



Date: April 23, 2010
To: Governing Board
From: Judy Kelly
Director, San Francisco Estuary Partnership

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Deputy Program Manager, San Francisco Bay Area Program
California State Coastal Conservancy

Subject: **Selection of Firm to Conduct Public Opinion Polling/Research**

Proposed Action

None

Summary

At its October 19, 2009 meeting, the Board approved the workplan for Phase I polling and research using San Francisco Foundation (SFF) grant funds, which directed a subcommittee of the Governing Board to approve the contractor. The subcommittee (Schuchat, McGlashen, Foust, Cortese) was directed to review the responses to the RFP for Phase 1 of the polling effort, choose a firm to conduct the polling, and work with the selected firm to create questions for the polling effort.

At its January 27, 2010 meeting, the Board (1) approved the Proposed RFP for Phase I polling and research using expenditure of SFF grant funds in the amount of \$50,000 and (2) accepted an additional \$50,000 of funding for this effort received on behalf of the Restoration Authority from the Hewlett Foundation. Phase I of the polling effort consists of a baseline survey to determine the public's level of support for Bay restoration and to determine what projects garner the most voter support. Phase II will build on this first phase with questions related to a specific course of action developed out of the research and recommendations of Phase I.

The RFP was sent out from ABAG on January 28, 2010 and ABAG received 17 responses to the RFP. Staff drafted a Review Criteria sheet, which was then reviewed and modified by the subcommittee, and applied by staff to the review and ranking of the 17 proposals.

Staff [Judy Kelly, Paula Trigueros, and Moira McEnespy] first individually reviewed and ranked the 17 project proposals. They then met on March 25, 2010 to determine the top five proposals to

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forward to the subcommittee for final selection. The three reviewers were in agreement on the top three proposals, and came to agreement on the next two: EMC/SCI, FM3, Godbe Research, Goodwin-Simon and Tulchin Research. These five final proposals were reviewed and discussed by the subcommittee in a conference call April 12th and the subcommittee chose FM3 to conduct the polling effort. ABAG staff is now preparing to contract with FM3.

The Ranking Criteria sheet, the staff ranking table, and the winning FM3 proposal are attached.

Attachments:

- A. Ranking Criteria
- B. Staff Ranking Table
- C. FM3 Proposal