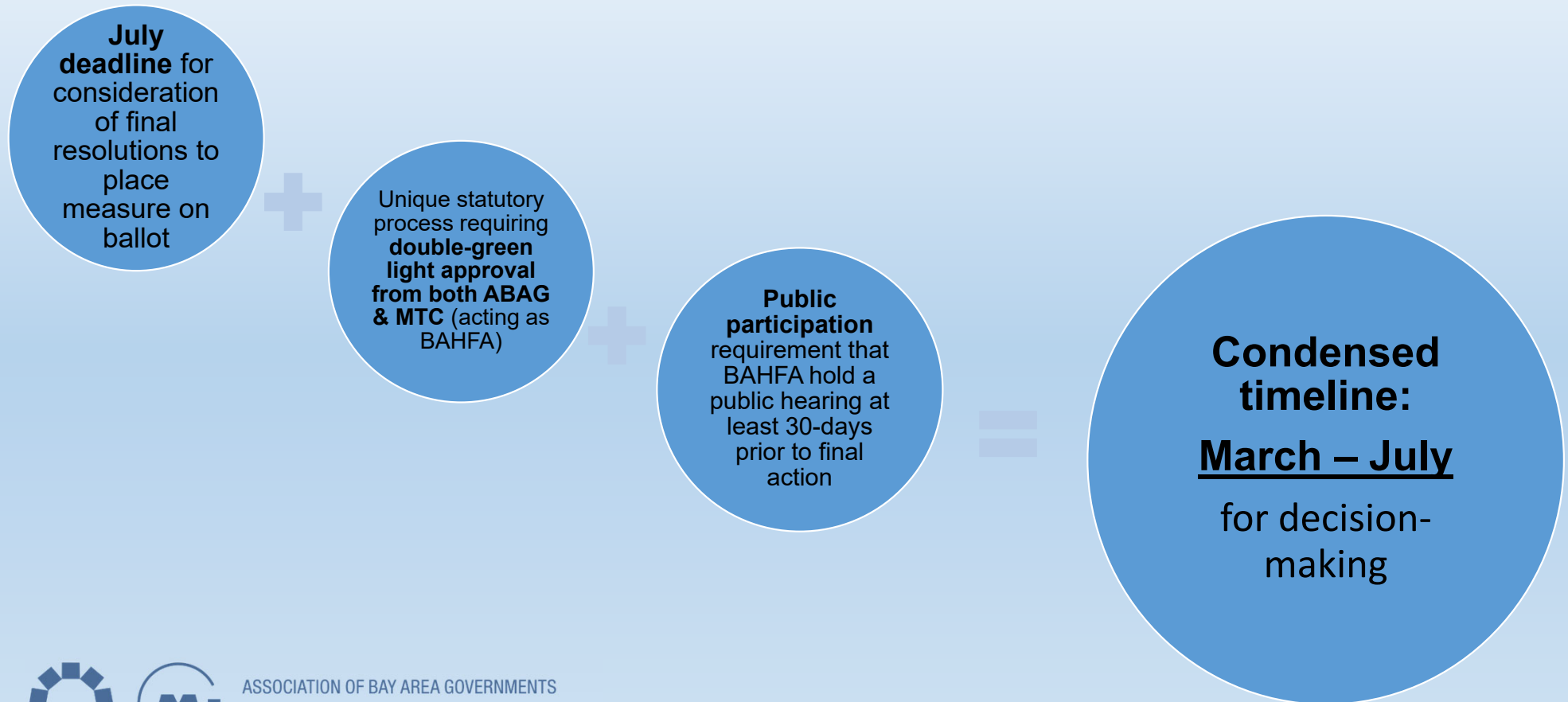
- Three days after the Joint ABAG Administrative and MTC Executive joint meeting on March 13, Bay Area has been placed under shelter-in-place orders due to coronavirus.
- Widespread and significant economic disruption.

Recommended Approach:

- Staff conferred with MTC & ABAG leadership to refine approach:
 - Confirm November 2020 ballot strategy after reviewing whether polling demonstrates a viable path forward. Accelerate “go/no go” decision-point to May.
 - Stand up BAHFA regardless to respond nimbly to current challenges and opportunities. Evaluate value-add opportunities for BAHFA to contribute to regional relief and recovery.



November 2020 Ballot Measure Timeline



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Work Plan Overview

1. Outreach
2. Expenditure Plan
3. Oversight and Decision-Making
4. Election Logistics and Compliance
5. Research and Preparation
6. Develop and Disseminate Public Information



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(1) Outreach

Timeline: March – July

Components:

- Develop informational materials
- Outreach to local elected officials
- Outreach to local staff, especially county and direct-allocation city staff.
- Engage with other stakeholders (housing advocates, business community, community-based organizations, etc.)



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(2) Expenditure Plan

Timeline: March - June

Components:

- Preliminary analysis and policy development
- Develop draft expenditure plan
- Quantitative analysis
- Finalize expenditure plan



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(3) Oversight & Decision-Making

Timeline: March – July

Components:

- Convene Interim Advisory Committee (see next agenda item)
- ABAG & MTC Committee meetings
- ABAG Executive Board, MTC, and BAHFA Board meetings



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(4) Election Logistics & Compliance

Timeline: March – July

Components:

- Polling analysis (May)
- Determine whether or not to place a measure on the ballot (May)
- Logistical preparations
- Prepare ballot materials and ABAG/BAHFA resolutions (June-July)



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(5) Research and Preparation

Timeline: March - December

Components:

- Legal questions & research
- Evaluate potential BAHFA activities beyond 2020 revenue measure
- BAHFA Business Plan
 - What key steps are needed to prepare for the potential of \$2 billion in new regional housing funds? For other potential revenue sources?
 - What key skills will be needed on staff vs consultants, and what is the workload estimate depending on fund source and amounts?



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(6) Develop Public Information

Timeline: August – October

Components:

- Produce public information materials (FAQs, website, etc.)
- As requested, participate in public events to provide information about proposed ballot measure



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Work Plan Key Considerations

- Proposed work plan assumes that polling will be conducted by external stakeholders as opposed to MTC/ABAG.
- General Obligation Bond could fund Production & Preservation activities. Agencies could seek funding for Protection activities from other sources.
- Staff continues to work with county elections officials to estimate cost of regional ballot measure. Staff working to estimate other costs and demands on workload. Current estimate of assigned 2-3 full-time equivalents (FTE) through July.



Proposed Interim Advisory Committee

Legal Framework:

- ABAG/MTC (acting as BAHFA) **must convene an Advisory Committee** to consult on the regional expenditure plan, a summary of which must be included in ballot materials.
- Advisory Committee **makes recommendations**. ABAG Executive Board and MTC (acting as BAHFA) retain all decision-making authority.
- Advisory Committee must have **9 members with expertise across the 3 Ps**: Protection, Preservation, Production. Intended to be a **technical committee** as opposed to a political body.

Proposal:

- Convene an **Interim Advisory Committee** for Nov. 2020 revenue measure. Committee could dissolve if no ballot measure or measure unsuccessful.
- Boards could empanel new Advisory Committee after more robust process, if desired.



Proposed Interim Advisory Committee

Name	Affiliation	Expertise
Alice Talcott	MidPen Housing, Vice-President of Housing Finance	Production
Leelee Thomas	County of Marin, Community Development Planning Manager	Production; Protection
Casey McCann	City of Brentwood, Director of Community Development	Production
Benjamin Wickham	Burbank Housing, Chief Operating Officer	Production
Seema Patel	East Bay Community Law Center, Clinical Director	Protection; Preservation
Tomiquia Moss	All Home, CEO	Protection & Homelessness
Jackie Morales-Ferrand	City of San Jose, Director of Housing	Protection; Production
Matthew Schwartz	California Housing Partnership, CEO	Preservation; Production
Kate Hartley	San Francisco Accelerator Fund, Chief Lending and Investment Officer	Production; Preservation



Action Items & Next Steps

Recommended Actions:

- Approve proposed work plan
- Approve proposed Interim Advisory Committee members

Next Steps:

- Set up first Interim Advisory Committee meeting in mid-May
- Set up first meeting of MTC as BAHFA Board in May
- Review polling and make decision whether to proceed with November ballot measure at May ABAG Executive Board and MTC (acting as BAHFA Board) meetings in May



Questions and Feedback



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