



# A **POWERFUL** Step Toward Solving the Bay Area Housing Crisis



## Why does this measure matter?

If successful, the regional bond will unlock billions of dollars for the construction of up to 45,000 affordable homes serving over 500,000 Bay Area residents over the coming decades. This measure will also raise billions for preservation of existing affordable housing and ensure protection for at-risk tenants.

## Who's in on this effort?

Bay Area Housing for All (BAHA) is a fast-growing, large coalition in support of this measure. With over 40 members, the BAHA coalition includes non-profit, philanthropic, business, and public sector partners working at the intersection of housing, racial equity, climate, transportation, and quality of life. To learn more about our coalition and to express your support or get involved, scan the QR code below.



**We CAN do this!**

**Let's build a Bay Area  
where everyone has  
a home in a safe and  
vibrant community!**



**IMPORTANT! We need your help! Visit the website to:**

- Join the campaign • Endorse the measure
  - Email Campaign Manager Ze-Kun Li at [zekun@nonprohousing.org](mailto:zekun@nonprohousing.org) to take action.
- [bayareahousingforall.org](http://bayareahousingforall.org)**



# Bay Area Housing for All Frequently Asked Questions

## Q1: What is the measure that could be on the ballot in November 2024?

Through the Bay Area Housing Finance Authority (BAHFA), we can pass a nine-county general obligation bond measure on the November 2024 ballot and unlock \$10-\$20 Billion for affordable housing and homelessness solutions.

## Q2: Why is this necessary?

The Bay Area is severely behind on producing the affordable housing needed and as a result nearly half (45%) of Bay Area renters are rent burdened and 38,000 people are experiencing homelessness. Increasing our supply of general obligation bonds at the local level is one of the most powerful affordable housing financing sources available.

## What's the impact of the Bay Area Housing Measure?

A \$10 billion Bay Area Housing Measure would:

- **Produce and preserve** upwards of 45,000 affordable homes. Over the lifetime of these developments, half a million households with low incomes will be housed.
- **Create 29,000 jobs annually** and generate \$670 million in state and local taxes and \$2.3 billion in annual income in California.
- **Leverage an additional \$38.1 billion** for affordable housing through other funding sources.

A \$20 billion Regional Housing Measure doubles this impact!

## Q3: How will the funds from the regional housing bond be allocated?

Under state law, 80% of the funds raised through the bond will return to their county of origin (based on the jurisdiction's share of assessed property value), and in some cases specific cities, and 20% will be administered by the Bay Area Housing Finance Authority (BAHFA) to

fund critical affordable housing and services across all nine Bay Area counties.

## Q4: How will the bond be funded?

General obligation bonds are funded through *ad valorem* property taxes and vary depending on the size of the bond. A \$10 billion bond would require a tax of \$10.26 per \$100,000 in assessed value—or about \$100 per year for a million dollar home.

## We Support!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

Please check the appropriate box(es) below:

☐

I am providing permission to list **my name** publicly as a supporter of placing a regional affordable housing bond measure on the Nov 2024 ballot.

☐

I am providing permission to list **our organization's name** publicly as supporters of placing a regional affordable housing bond measure on the Nov 2024 ballot.