



Bay Area Voter Support for Bay Restoration:

Baseline Survey for a Public Education Effort

Key Findings from a Regional Voter Survey
Conducted January 22 – February 1, 2014

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Methodology

- Telephone survey of 1,800 voters in the nine-county Bay Area likely to cast a ballot in the November 2014 statewide election.
 - Interviews were conducted via landline and cell phones
 - Survey was conducted January 22 – February 1, 2014
- The margin of sampling error is +/-2.7% at the 95% confidence level.
 - Margins of error for population subgroups will be higher
 - Some percentages do not sum to 100% due to rounding
- Selected comparisons to prior polls conducted by FM3 and EMC dating back to 2006.

Geographic Distribution of Interviews

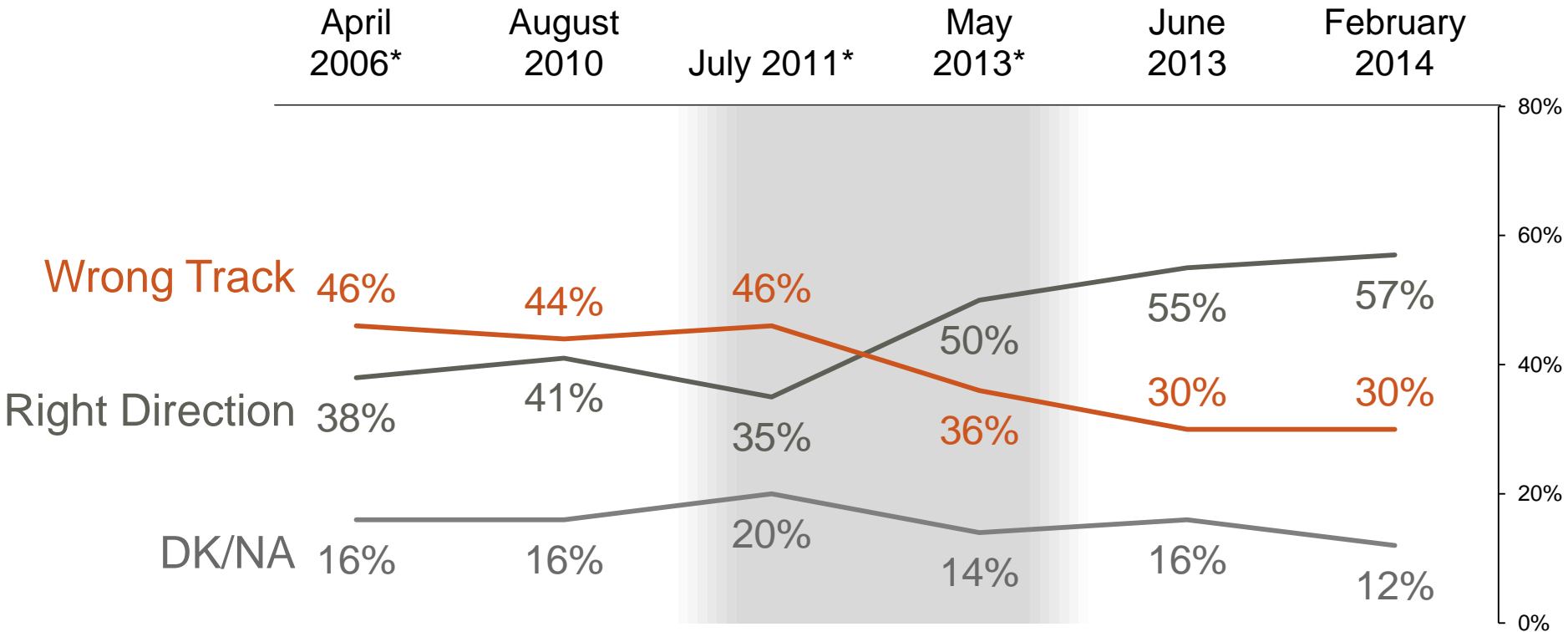
County	N-size	Margin of Error	Region
Alameda	314	+/- 5.5%	East Bay
Contra Costa	243	+/- 6.3%	East Bay
Marin	143	+/- 8.2%	North Bay
Napa	113	+/- 9.2%	North Bay
Solano	143	+/- 8.2%	North Bay
Sonoma	178	+/- 7.3%	North Bay
San Francisco	182	+/- 7.3%	West Bay
San Mateo	206	+/- 6.8%	West Bay
Santa Clara	278	+/- 5.9%	South Bay



- All data statistically weighted to reflect the true geographic distribution of voters throughout the region.

Optimism continues to grow in the Bay Area.

Do you feel things in the Bay Area are generally going in the right direction or are they off on the wrong track?



Ballot Language Tested

“To protect and restore the San Francisco Bay by:

- Reducing trash, pollution and harmful toxins in the Bay;
- Improving water quality;
- Restoring habitat for fish, birds and wildlife;
- Protecting communities from floods; and
- Increasing shoreline public access;

Shall the San Francisco Bay Restoration Authority authorize an annual parcel tax of:

(1/4 Sample) \$9 per year for 10 years

(1/4 Sample) \$9 per year for 20 years

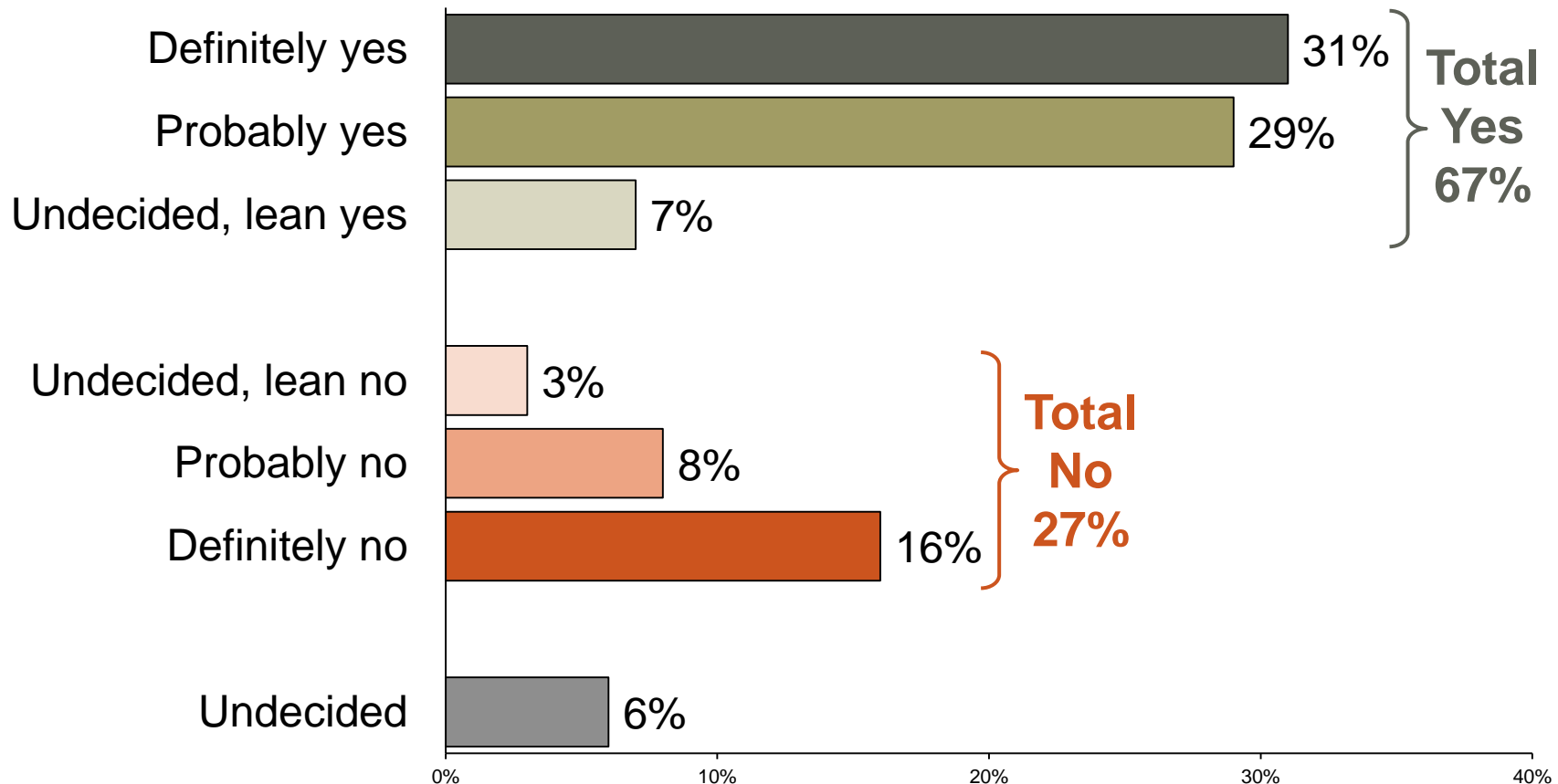
(1/4 Sample) \$14 per year for 10 years

(1/4 Sample) \$14 per year for 20 years

with citizen oversight, audits, and all funds staying local?”

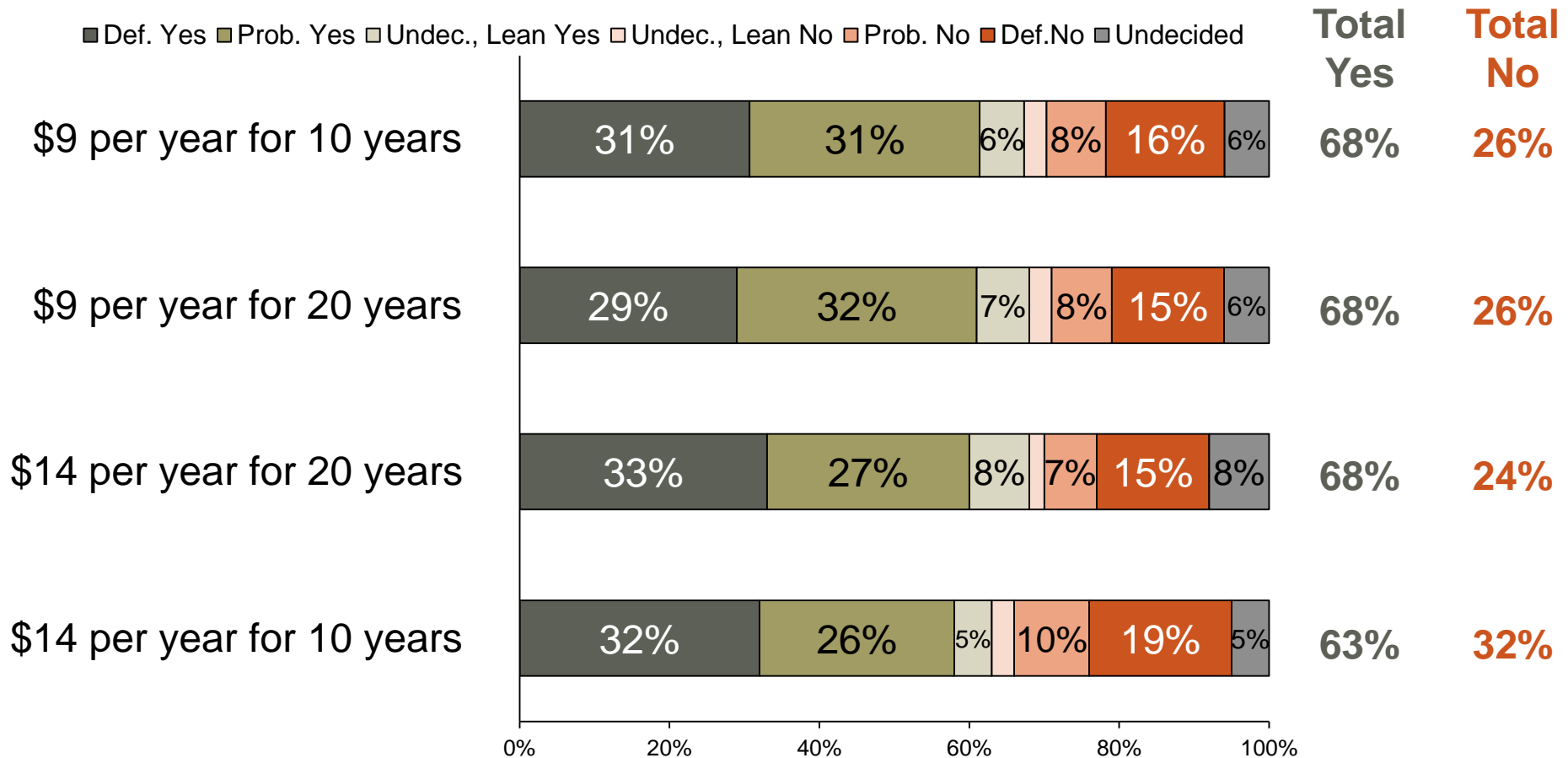
Two-thirds of voters offer initial support for the parcel tax.

If a vote on this measure were held today, would you vote yes in favor of this measure or no to oppose it?



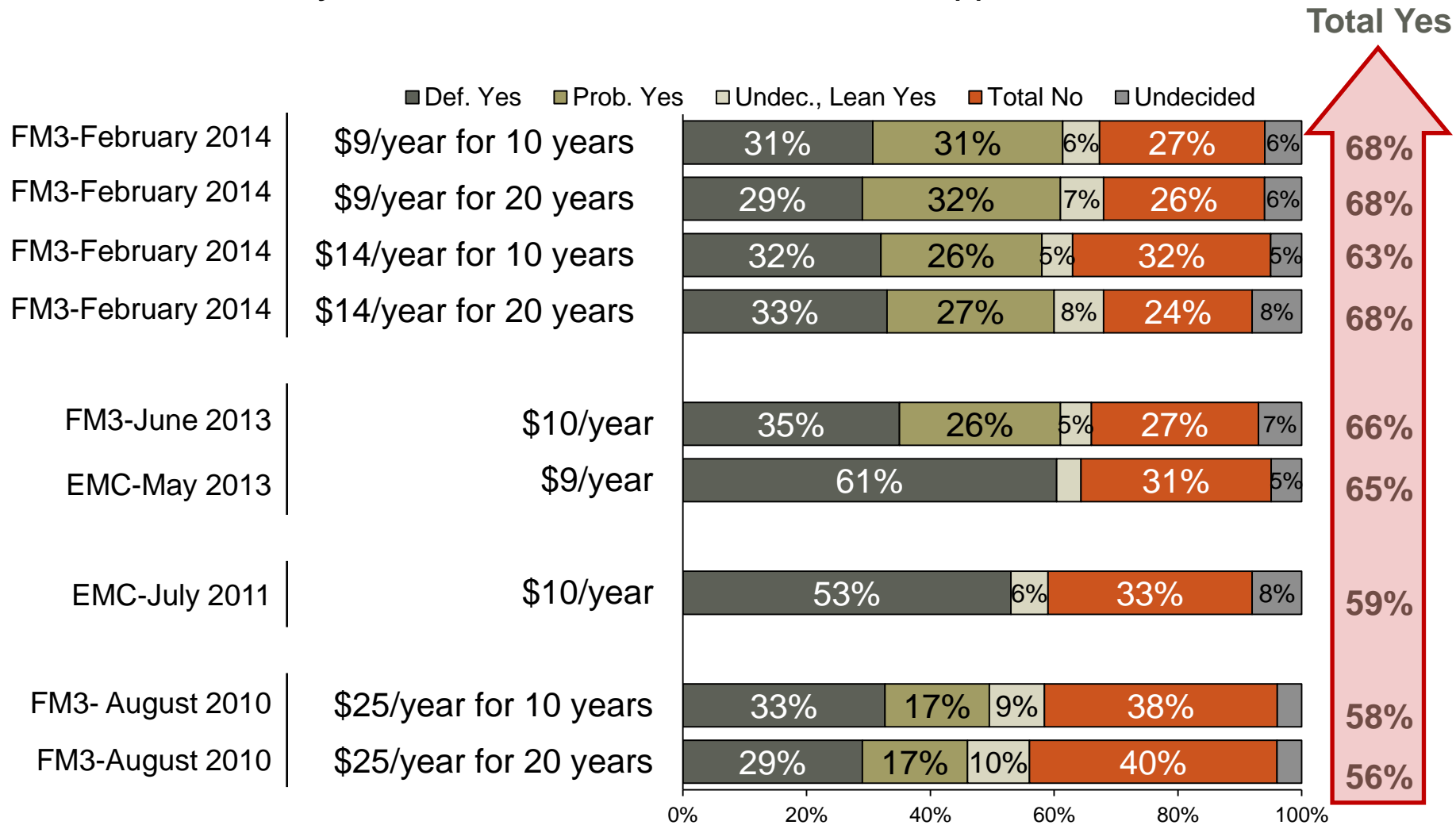
Support varies surprisingly little by amount and duration.

If a vote on this measure were held today, would you vote yes in favor of this measure or no to oppose it?

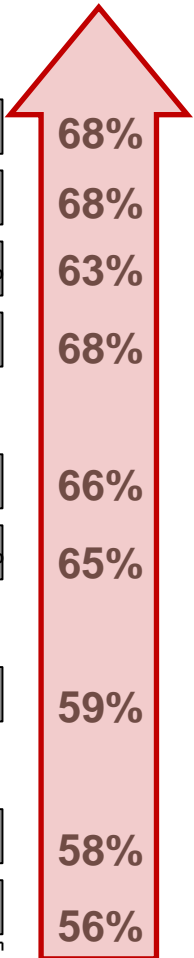


Support has steadily risen over time.

If a vote on this measure were held today, would you vote yes in favor of this measure or no to oppose it?

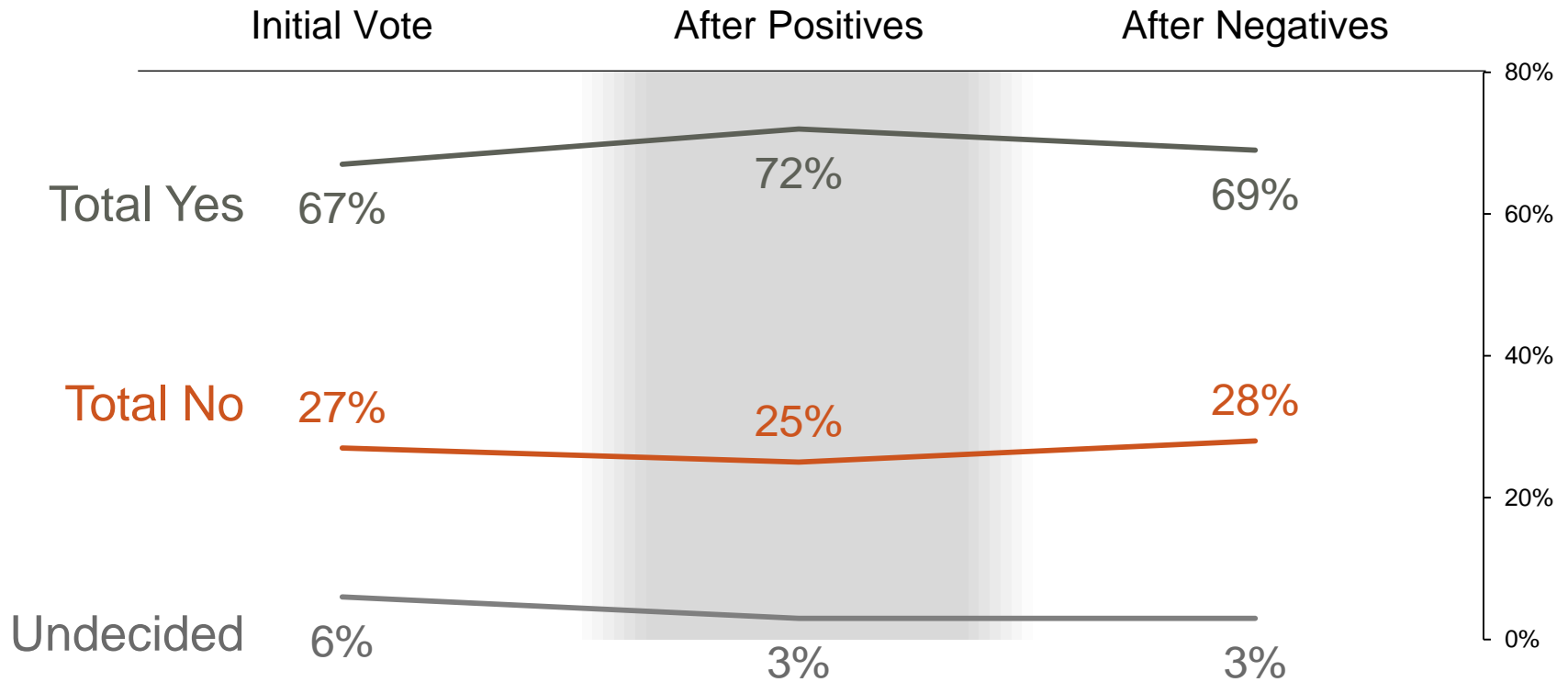


Total Yes



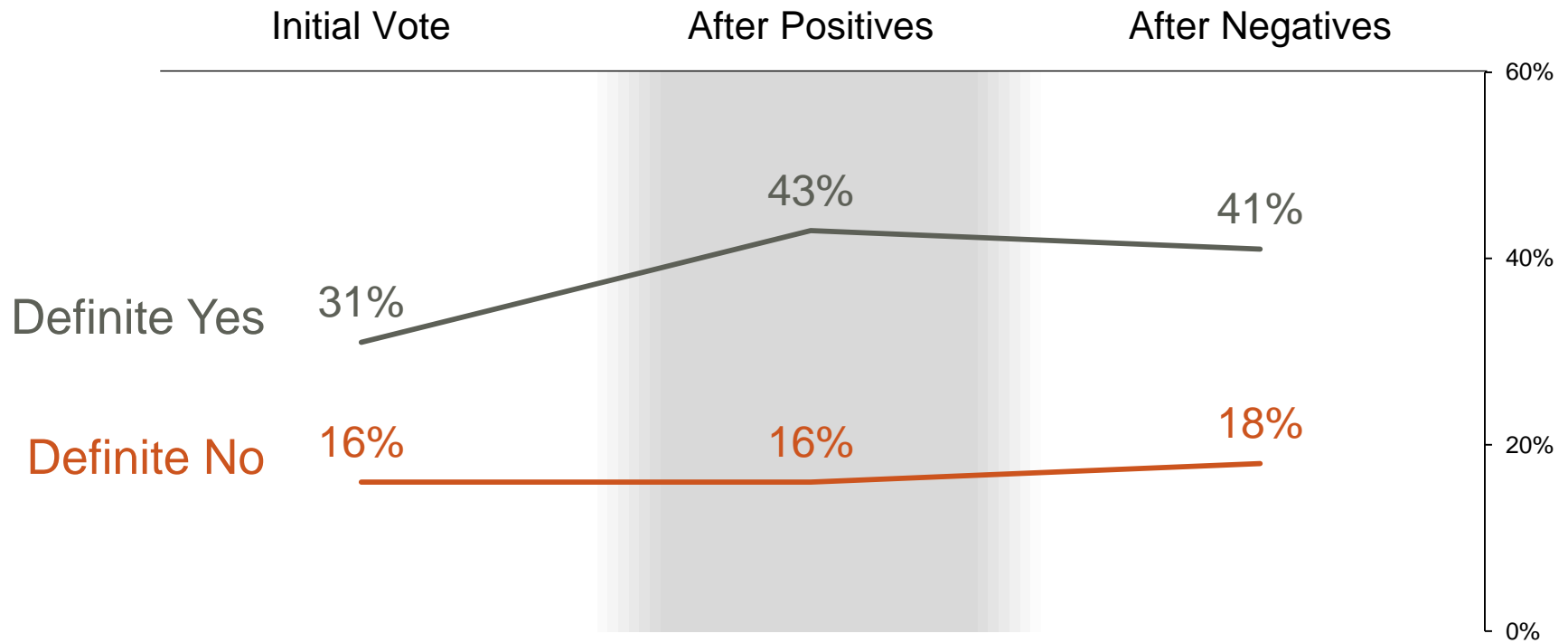
Support for the measure stays right around the two-thirds threshold as voters learn more.

If a vote on this measure were held today, would you vote yes in favor of this measure or no to oppose it?



The intensity of the vote, however, shifts more dramatically.

If a vote on this measure were held today, would you vote yes in favor of this measure or no to oppose it?



Voters remain committed to the idea that money should be spent where it is needed most.

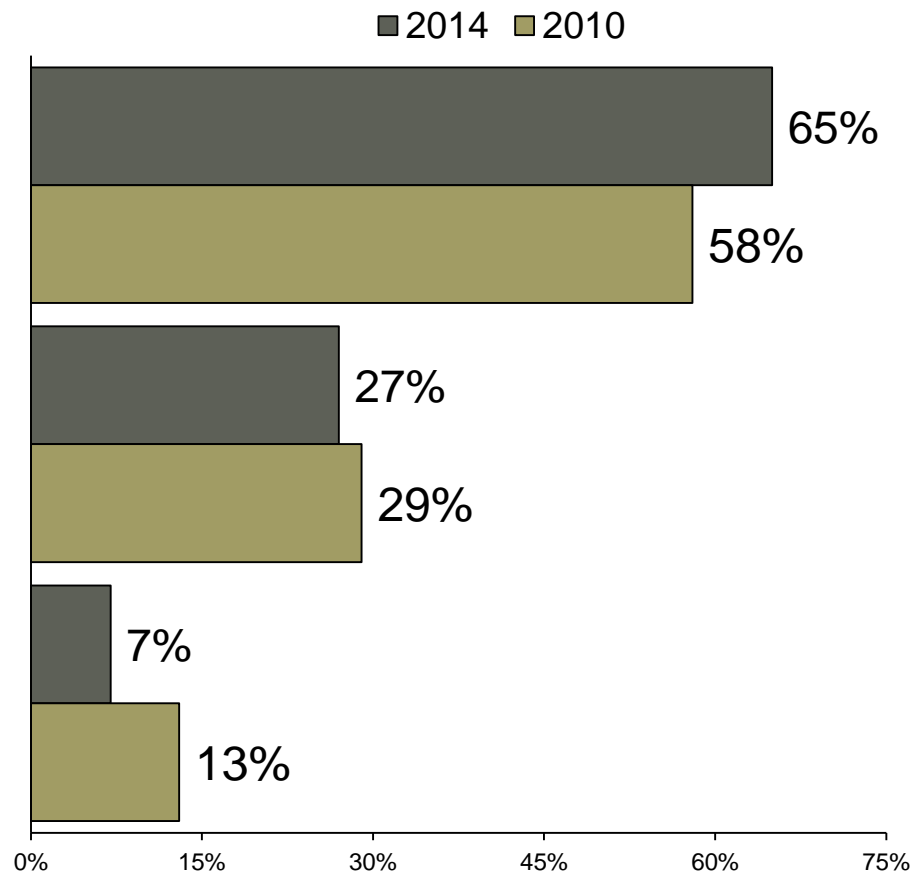
The tax we have been discussing would be collected throughout the nine-county Bay Area region that surrounds the Bay. I am going to read you a pair of statements about this issue. Please tell me which statement comes closest to your own opinion, even if neither of the statements matches your views exactly.

It does not matter to me if revenues generated by this measure are spent in my county, as long as funding goes to the most effective projects to improve the Bay.

OR

I only want revenues raised in my county to be spent on Bay restoration projects specifically in my county; I do not think they should be spent in a different part of the Bay Area.

Both/Neither/DK/NA

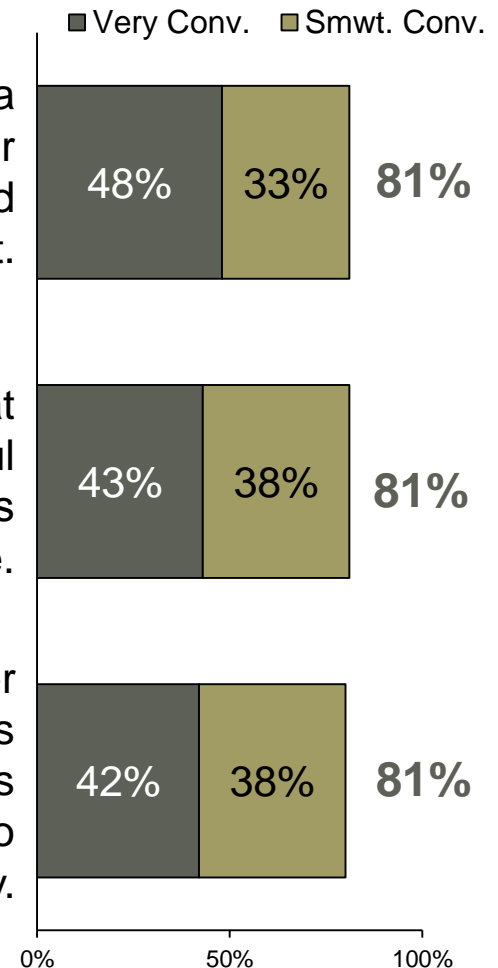


The top tier of messages focus on future generations; fish contamination; and the diverse ways that people experience the Bay.

(GENERATIONS) If we want our children and grandchildren to inherit a clean and healthy San Francisco Bay – one that will be part of their lives the way it is part of ours – we need to act now to clean up and restore it.

(FISH) Pollution of the Bay has put the health of fish and wildlife at serious risk. Fish from the Bay are contaminated with harmful chemicals like PCB's, mercury, and pesticides. Restoring the Bay is the key to reducing the toxins that threaten our fish and wildlife.

(ALL OF US) San Francisco Bay is a part of all of our lives – whether we live along the Bay; work there; walk, jog, or visit parks along its shores; or simply appreciate it as we drive over a bridge. The Bay is essential to our quality of life, and this measure is a critical step to keeping it clean and healthy.

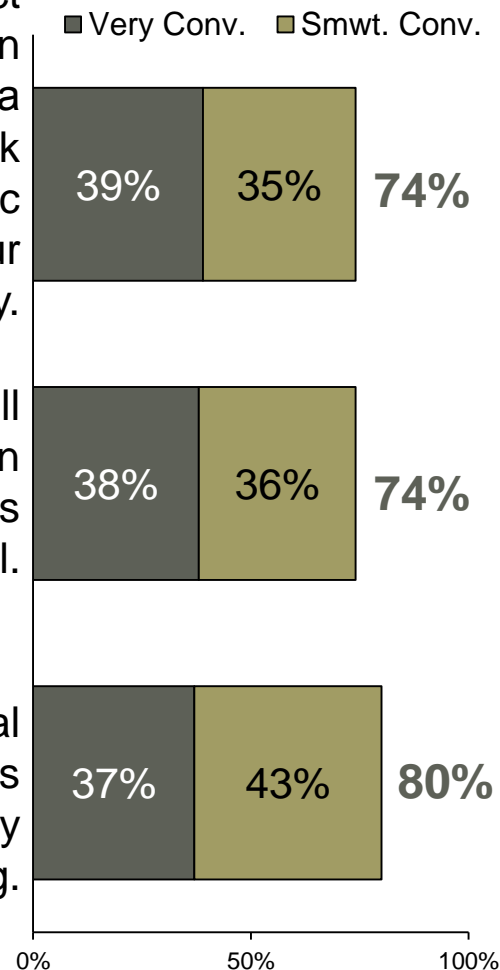


The second tier of messages deal with public health, infrastructure, and the economy.

***(INFRASTRUCTURE)** The levees, sea walls and channels that protect the communities around the Bay are old and crumbling. Experts warn that if we don't act, the levees could break. The result would be a devastating flood event that could damage thousands of homes, knock out power stations and highways near the Bay, and create economic fallout that will hurt the entire Bay Area. This measure will update our flood infrastructure to safeguard our communities and economy.

(HEALTH) Unless we take action now toxic chemicals and bacteria will continue flowing into our creeks and into the Bay. That pollution can help the spread of infections and contagious diseases. This measure is not just good for fish and wildlife – but for our health as well.

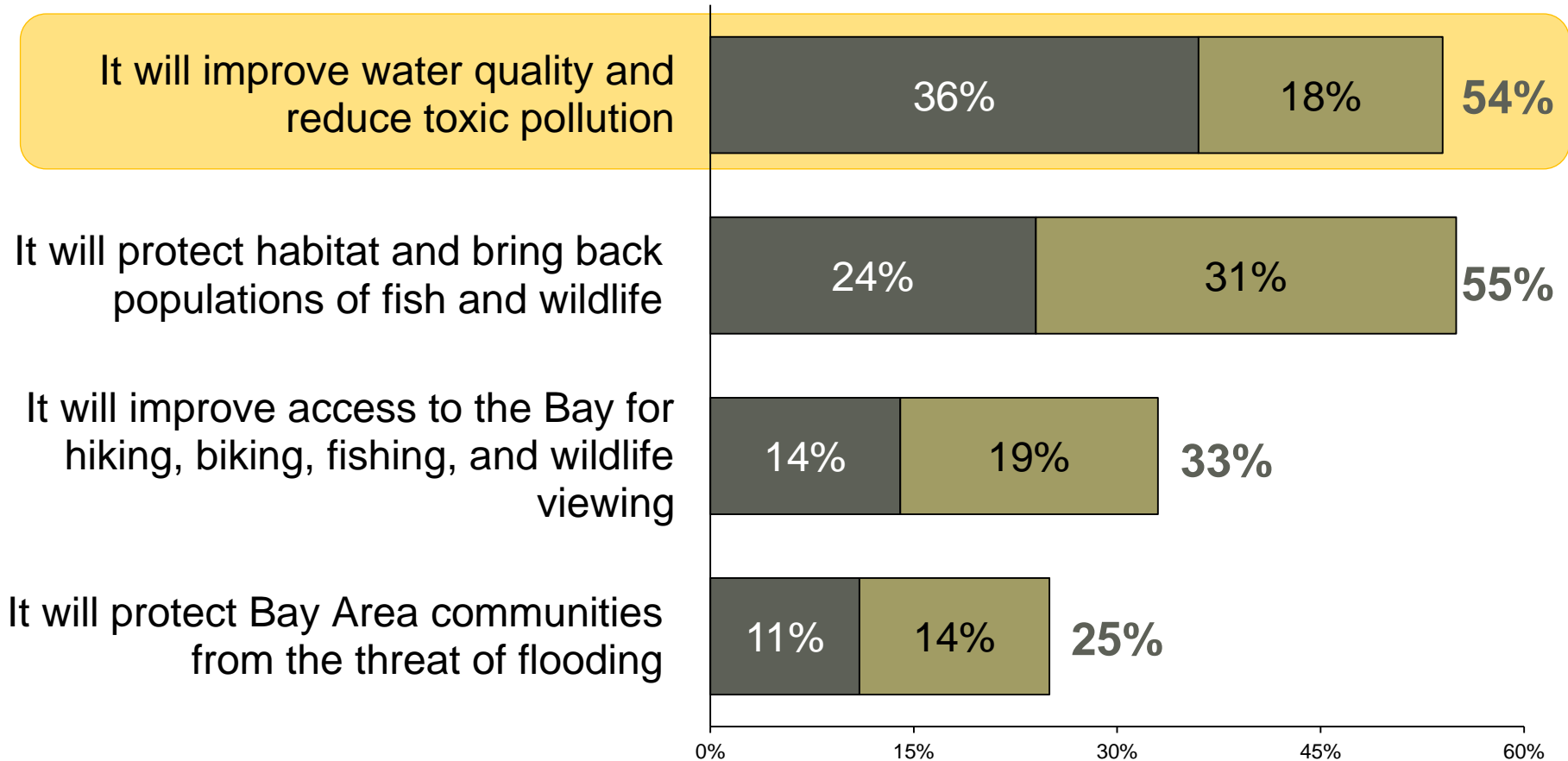
***(ECONOMY)** San Francisco Bay attracts tourists, supports commercial fishing, offers opportunities for recreation, and attracts quality employers to the region. Keeping the Bay healthy will help keep our economy strong.



Water quality stands out as the *most* compelling reason to support the measure.

Whether or not you support this measure, which of the following do you think offers the best reason to vote for it:

■ 1st Choice ■ 2nd Choice



Conclusions

- The measure continues to appear viable for the November 2014 ballot, but will require a strong campaign.
 - Support hovers right around the two-thirds margin, with only about one-third of voters firmly committed to a “yes” vote.
 - Messaging is capable of increasing the intensity of support, but has little effect on its overall breadth.
- This likely requires some caution in the structure of the measure – most likely targeting a \$9 tax and a 10-year duration; though neither price nor duration appear determinative of support, the margins are close enough to suggest a conservative approach.
- Key swing voter groups include communities of color; residents of Napa, Solano, and Contra Costa counties; lower-income households; moderate to conservative Democrats; senior women, and Republican women.
- As past research has shown, messages focused on future generations, fish contamination, and the multiple ways residents use the Bay are highly compelling.
- Accountability provisions and the geographic reach of the measure’s benefits will also be important to emphasize as inoculation against attacks.

For more information, contact:

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