MEMORANDUM

DATE: November 2, 2012

TO: Governing Board
San Francisco Bay Restoration Authority

FROM: Amy Hutzel
San Francisco Bay Area Conservancy Program Manager
State Coastal Conservancy

SUBJECT: Refined work program for CY 2013

Attached for your reference is a refined work program for activities proposed to be undertaken in CY 2013 by the Governing Board, staff, and allies in preparation for a November 2014 ballot measure. This work program for 2013 updates and expands upon the 2013 portion of a 24-month work program provided by staff in April 2012. Campaign activities will be undertaken separately as allowed under law and are not included in the work program.
Overview
Below is an outline of tasks proposed to be undertaken by the Governing Board, staff, and allies in CY 2013 in preparation for an envisioned ballot measure.

January – April
- Conduct targeted outreach to community stakeholders along the Bay shoreline
  - Meet with schools & school districts with identified flood risk, where wetland restoration could mitigate impacts or enhance safety
  - Conduct similar meetings for health & public safety or other public infrastructure
  - Conduct 2-3 meetings per Governing Board member in this Quarter
- Conduct planning and fundraising for polling
  - Determine how to raise $30,000+ for polling to identify ballot provisions that will suit various constituencies
  - Selection of polling vendor
  - Tracking of public perception of value of wetland restoration, willingness to pay small amount to restore the Bay
- Consider 2013 legislation & ballot access opportunities

May – July
- Continue targeted outreach – make adjustments based on feedback from first set of meetings
- Execute polling and assess results
- Continue to track and pursue any legislation or other new initiatives
- Establish and approve outline for next 16 months, key dates and deadlines for action by Governing Board
  - Ballot access – Determine what’s needed to secure a spot on the ballot
  - Public engagement in process – Determine what level of public review the proposal should go through before being placed on the ballot
  - Specific ballot language – Develop a process and timeline, and identify roles and responsibilities, for identifying how language is drafted and reviewed and ensuring compliance with election regulations
  - Regularly update approach based on new information and changed conditions on the ground (economic, news events, etc)
- Continue to partner and support as appropriate other public education activities being executed by stakeholders and allies.

August - December
- Increase number of outreach and engagement meetings, as stakeholder attention begins to grow around a likely 2014 regional measure
- Increase frequency of Governing Board meetings to enable timely discussion and review of public outreach and ballot access strategies and direction to staff.
- Much of the detail for the second half of the year will be determined by the results of the outreach in the first half of the year