



San Francisco Bay Restoration Authority

Date: July 21, 2010

To: Governing Board

From: Karen McDowell
Environmental Planner, San Francisco Estuary Partnership

Subject: **Status of Public Opinion Polling**

Attachment: Ballot Measure Feasibility Survey

Current Status

The Polling Subcommittee consists of the following members:

Samuel Schuchat, Executive Officer, California State Coastal Conservancy
Dave Cortese, Supervisor, County of Santa Clara
Rosanne Foust, Councilmember, City of Redwood City
Charles McGlashan, Supervisor, County of Marin

On April 13, the contract for the public opinion poll was awarded to FM3.

On June 29, the Polling Subcommittee and the Advisory Committee met with Dave Metz and Shakari Byerly from FM3 to discuss the items that should be addressed in the public opinion poll.

On July 13, the draft poll was distributed to the Polling Subcommittee and the Advisory Committee.

On July 21, the Polling Subcommittee, Advisory Committee, and FM3 staff met to discuss which comments would be incorporated into the final poll.

Written comments on the draft poll can be submitted via email to kmcdowell@waterboards.ca.gov by 4:00 p.m. on Friday, July 23, 2010.

The final poll will be distributed at the Governing Board meeting on July 28, 2010.

Polling is expected to begin in early August.