



Date: April 20, 2012

To: Governing Board
San Francisco Bay Restoration Authority

From: Amy Hutzell
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State Coastal Conservancy

Subject: **Work Plan Leading Up to November 2014 Election**

Attachments: (1) Ballot Preparation Outline
(2) Table of Roles and Responsibilities

Staff has developed an outline of the proposed revenue measure preparation activities for the San Francisco Bay Restoration Authority culminating in the November 2014 election (Attachment 1). Campaign activities will be undertaken separately as allowed under law and are not included in the outline. As preparation for the election proceeds, the Governing Board and staff may wish to modify the outline, making adjustments to reflect new or changing information and providing more detail.

In Attachment 2, the first ballot preparation period shown on the outline, encompassing Summer/Fall 2012, has been elaborated by identifying suggested roles and responsibilities for the Governing Board, Advisory Committee, staff and community allies. Staff will prepare similar tables of roles and responsibilities for subsequent ballot preparation periods.

San Francisco Bay Restoration Authority Ballot Preparation Outline (Draft)

Overview

Below is an outline prepared by staff of the activities that need to be undertaken in preparation for the proposed November 2014 regional ballot measure. An initial list of ballot filing deadlines is also provided.

Summer/Fall 2012

- Engage regional elected officials and stakeholders in discussions about concept of funding measure
- Continue to track AB 1656 bill through Sacramento and Governor's office
- Develop strategies around long-range messaging and Governing Board capacity

Winter/Spring 2013

- Based on feedback from earlier work, continue outreach to community-based stakeholders for input on proposal
- Develop and disseminate information about recreation and job creation impacts of the measure
- Re-evaluate need for resolution supporting concept from ABAG
- Deadline for legislative changes for 2014 measure
- Confirm likely ballot assignment (e.g., as a regional measure) with county registrars and Secretary of State

Summer/Fall 2013

- Consider options on public input to proposal, including community meetings
- Public education opportunities incl. America's Cup & Coastal Cleanup Day
- Renew discussions with county supervisors, administrators and registrars around options to reduce ballot access costs

Winter/Spring 2014

- Retain legal counsel as appropriate
- Work closely with each county registrar to address ballot access needs, including title and summary, filing fees, etc
- Conduct tracking poll to inform decision on November measure
- Draft early language for resolution and measure text

Fall 2014 – Ballot Filing Deadlines

- 88 Days out – Resolution approving Measure & filing fee
- 82 Days out – Assignment of Letter/Name (eg: Regional Measure 5)
- 78 Days out – Arguments for and Against
- 68 Days out – Rebuttal Arguments
- 29 Days out – Vote by Mail ballots available
- 15 Days out – Deadline to Register to Vote
- **Election Day – November 4, 2014**

BALLOT PREPARATION

Spring/Summer 2012
Tasks, Roles and Responsibilities

Tasks*	Roles and Responsibilities			
*The tasks listed below match the bullets under Summer/Fall 2012 on the accompanying Ballot Preparation Outline (4-19-12)	<i>GOVERNING BOARD</i>	ADVISORY COMMITTEE	STAFF	COMMUNITY ALLIES
Task 1. Engage regional elected officials and stakeholders in discussions about concept of funding measure	Each Board member identifies his/her outreach targets Conduct outreach	Each Committee member identifies hi/her outreach targets Conduct outreach	Provide updated brochure and other outreach materials Convene Advisory Committee to mobilize Upon request, provide other support to Board and Committee Conduct outreach Keep records of outreach activities of all	Participate in updating outreach materials
Task 2. Track AB 1656	Assist as needed to ensure enactment	Assist as needed to ensure enactment	Provide information to legislature and other interested parties	Assist as needed to ensure enactment

