

Regional Housing Revenue Measure

Stakeholder engagement to develop policy framework for legislative amendments

BAHFA Advisory Committee

March 26, 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 impartial 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

