

# Regional Housing Revenue Measure

Stakeholder engagement to develop policy framework for legislative amendments

**BAHFA Oversight & ABAG Housing Committees**

March 11, 2026



ASSOCIATION OF BAY AREA GOVERNMENTS  
METROPOLITAN TRANSPORTATION COMMISSION

# Why BAHFA?

## BAHFA's Value Proposition

- Need for a strong regional voice to **win transformative resources**
- Bay Area must **work together to achieve impact at scale**
- Unique regional authority that can unlock:
  - **Billions in future funding** for affordable housing & homelessness prevention
  - **Structural change** in affordable housing delivery systems to improve efficiencies and impact at scale
  - **Self-sufficient** public lender that reinvests earnings back into communities **while reducing reliance on repeated tax increases**

# Lessons Learned from the 2024 Election\*

Throughout 2025, policymakers and staff engaged in deep listening and reflection on lessons from the 2024 election cycle to guide efforts for a future regional measure.

## Strengths

- BAHFA-ABAG partnership
- Technical assistance to counties and local governments
- Regional housing capacity and expertise

## Challenges

- Economic conditions & tax fatigue
- “Dual strategy” of regional & statewide measures
- Error in ballot question
- Complexity (statute & communications)
- Lack of consensus on some issues

# Results of Stakeholder Feedback

**Overwhelmingly, there is appetite to explore a potential 2028 measure.**

- The need for housing solutions remains high in communities
- Housing affordability and homelessness remain top issues for voters
- BAHFA has unique authority to raise transformative scale resources across the region

**However, there are challenges that will require a thoughtful and strategic approach.**

- Trust building and relationship repair are needed to build a new coalition
- There are significant unresolved policy issues that may necessitate additional legislative amendments, with tension between stakeholders
- Limited capacity and competing priorities

# Regional Revenue Measure Timeline

## Phase 1: Stakeholder Engagement

Broad table to discuss outstanding policy issues to inform proposed legislative changes

BAHFA coordinates with **stakeholders**, building trust and generating buy-in

Outcome: policy framework for statutory amendments

**Timing: ~March-Oct 2026**

## Phase 2: Legislative Changes

Implement policy framework through proposed amendments to BAHFA's enabling legislation

Joint advocacy between BAHFA and **coalition** that could emerge from stakeholder process

Outcome: amended statute

**Timing: Oct 2026-Sept 2027**

## Phase 3: Revenue Measure

Policy development of a regional measure, guided by revised statute

Potential for amended statute to permit placement via qualified voter initiative

If a measure proceeds, BAHFA role limited to public information; not involved in **campaign** activity

Outcome: ballot measure

**Timing: Fall 2027-Nov 2028**

# Phase 1: Stakeholder Engagement (March – Late 2026)

**Goal:** Build broad support for a policy framework to inform legislative amendments to BAHFA's enabling statute

## Setting a big table

- Hybrid Structure
  - BAHFA-ABAG share responsibility with external partners to rebuild trust and facilitate shared ownership
- Develop shared principles to ensure alignment with BAHFA's interests
- Policy issues:
  - Revenue mechanisms
  - Labor standards
  - Revenue distribution
  - Eligible uses
- Multiple touchpoints with BAHFA and ABAG Committees at key milestones
- Must balance inclusivity with capacity limitations

# Phase 2:

## Legislative Advocacy

(Late 2026 – Sept 2027)

**Goal:** Pursue amendments to BAHFA's statute as necessary to grow "big tent" coalition for potential revenue measure

## Amendments to BAHFA's Enabling Statute

- Translate policy framework from Phase 1 into proposed legislative language
- Presumed agency-sponsored bill, with coalition of co-sponsors
- Purpose is to calibrate parameters for potential revenue measure, not pre-determine all details
- Whether all policy issues warrant amendments is TBD; could range from significant to relatively narrow set of changes

# Phase 3:

# Revenue Measure

(As early as Sept 2027 – Nov 2028)

**Goal:** Work together to secure resources to improve housing affordability and security at scale

## Pursue Transformative Revenue

- Next potential opportunity as early as 2028
- Subject to progress in Phases 1 and 2, as well as other conditions for success
- Policy development and expenditure plans must adhere to parameters in BAHFA's enabling statute
- If and when a revenue measure is placed on the ballot, BAHFA's role pivots to providing neutral information

# Next Steps

## Spring 2026

- Strategic Planning Webinar
- Refine and launch Phase 1 stakeholder engagement process

## Ongoing

- Rebuild trust and engage a broad set of stakeholders in multiple forums
- Raise BAHFA's profile by sharing successes with funders, decision makers and the public

