



COUNTY of VENTURA

COUNTY EXECUTIVE OFFICE
SEVET JOHNSON, PsyD
County Executive Officer

Mike Pettit
Assistant County Executive Officer

May 21, 2024

Board of Supervisors
County of Ventura
800 South Victoria Avenue
Ventura, CA 93009

SUBJECT: Receive and File a Presentation of Polling Results Assessing the Feasibility of a November 2024 Ballot Measure for a Local Affordable Housing Bond; and Provide Further Direction to Staff Given the Polling Results.

RECOMMENDATIONS:

It is recommended that your Board:

1. Receive and file a presentation of polling results assessing the feasibility of a November 2024 Ballot Measure for a local affordable housing bond (Exhibit 1); and
2. Provide further direction to staff given the polling results.

FISCAL/MANDATES IMPACT:

There is no fiscal impact directly associated with this action.

VENTURA COUNTY STRATEGIC PLAN:

Strategic Priorities:

- Reliable Infrastructure and Sustainability
- Address Homelessness and Lift Up the Most Vulnerable

The recommendations presented above support the expansion of affordable housing options and availability and support the creation of long-term housing options for persons experiencing homelessness.

BACKGROUND:

On April 9, 2024, your Board directed the County Executive Officer to enter into a contract with EMC Research, Inc. for polling services to assess the feasibility of a November 2024 Ballot Measure for a local affordable housing bond. EMC Research, Inc. (EMC) is a certified women-owned national opinion research firm with more than 30 years of experience working with public agencies and cities across the country, and unmatched experience in the State of California. EMC is known for crafting insightful research tools, collecting highly accurate data, and providing analysis that answers the key strategic questions and challenges faced by their clients.

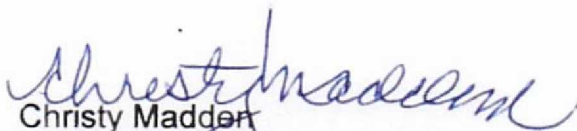
DISCUSSION:


Between May 1, 2024 and May 9, 2024, EMC conducted a poll to understand potential voter support for a local housing bond and priorities for the use of potential bond proceeds (e.g., affordable housing for seniors and veterans, addressing homelessness, supporting first-time homebuyers, workforce housing, farmworker housing, etc.). An analysis of the poll results prepared by EMC is attached as Exhibit 1.

Consistent with your Board's direction from April 9th, we are presenting the poll results to your Board for consideration and for further direction to staff regarding preparation of a proposed ballot measure given the poll results.

This letter has been reviewed by the County Executive Office, County Counsel and Auditor Controller.

Sincerely,


Christy Madden
Sr. Deputy Executive Officer


Sevet Johnson, PsyD.
County Executive Officer