Priorities & Next Steps
for SF Bay Restoration Authority

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Presented by Save the Bay &
Storefront Political Media
How we got here

**Important coalition partners brought together**

- Ducks Unlimited
- Bay Area Council
- Silicon Valley Leadership Group
- Senator Dianne Feinstein

**Governing Board assembled to lead us to ballot**
How we got here

Intellectual infrastructure — 3 polls in 4 years —
What we learned

• Economy closely tied to voter attitudes
• Voters under 30, Democrats, renters, low propensity voters are key
• Identified differences in opinion within 9 counties
• *Greening the Bay* report

Endorsements from regional stakeholders on concept*

• Representatives Zoe Lofgren, Pete Stark, Jackie Speier, Lynn Woolsey
• State Senators Loni Hancock, Lois Wolk, Noreen Evans, Mark Leno
• State Assembly Members Tom Ammiano, Jim Beall, Jerry Hill, Michael Allen, Paul Fong, Jared Huffman

*partial list
Priorities going forward

Pursue decision on path to ballot

- Pay full amount — estimated $3-5M
- Negotiate “marginal cost” with local counties through ABAG
- Seek legislative action through Sacramento
- Pursue grassroots signature gathering campaign
Restoration Authority next steps: Prepare for stakeholder outreach and organizing efforts

Develop materials and strategy for outreach

• Before we can make our case, we need to solidify facts
• Develop educational materials
• Targeting — who should be contacted and when
• Determine what matters to each community, stakeholder, Bay at large
Restoration Authority next steps: Continue to strengthen intellectual infrastructure

**Solidify facts we need to build our case**

- Jobs created
- Environmental benefits
- Health benefits
- Economic benefits

**Audit of useful existing data**

- Repurpose existing data for our efforts
- If new data is needed, pursue it
Highlight SF Bay's issues and funding needs

- Engage fellow elected officials to join in earned media opportunities
- Meet with editorial boards to begin educating them on issue
- Develop educational materials to be used in meetings with key stakeholders
- Draft and place OpEds and blogs on important SF Bay issues