

# Bay Area Housing Finance Authority

## BAHFA

January 24, 2024

Agenda Item 4b - 24-0106

### Contract Amendment - BAHFA Market Research Support: EMC Research, Inc. (\$216,000)

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#### **Subject:**

This item requests Authority approval to authorize the Executive Director or designee to enter into a contract amendment in an amount not to exceed \$216,000 with EMC Research, Inc. (EMC) to provide continued public opinion research support for a potential housing bond measure, for a total contract amount not exceed \$400,000.

#### **Background:**

Staff is working on several initiatives of high priority for the Authority, including a potential 2024 housing bond measure to support regionwide housing production and preservation. This memorandum provides information on the proposed public opinion and market research components of this initiative.

To explore the viability of BAHFA placing a housing bond measure on the 2024 ballot, staff needs the support of an experienced local market research firm to conduct quantitative public opinion surveys of likely voters in the nine-county Bay Area on their attitudes and priorities around housing to inform the measure. This work is already underway by EMC, and we are requesting an additional \$216,000 for upcoming research and polling needs.

#### **Contract Overview**

In October 2021, MTC issued a Request for Qualifications (RFQ) to establish an on-call bench of pre-qualified firms to provide services for Public Engagement, Digital Engagement and Promotion, and Market Research support. The RFQ included three service categories including 1) public engagement, 2) digital engagement and promotion, and 3) market research expertise. In December 2021, this Committee approved thirteen firms for placement on an on-call bench for a period ending December 31, 2024, with an option to extend for an additional two years to December 31, 2026. The on-call bench included EMC, which qualified in the market research category.

In September 2023, MTC entered into a contract with EMC for market research support to develop and implement public opinion polls, online surveys, and convene focus groups for BAHFA's potential housing bond measure. The term of the contract is through June 30, 2024. To date, EMC has convened four focus groups and a baseline survey of 1,800 Bay Area voters is in progress.

#### **Next Steps**

The proposed contract amendment with EMC allows additional public opinion and market research to determine the viability of the potential housing bond measure, including ballot

language research and a large-sample-size (approx. 2,100 voters) survey to help determine if the measure should be placed on the 2024 ballot.

Within the next few months, staff will update the Authority on the status and next steps based on EMC's research.

EMC is neither a small business enterprise nor a disadvantaged business enterprise and has no subcontractors.

**Issues:**

None identified.

**Recommendations:**

Staff recommends that the Authority authorize the Executive Director or designee to negotiate and enter into a contract amendment with EMC in an amount not to exceed \$216,000 for the work described above, for a total new contract not to exceed amount of \$400,000, through June 30, 2024.

**Attachments:**

- Attachment A: Request for Authority Approval – Summary of Proposed Contract Amendment



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Andrew B. Fremier

**Request for Committee Approval**

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**Summary of Proposed Contract Amendment**

Work Item No.: 1620

Consultant: EMC Research, Inc., San Francisco, CA

Work Project Title: Market Research Support

Purpose of Project: Provide opinion and market research support for BAHFA projects and initiatives.

Brief Scope of Work: Provide opinion research and polling support for major BAHFA initiatives including the BAHFA housing bond measure.

Project Cost Not to Exceed: This amendment: \$216,000  
Current contract amount before this amendment: \$184,000  
Maximum contract amount after the amendment: \$400,000

Funding Source: California HCD grant; fund source number 2409

Fiscal Impact: \$216,000 is included in the FY 2023-24 BAHFA budget

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with EMC Research, Inc. for market research support described above and in the Bay Area Housing Finance Authority Summary Sheet dated January 24, 2024 and that the Chief Financial Officer is authorized to set aside 216,000 for such amendment.

Bay Area Housing Finance  
Authority:

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Alfredo Pedroza, Chair

Approved: January 24, 2024