



Date: January 19, 2010  
To: Governing Board  
From: Judy Kelly  
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Subject: **Expenditure of Grant Funds to Support Public Opinion Polling/Research Survey and Acceptance of Additional Funding**

Attachment: Request for Proposal, Phase I (Draft)

#### Recommendations

- (1) Approve the proposed Request for Proposal (RFP) for Phase I polling and research using expenditure of San Francisco Foundation (SFF) grant funds in the amount of \$50,000.
- (2) Accept an additional \$50,000 of funding for this effort received on behalf of the Restoration Authority from the Hewlett Foundation for use in Phase II.

#### Summary

At its July 29, 2009, meeting, the San Francisco Bay Restoration Authority's (Authority) Governing Board voted to accept *Save The Bay's Funding Options Report (SCI Consulting Group for Save the Bay, July 2009)*, including its recommendation that the Authority undertake public opinion research, and to accept San Francisco Foundation (SFF) grant funds to implement the report's recommendations. As Association of Bay Area Governments (ABAG) provides the Authority with administrative support, the Authority will follow ABAG's procurement procedures for selecting a contractor subject to final authorization by the Authority.

At its October 28, 2009, meeting, the Governing Board reviewed the proposed two-phase workplan for the opinion research and agreed to go forward with an RFP for expending part of the SFF funds (\$50,000 out of \$75,000) to begin Phase I. [See workplan summary below from Item 7, Authority Governing Board agenda packet, October 28, 2009.]

Item 6.B.

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ABAG staff was directed to draft an RFP for this work, and a subcommittee of the Governing Board (Charles McGlashan, Sam Schuchat, and Rosanne Foust) was formed to provide guidance on the proposal and assist in selecting a final contractor.

ABAG staff drafted an RFP and circulated to the full Board for comments on December 2, 2009. The RFP was then revised based on comments received, and Sam Schuchat, Chair of the subcommittee, sent a revised RFP to subcommittee members on January 3, 2010, asking for comments back by January 15, 2010.

Subsequent to the last Governing Board meeting, ABAG applied for and received a grant on behalf of the Authority for an additional \$50,000 from the Hewlett Foundation to perform the work described in the workplan. Therefore, the Authority now has \$125,000 to apply to Phases I and II of the public opinion polling and research work. The Phase I RFP ready to release is for \$50,000, leaving up to \$75,000 for additional Phase II work implementing the *Funding Options Report*.

### Workplan Background and Summary from October 28, 2009, Governing Board Agenda Packet

Funding Options Report Recommendations: The *Funding Options Report* highly recommends undertaking a public opinion survey and feasibility analysis, regardless of the Authority's ultimate choice of ballot funding measure (i.e., regional or smaller area). The report recommends that the Authority undertake this research in two phases:

- Phase I: Baseline survey to determine the public's level of support for Bay restoration and to determine what projects garner the most voter support. Phase I would build on research already conducted by Save The Bay.
- Phase II: More comprehensive survey to refine the ballot measure language and to develop specific themes for public information and outreach; would occur after the Authority has determined the timing, funding mechanism, and scope of the projects it will fund.

More specifically, Phase I work would develop an overall strategy and timeline for moving forward with a measure, and be designed to address the following issues:

- Quantify current voter concern with Bay quality and Bay restoration compared with other local issues;
- Test voter reaction to a proposed parcel tax to fund Bay restoration projects;
- Determine the dollar level of support that is likely to garner in excess of 2/3 support from likely voters and the corresponding total annual revenues that could be generated;
- Evaluate voter reaction to potential components of a measure, including language and tax amount.

In addition, Phase I work would help determine what type of measure might meet with voter approval at the 2/3 level, recommend an election timeline to improve the likelihood of success, and provide information about how much of a privately funded campaign effort may be required.

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Estimated Costs and Funding Mechanism: The *Funding Options Report* estimates the following costs for Phases I and II:

- Phase I: \$20,000 to \$50,000. A baseline telephone survey (approximately 12 minutes) will range from \$20,000 (600 interviews) to \$50,000 (up to 1,200 total interviews to allow for interpretation of county-by-county results).
- Phase II: \$18,000 to \$40,000. An additional telephone survey (approximately 18 minutes) to refine the language of a measure and develop specific themes for public information and outreach will range from \$18,000 (400 interviews) to \$40,000 (600 interviews).

### Workplan

Task 1: Retain a consultant to conduct Phase I work (November 2009 to January 2010).

- Staff will prepare an RFP for subcommittee review to conduct Phase I work as described above in this memo and in the *Funding Options Report*. Staff will specify times/tasks in which to receive input by the Governing Board on survey questions prior to issuing the RFP.
- Subcommittee will review and approve the draft RFP.
- ABAG will implement its contractor selection process.
- Subcommittee will approve the contractor selection.
- ABAG will execute contract.

Task 2: Implement Phase I work (January 2010 to June 2010).

- Governing Board will submit input on survey questions at its January 2010 meeting.
- Consultant will conduct the surveys.
- Consultant will prepare draft report.
- Governing Board will provide input to Contractor and staff at its April 2010 meeting.
- Contractor will submit final report.

Task 3: Retain consultant to conduct Phase II work (June 2010 to July 2010).

- Staff will prepare an RFP for subcommittee review to conduct Phase II work as recommended by the *Funding Options Report* and as informed by the results of the Phase I work. Staff will specify times/tasks in which to receive input by the Governing Board on survey questions and on the draft findings.
- Subcommittee will review and approve the RFP.
- Staff will request that SFF grant an extension to expend funds by end of calendar year 2010.
- ABAG will implement its contractor selection process.
- Subcommittee will approve the contractor selection.
- ABAG will execute contract.

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Task 4: Implement Phase II work (July 2010 to December 2010).

- Governing Board will submit input on survey questions at its July 2010 meeting.
- Consultant will conduct the surveys.
- Consultant will prepare draft report.
- Governing Board will provide input to Contractor and staff at its October 2010 meeting.
- Contractor will submit final report.