

Bay Area Housing Finance Authority Board

June 26, 2024

Agenda Item 6.a.

Regional Housing Bond Measure: Poll Results for a Bay Area Affordable Housing Bond

Subject:

Poll Results for a Bay Area Affordable Housing Bond: Overview of findings from May-June 2024 voter opinion research conducted on the proposed affordable housing general obligation bond.

Background:

In May-June 2024, EMC Research, Inc. conducted a poll of 2,100 likely voters in the nine-county Bay Area region testing voter sentiment regarding a \$20 billion affordable housing bond for the November 2024 ballot. The poll was designed to inform BAHFA's decision on whether to place the proposed measure on the November 2024 ballot. EMC staff will present high-level findings from the poll and answer questions.

Issues:

None identified.

Recommended Action:

Information.

Attachment:

- A. June 2024 BAHFA Poll Topline
- B. June 2024 BAHFA Poll Report



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