San Francisco Bay Restoration Authority Advisory Committee

Summary of Comments on the Annual Report
from June 28, 2019 Advisory Committee Meeting

The Advisory Committee makes the following recommendations for the next round of the Annual Report:

1) Determine whether the Annual Report’s intended audience is just the Governing Board or if it is also intended to be an outward facing communications piece. If the Annual Report is intended to serve as a public outreach document, the Advisory Committee would like to serve as a reviewer of an early outline version in order to provide comments.

2) Thank (and turn the spotlight on) the voters for passing Measure AA and funding the projects.

3) Specific additions to the Annual Report should include:
   - an easily understandable map of the projects
   - leveraged dollars amount
   - identification of public lands
   - campaign strategic goals
   - date published

4) Future Annual Reports should focus on being robust online versions, including videos.

5) Provide outreach materials related to Annual Report information (report, one-pagers, videos) in other languages as appropriate and as resources allow.

6) Being cognizant of limited resources, it will be important to gauge the level of effort in producing this Annual Report compared with the number of people expected to read it.