

ADVISORY COMMITTEE MEETING

4:00 p.m. – 5 p.m. on Monday, April 30, 2012
Room 1101 (State Coastal Conservancy Conference Room)
1330 Broadway, Oakland

For remote participation

GoToMeeting: <https://www2.gotomeeting.com/join/813526746>

Meeting ID: 313-526-746

Audio via conference phone: Dial 888-422-7120; Participant code 555450

AGENDA

1. Welcome and introductions
2. Review purposes of meeting
 - a. Inform Advisory Committee about issues and activities in preparation for a November 2014 ballot measure
 - b. Engage Advisory Committee in pre-campaign outreach
3. Review Governing Board decision to move measure from November 2012 to November 2014
4. Provide update on recent and ongoing Restoration Authority activities
5. Request help from Advisory Committee with outreach to constituents during Summer 2012
 - a. Objectives of outreach
 - b. Materials and staff support available from Restoration Authority
 - c. Self-selection of 5-10 outreach targets by each Advisory Committee member
 - d. Tracking feedback from outreach
6. Review actions agreed upon today
7. Schedule approximate time for next Advisory Committee meeting or alternative communication



Date: April 18, 2012

To: Governing Board

From: Amy Hutzl
Program Manager, San Francisco Bay Area Conservancy

Subject: **Report on Outreach To-Date Regarding Ballot Measure**

Attachments: (1) Outreach by Chair Sam Schuchat and Amy Hutzl
(2) Sample of Save The Bay's Endorsement Statement

Beginning in late 2011, Restoration Authority Chair Sam Schuchat and I began a series of meetings to raise awareness of the Restoration Authority and to describe and get feedback on its potential regional revenue measure. To date, Sam and I have met with some 45 local elected officials, special districts, environmental organizations, foundations, business and labor representatives and others. The names of specific individuals and organizations with whom we have met are listed on Attachment 1 to this memo. We will report regularly to the Governing Board about our ongoing outreach efforts.

Over roughly the past year, Save The Bay staff report having met with most of the Bay Area's state legislators and Congressional representatives. Save The Bay has obtained endorsement of the concept of a regional revenue measure for Bay restoration from most of the legislators whom it has approached. A sample of this endorsement was provided to the Governing Board shortly after its January 2012 meeting and is attached for reference. Some legislators have signed customized statements. In addition, Save the Bay reports having had conversations specific to the Restoration Authority with the following local officials: County Supervisors Mike McGuire, Shirlee Zane, Dave Pine and Susan Adams and Councilmember Mark Green.

Another type of outreach was undertaken by Governing Board Member John Gioia last September when he distributed several hundred brochures about San Francisco Bay wetlands and the Restoration Authority at his annual Coastal Cleanup Day event in Richmond. At Supervisor Gioia's urging, Conservancy staff provided several hundred additional brochures for distribution at two other East Bay Coastal Cleanup Day sites that anticipated heavy attendance.

Staff to the Restoration Authority are developing outreach materials that can be used at future meetings and events.

San Francisco Bay Restoration Authority Outreach Meetings by Sam Schuchat (SS) and Amy Hutzel (AH) through April 2012

State Legislators

- Noreen Evans (aide only) – AH
- Michael Allen (aide only) - AH
- Richard Gordon (aide only) – AH
- Paul Fong - AH
- Jerry Hill - AH
- Joe Simitian (aide only) - AH
- Susan Bonilla - AH
- Mark DeSaulnier – AH

County Supervisors

- Efron Carrillo - SS
- Valerie Brown - AH and SS
- Keith Caldwell (prior to appt. to Gov. Bd.) – SS
- Brad Wagenknecht - SS
- Barbary Kondylis – AH and SS
- Keith Carson - SS
- Wilma Chan (aide only) - SS
- Ken Yeager (aide only) - SS
- Adrienne Tissier - SS

Special Districts

- Marin Parks and Open Space (Linda Dahl) – SS
- Napa POSD (John Woodbury) – AH and SS
- East Bay Regional Park District (Bob Doyle) – AH and SS
- Santa Clara Valley Water District (Beau Goldie, Rick Calendar) – AH and SS
- Mid-Peninsula Open Space District (Steve Abbors) – AH and SS
- Santa Clara County Open Space Authority (Andrea Mackenzie) – AH and SS

Business Groups

- North Bay Leadership Council (Cynthia Murray) - SS
- Bay Area Council (Jim Wunderman) –AH and SS*

Foundations/Enviros

- Steve Blank – SS
- Michael Mantel/RLF – SS*
- Tom Steinbach/Hewlett – SS*

Conservation Organizations

- Audubon Calif. (Graham Chisholm and Dan Taylor) - SS
- Golden Gate Audubon (Mark Welther and Mike Lynes) - SS
- Sequoia Audubon (Jennifer Rycenga) - SS
- Santa Clara Valley Audubon (Mike Power) - SS
- Marin Audubon (Barbara Salzman) - SS
- Peninsula Open Space District (Walter Moore) – AH and SS
- Marin Agricultural Land Trust (Bob Berner and Jeff Stump) – AH
- Save Mt Diablo (Ron Brown) – AH and SS
- Golden Gate National Parks Conservancy (Greg Moore) – AH and SS
- Sonoma Land Trust (Ralph Benson and Wendy Eliot) – AH and SS
- The Nature Conservancy (Jay Ziegler, Liz O’Donoghue, Mike Sweeney) – AH and SS
- Save The Redwoods League (Ruskin Hartley) – AH and SS
- SF Bay Sierra Club (Kate Looby) - SS
- Bay Area Open Space Council Executive Committee – AH
- SF Bay Joint Venture Management Team and Gov’t Committee – AH

*with David Lewis of Save The Bay

I Support the Campaign to Fund Restoration Throughout the San Francisco Bay Area



The San Francisco Bay Area's economy and incredible quality of life are dependent upon the San Francisco Bay. The Bay is a world-class treasure and a thriving estuary, supporting hundreds of species of fish and wildlife.

In the decades following the Gold Rush, a full third of the Bay was diked off or filled for development, such that by 1961 residents of the Bay Area had access to less than six miles of shoreline, and that the bay was choked with raw sewage and industrial pollution.

Through the tireless work of thousands across the Bay Area for the past 50 years, tens of thousands of acres of wetlands have been restored to health and reopened to tidal flow, allowing millions of fish, birds, and other wildlife to thrive across the Bay region.

I, _____, recognize the unique and critical role of the San Francisco Bay to those living and working in the Bay Area, and that restoring wetland habitat across the Bay is of critical importance to us all;

I also recognize and publically endorse the work of the San Francisco Bay Restoration Authority in seeking to establish a source of funding to ensure that critical restoration work can continue for decades to come.

Signed: _____

Date: _____



Date: April 20, 2012

To: Governing Board
San Francisco Bay Restoration Authority

From: Amy Hutzell
San Francisco Bay Area Conservancy Program Manager
State Coastal Conservancy

Subject: Work Plan Leading Up to November 2014 Election

Attachment 1: Ballot Preparation Outline
Attachment 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

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
Task 3. Develop strategies around long-range messaging and Board capacity	Identify constituencies to receive benefits from Authority's proposed Bay restoration and related activities Identify key issues for those constituencies	Seek feedback on communications about key issues	Convene/communicate with Advisory Committee as needed Provide other support the Board and Committee as needed Identify sources of	Assist with identifying key issues and strategizing for communicating about them

Task 3. continued	Strategize for communicating about key issues to constituencies to receive benefits		information about key issues and plan for developing new information as needed Keep records of issues and feedback	
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